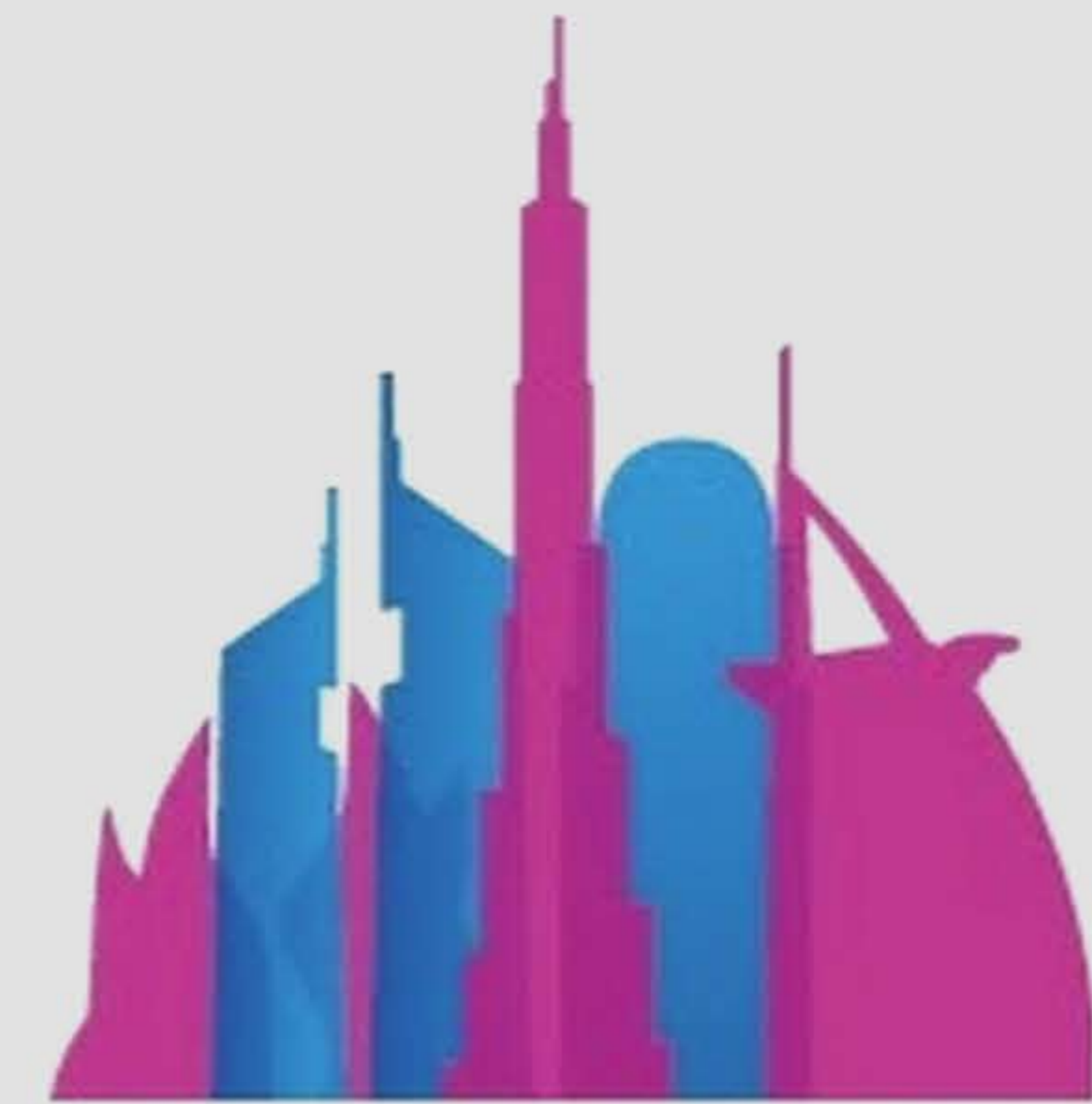


The Affordable Home Show is the first and only family exhibition about affordable housing in Dubai.

The Affordable Home Show is the first and only family exhibition about affordable housing in Dubai. This show is a gathering of the best offers and packaged discounts in affordable homes, financing, insurance, facility management and everything in between. Exhibitors and service providers can market and sell their new developments, products and offering to a vibrant crowd of budget-conscious families. The shift towards affordability is clear, widely encouraged and is here to stay.



