

What You Can Exhibit

- ▶ Animated displays
- ▶ Banners & posters stand
- ▶ Digital signage
- ▶ Flatbed cutting systems
- ▶ Floor graphics
- ▶ Interactive technology – gesture / touch
- ▶ Laser cutting machines
- ▶ LED / LCD displays & signage
- ▶ Menu boards
- ▶ Mobile signs
- ▶ Outdoor signage
- ▶ POP
- ▶ Printed electronics
- ▶ Retail displays / signage
- ▶ Sign-making equipment



Who Will Visit

- ▶ Sign makers / producers
- ▶ Commercial printers & designers
- ▶ T-shirt printing/production
- ▶ Advertising & media agencies
- ▶ Event managers & exhibition stand builders
- ▶ Interior decorators / outdoor media
- ▶ Graphic designers/pre-press
- ▶ Brand & image consultants

Trade show for the signage and visual communications industry



11 - 14

December 2017

Expo Centre Sharjah

United Arab Emirates



The Deal

Shell Scheme Stand

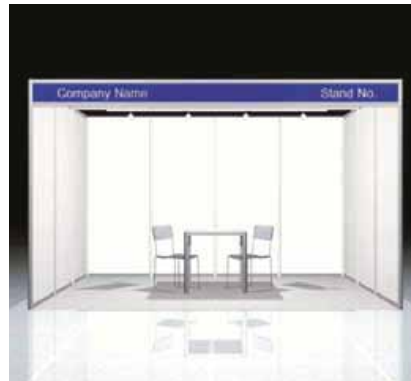
US\$ 300 per sq m

Shell scheme stand includes walls, tile carpeted floor, one spot light for each three sq m, power outlet, fascia board with company name, two chairs and desk, general security and cleaning

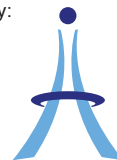
Bare Space

US\$ 275 per sq m

(Carpets and electricity to be invoiced separately)



Organised by:



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Supported by:



جريدة تجارة و الصناعة الشارقة
Sharjah Chamber of Commerce & Industry

ExpoCentreShj

Sign Arabia 2017

A Cut Above The Rest

When it comes to innovative display and interactive technology solutions, Sign Arabia 2017 is set to stay a cut above the rest in the region.

For, the trade show offers the most cost-effective platform to showcase the best products and services from across the world to the sign and visual communications industry in the region.

Sign Arabia 2017 gives you direct access to thousands of key regional players who thrive in a market where latest signage and interactive technology networks are revolutionizing communications.



One Show, Multiple Prospects

Sign Arabia 2017 will be co-related with shows for Printing, Packaging and Plastic industries. This will create increased visitation and interest from industries sharing a great synergy with signage suppliers. Exhibitors can expect additional leads and enquiries from different buyers group.

A Sign Of Booming Times

The sign and graphic industry is expanding fast, driven by the rapid growth of regional economies and increasing requirements from retail, travel & tourism, and hospitality industries as well as mega events like World Expo 2020 and FIFA World Cup 2022. Moreover, real estate industry incline give a massive boost to this industry.

New technologies, besides leading to a considerable decline in costs and positively impacting market trends, are also creating new standards for excellence in creativity and innovation, and driving up demand.

Sign Arabia is set to bring all stakeholders under one roof where exhibitors and visitors can interact with sign makers, print and production manufacturers, architects, media agencies, retailers, real estate developers, hospitality, brand consultants and professionals.

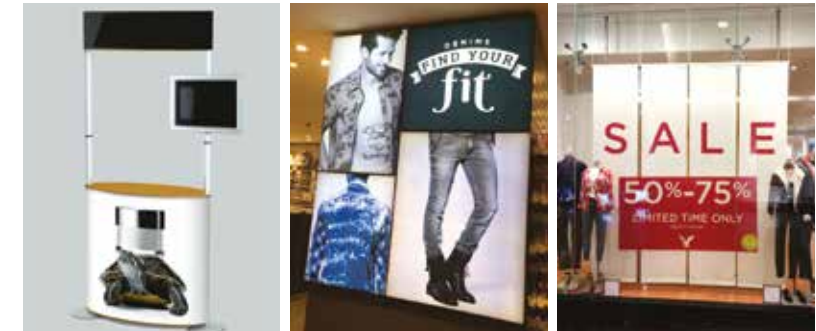
Why Take Part

- Better ROI for your Participation
- Reasonable Square meter rates.
- Ready Stand options to suit machinery display
- Choice of freight forwarder/ ground handling to reduce cost of logistics.
- Low Power / Air rates as compared to other venues.
- Access to the regional market
- Most cost-effective platform to do business
- Insight into important industry issues
- Interact face-to-face with key prospects
- Launch your new products & technology
- Connect with regional industry players



Facts & Figures That Drive The Market

- Close to 2.5 million square metres of organized retail gross leasable area to be completed in the GCC market during 2016 and 2017 alone
- At a CAGR of 7.6%, the region's tourism industry is to hit US\$36.7 billion in 2020 from an estimated US\$25.4 billion in 2015
- World Expo 2020 to attract 17 million visitors, generate 275,000 jobs and witness massive boom in the hospitality sector
- Qatar is pouring a staggering US\$200 billion into infrastructure, including a new rail network, hotels and roads ahead of FIFA WC 2022
- The total MENA ad market in 2015 was worth an estimated US\$5.5 billion in net advertising revenues
- The US\$910 million (2015) LED lighting market in the GCC is expected to grow at a rate of around 17% in the next five years



CONCURRENT EVENTS



arabiamold

Sign Arabia 2017 will be held alongside 3rd Print Pack Arabia, 4th Plastivision Arabia and 4th Arabia Mold. Since they cater to correlated segments, the event becomes the most comprehensive platform of its kind in the region.

Bringing In The Visitors

The campaign will include a regional advertising campaign covering trade magazines, newspaper, digital / online / social marketing and one-to-one tele-calling to potential buyers and visitors. Additionally a targeted campaign will be carried out to promote the show among influencers such as designers, architects and agencies across target markets. The concurrent events guarantee common visitors from the regional printing & packaging sectors.

Key Stats Of Past Edition

Duration of the show:	4 days
No. of exhibitors:	100
Total visitor turnout:	6,619
Visitors came from:	88 countries
Space occupied:	8,000 sqm
Display machines sold:	90%
Exhibitors retention:	80%