

## EXHIBITORS SPEAK!

TESTIMONIALS TO DEAL 2011

"We had a fantastic exhibition. Not only did we sign millions of dollars worth of business but we also received lots of project enquiries that are to be completed within this year. This is the most important exhibition for us as we are distributors for most of the popular brands here in the Middle East"

Prakash Vivekanand  
Managing Director, ASI

"We've been very pleased with the response and have already confirmed our participation for next year and, looking at the response, we are even planning a representative office here in the Middle East"

Victor Meier  
Marketing Director, Xtra ICE

"We had a lot of positive and genuine enquiries that we hope to close within the year. We are also taking on new brands and will take a much bigger space at DEAL 2012"

Nabil Kassim  
General Manager, Warehouse of Games

"We had a fantastic show; it was above and beyond our expectations and we have already signed for next year. We were approached by serious prospects and expect a good year of business"

Danny Siegal  
President, Comfy Edutainment  
Centers and Partner in HPS

A NAME YOU CAN RELY ON

DEAL 2012 Expo is conceptualized and organized by International Expo Consults LLC., a division of Dubai's multi-faceted Falak Holding. The company has extensive expertise in organizing trade exhibitions and seminars in the Middle East and India. Its growing tradeshow portfolio serves a diverse range of industries spanning the Leisure, Amusement, Entertainment, Sign & Graphic Imaging, Digital Online and Manufacturing sectors.



### SPONSORSHIP OPPORTUNITIES

DEAL 2012 offers an exciting range of sponsorship opportunities, these include:

- Media Partnership Opportunities
- Advertising in the Show Catalogue
- Show Supplement in English Newspapers of the region
- Branding options at the Show Venue and Visitor Registration Area
- Seminar programme
- Exhibitor Banquet Sponsorship
- Customized Packages to meet your requirements

### EXHIBITOR STAND OPTIONS:

#### Shell Scheme Stand

Exhibit Rate: US\$ 380/ sq. m. (Minimum stand size – 12 sq.m.)

The price includes:

- Octanorm style stand fitting system built out of white vinyl laminated panel boards
- 2.5 meters high and 1 meter wide
- The stand will also include Carpeted Flooring
- 1 table, 2 chairs, 1 waste paper bin
- One 13 Amp, 220 v single phase power point with socket
- 3 Spot Lights
- Company name on Fascia in English

#### Bare Space Only

Exhibit Rate: US\$ 330/ sq. m.

Minimum stand size – 36 sq. m.

Services like electricity, carpeting, etc. to be ordered separately with our official Stand Contractor. Details will be provided in the Exhibitor Manual.

#### Inflatables

Exhibit Rate: US\$ 200/ sq. m.

Minimum stand size – 36 sq. m.

Please refer to the space application form for details.

For more information on any of these options, write to us at [themeparks@iec.ae](mailto:themeparks@iec.ae)

Organised by:



Supported by:



Member of:



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PARTICIPATE  
IN DEAL 2012

# ACCELERATE YOUR GROWTH

in the Entertainment, Amusement and Leisure Industry



The premier trade exhibition for the Entertainment, Amusement and Leisure Industries in the Middle East.



April 17 – 19, 2012, The Arena, Dubai World Trade Centre, UAE

In today's new-age and complex world where stress is a daily occurrence, it is essential for every individual to spare some time to indulge in entertainment, leisure and recreational activities one really enjoys. These activities are not just meant to de-stress and aid in diverting the attention away from work, they also bring about a positive flow of energy in a person.

Entertainment and Leisure are high on the list of out-of-home activities for families who are constantly on the lookout for more thrills, more fun and more variety. So if you are serious about making an impact in the entertainment, amusement and leisure industry, it's time you made a deal with Dubai Entertainment, Amusement and Leisure (DEAL) Expo 2012.

#### A DEAL YOU CANNOT AFFORD TO IGNORE

Dubai Entertainment, Amusement and Leisure (DEAL) Expo is more than just a focal point for the MENA region's ever expanding amusement and attractions industry. It is a heartbeat that pulsates with an assortment of innovative ideas, inspiration and enthusiasm to meet the demands of varying visitor attractions from FECs to water and theme parks, heritage centres, museums, zoos etc.



#### 18 AND GOING STRONG

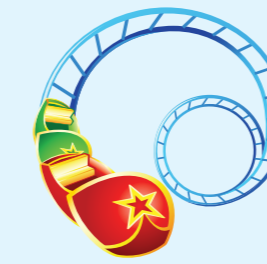
Ever since its inception, DEAL has been the ONLY 'one-of-its-kind' premier international trade exhibition for the Entertainment, Amusement and Leisure industries in the Middle East.

Now in its 18th year, DEAL 2012 will continue to provide new opportunities for international companies to explore and benefit from markets of Middle East, African, Mediterranean and Asian countries. It also acts as a single platform that allows entrepreneurs to forge strong and profitable business relationships that have become a symbol of the Event's continuing success.

#### WHY EXHIBIT IN DEAL 2012?

The 18th edition of the vibrant DEAL Expo will be the perfect stage to:

- Display your business among 250 leading exhibitors from 33 countries
- Showcase the latest equipment, and services to over 5000 serious business visitors
- Gain education and information through dedicated seminar programmes
- Enhance business networks and profitable business deals
- Share innovations, ideas and proposals
- Generate inquiries and orders



#### HIGHLIGHTS OF DEAL 2011

- The 17th edition of the Dubai Entertainment, Amusement and Leisure (DEAL) expo was unveiled by H.E. Hussein Lootah, Director General of Dubai Municipality at Dubai World Trade Centre (DWTC)
- The event was attended by 4,152 visitors
- In total 210 companies exhibited at the show from over 30 countries
- Number of new exhibitor increased by 25%
- Premier of new technology and global launch of gaming products and rides from Trans Force, Luca SRL and Van Egdom



#### INTERNATIONAL INDUSTRY SUPPORT

DEAL Expo has always been well appreciated and supported by

The Amusement Industry Council of Europe, including Association Fabricantes Y Exp. Maquinas de la Foida de Bunyal (Spain), Associazione Nazionale Costruttori Attrezzature, Spettcoli Viaggianti (Italy), Amusement & Leisure Equipment Suppliers of the UK, American Amusement Manufacturers Association, Themed Entertainment Association (Europe & Middle East Region) and the World Water Park Association. In addition, there are also numerous other reputed Associations who lend their support to the Show & Seminar Programme.



#### DEAL 2011, A FLASHBACK