دبي



The Affordable
home show

www.affordablehomeshow.ae

GOODBYE TENANCY!



The Affordable
home show

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What does it mean to be affordable?



Luxury

reasonably priced



Uncompromising atmosphere

minus the expense



Quality

without paying a premium



Finance

with flexibility giving you more for your money

Dubai Municipality are introducing mandatory affordable housing quotas as 50% of Dubai residents are middle-income earners, only to increase with Expo2020Dubai as an influx of employment is anticipated.

Affordability will drive further maturity in the emirate by:

- 1) Bringing financial consolidation to the client;
- 2) Solving the city's mobility problem (less commute times);
- 3) Engaging a more productive workforce and increase investment.



**ULTIMATELY BRINGING
A WIDE RANGE OF
BENEFITS TO YOUR
SPONSOR.**



The Affordable
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The affordable home show will welcome



10,000 visitors
over **3** days



Property
enthusiasts
& investors

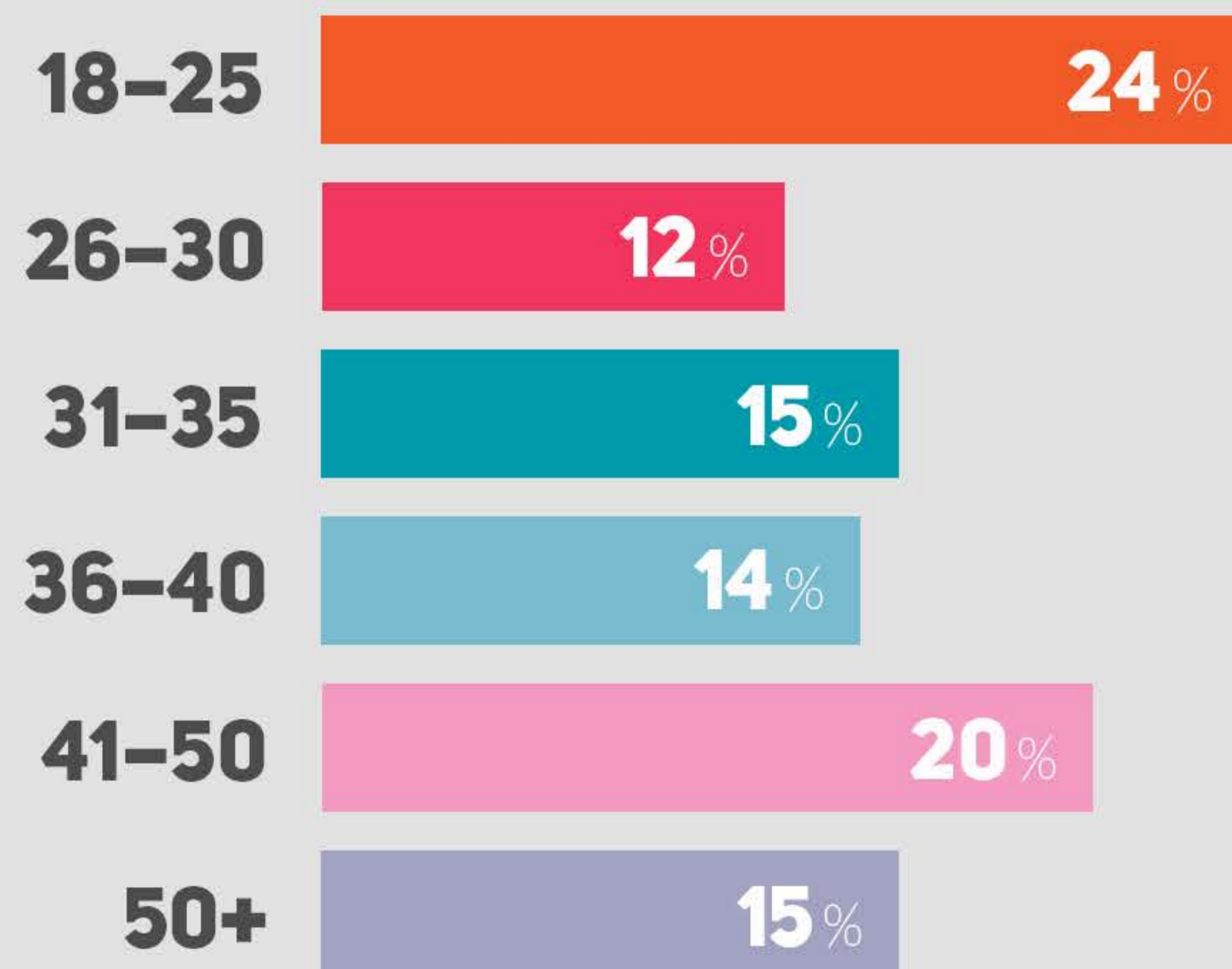


1st time
property
buyers

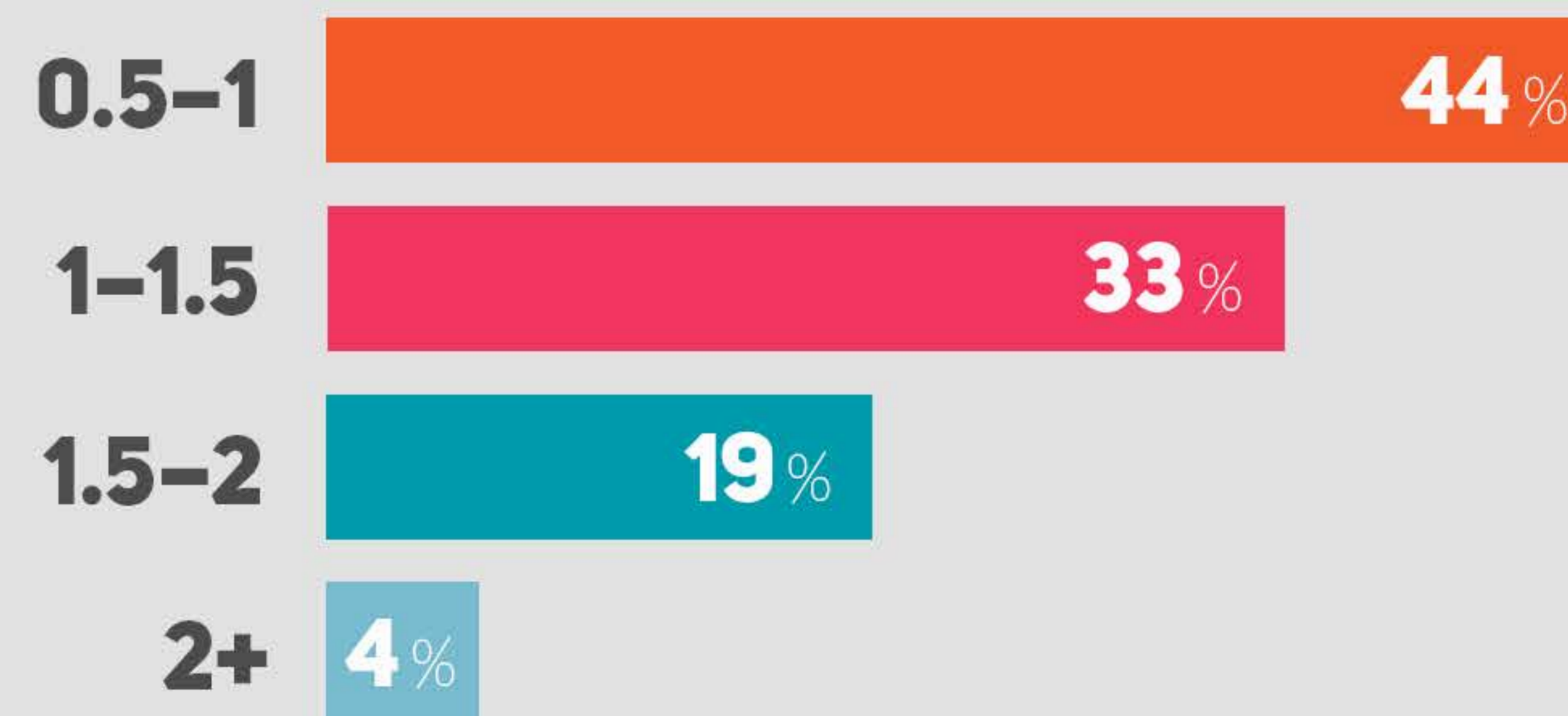


Families
& professional
couples with
friends looking
for a great day out!

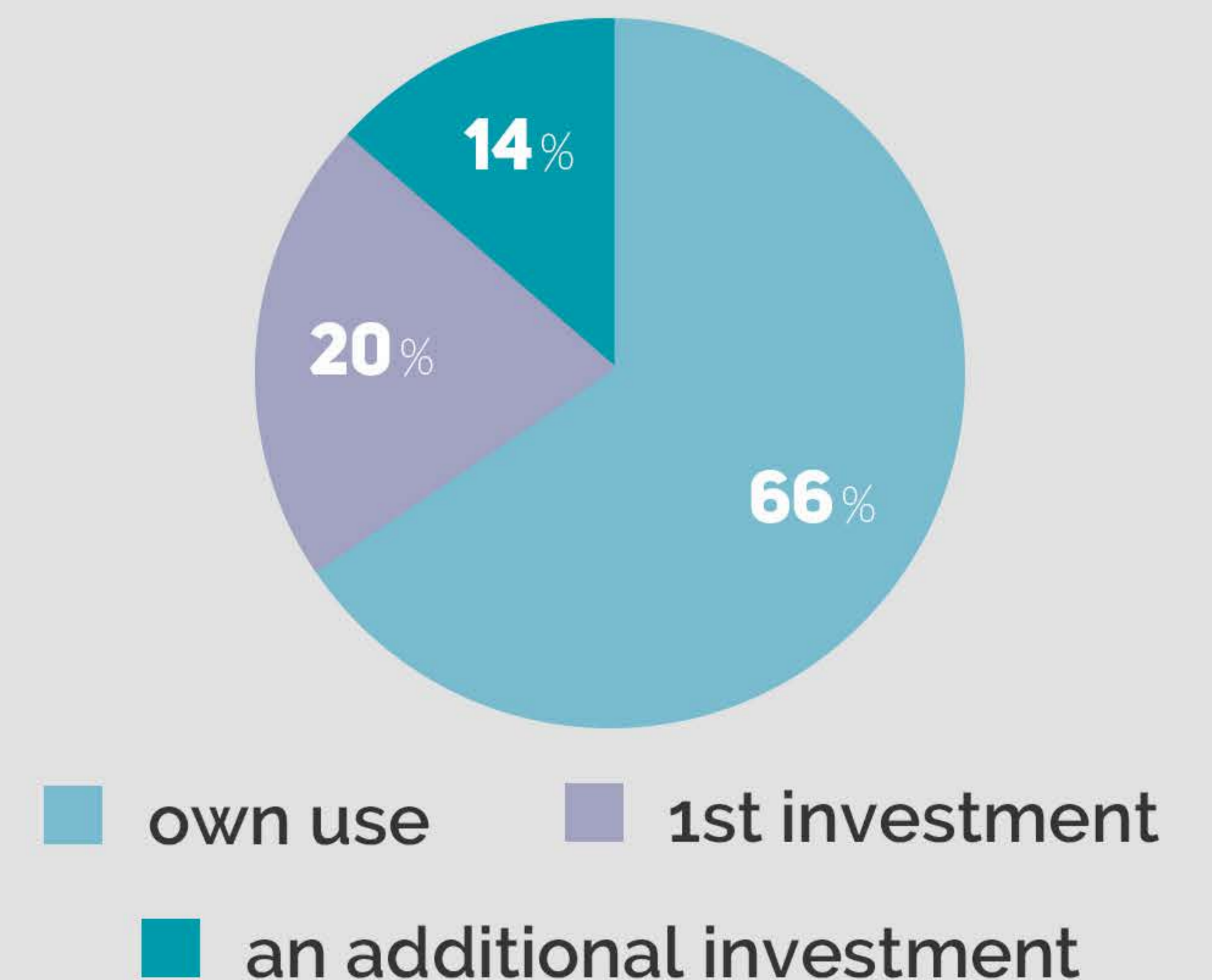
Visitor age



Budget, \$ Mil.



Purpose of property



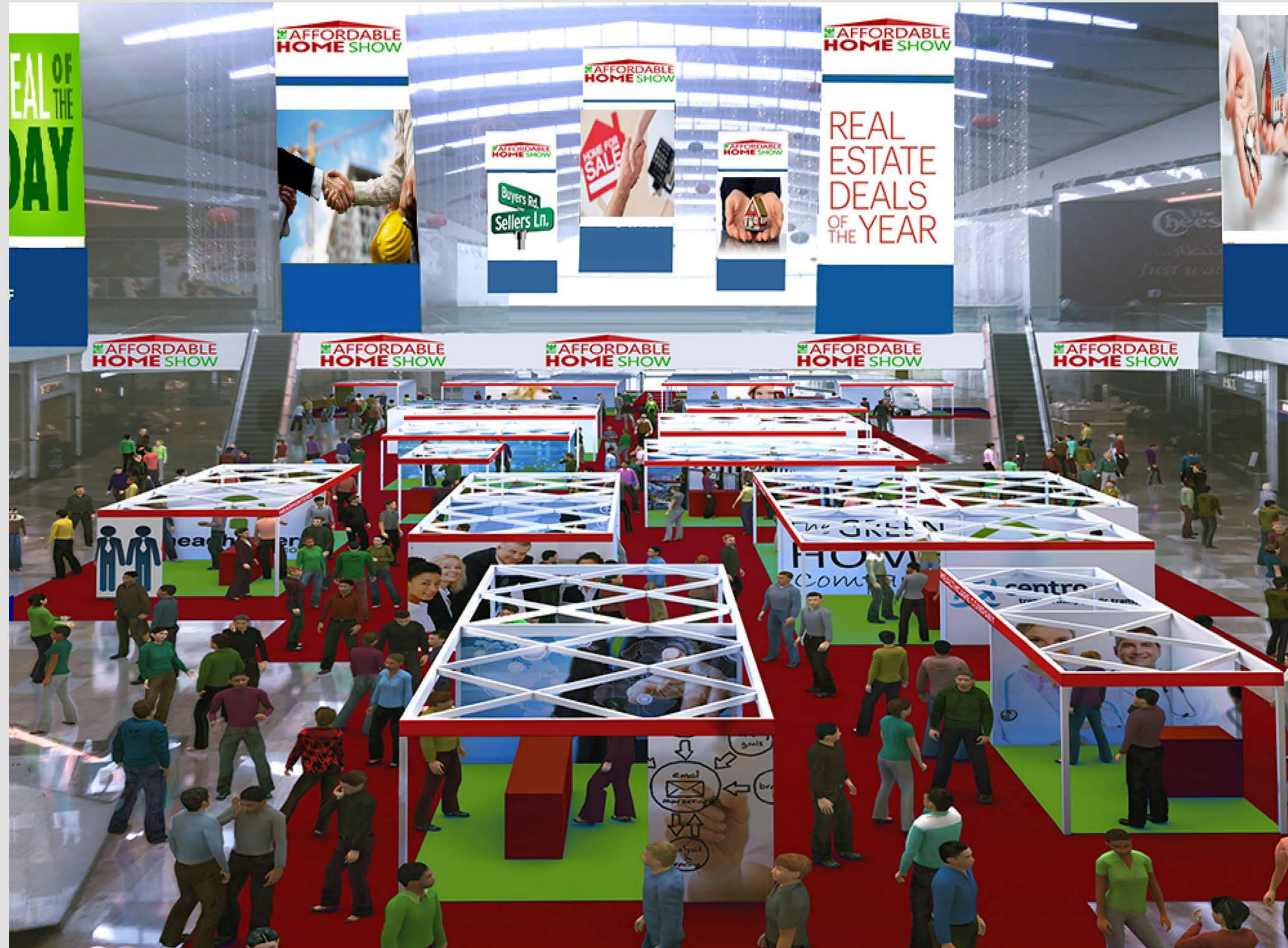
Looking for finance



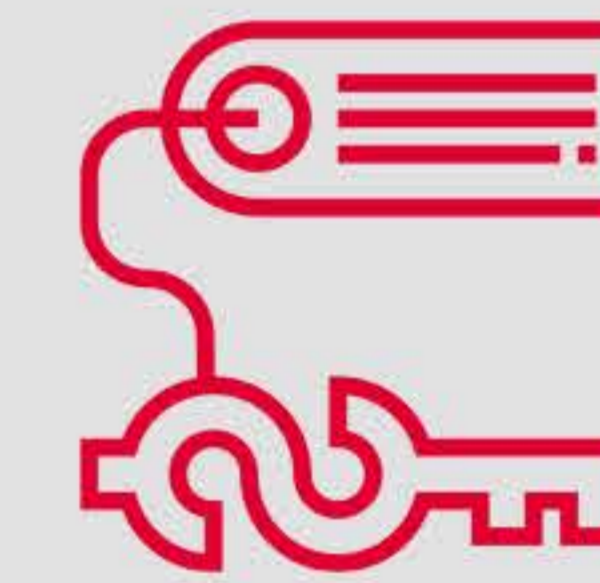
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home show

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Event features



Property exhibitor
showrooms



Mortgage lenders
and brokers



New and existing
property developments



Property agents



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Floor plan

26–30 stands

4000–6000 expected visitors per day

WEST AREA			
STAND no	AREA (m ²)	STAND no	AREA (m ²)
14	25	21	9
15	24	22	16
16	36	23	9
17	25	24	9
18	9	25	12
19	16	26	12
20	12	Σ (13-25)	214

EAST AREA			
STAND no	AREA (m ²)	STAND no	AREA (m ²)
1	24	8	28
2	24	9	36
3	24	10	25
4	30	11	24
5	24	12	42
6	24	13	35
7	25	Σ (1-13)	365



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Dubai festival city mall

Dubai festival city mall is a landmark 2m sq. ft. urban retail resort which forms the epicentre of Dubai Festival City now acknowledged to be one of the UAE's most exciting retail, dining and leisure attractions. Set the historic Dubai Creek, Dubai City Mall, offers world class retailers, restaurants, cafes and bistros, a 12-screens Novo Festival Cinemas complex and parking for 7000 cars. It also boasts some of the emirate's most photographed sunset vistas.



150,000
people a day

Sheikh Zayed Road,
Jumeirah, Bur Dubai

Al Khail Road



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2016 — EXHIBITORS READY TO SIGN



The Affordable
home show

www.affordablehomeshow.ae

Social Media Coverage



The Affordable
home show

www.affordablehomeshow.ae

News Coverage

Affordable Home Show to debut in Dubai

Organisers to bring exhibition to emirate in November as city looks to diversify its real estate market



ARTICLE PHOTOS

By Staff writer Saturday, 4 July 2015 9:44 AM



The Affordable Home Show will make its debut in Dubai later this year as the emirate looks to diversify its real estate offering away from the luxury sector.

Organisers said the show will be the "first and only exhibition focused on affordable housing in Dubai, showcasing the best offers and packaged discounts in affordable homes".

The announcement about the show, which is being held in Dubai in November, comes as Dubai Municipality said it may force future property developments to factor in affordable housing under new proposals.

A proposal has been sent to Dubai's Executive Council that would ensure that 15 to 20 percent of a developer's project is aimed at lower income groups, according to a report by the emirate's planning authority.

Related:

Stories

- Dubai's affordable homes move 'long overdue' - Cluttons
- Dubai developers may be forced to factor in affordable housing for new projects
- Dubai house prices, rents continue to fall in Q2 as supply fears rise
- Buyers for Dubai's Town Square in overnight scramble for 10 villas

Galleries



Dubai now available on Street View

Also in Property

Dubai's housing market

Market Resources / Market Analysis & Opinion / SPOTLIGHT: The Affordable Home Show Dubai Jan 2016



SPOTLIGHT: The Affordable Home Show Dubai Jan 2016

October 08 2015
 By Lookup.Ae Editorial Team



The Affordable Home Show is scheduled for the 21st - 23rd of January 2016 at the Amphitheater in Dubai Media City.

WorldSouq is an Events & Exhibitions Company based out of Dubai. The company seeks to deliver events which are experiential, interactive and consumer focused.



Etisalat Yellowpages Follow
 www.Yellowpages.ae is the largest and free online B2B & B2C platform in Dubai, UAE, which gives you all the...
 Jan 14, 2016 - 2 min read

The Affordable Home Show! The first & only value added home show in Dubai!



The Affordable Home Show in Dubai is the first & only family targeted exhibition for affordable housing expenses in UAE. This show is a gathering of the best offers and packaged discounts for affordable homes financing, insurance, facility management, home appliances in UAE, landscaping, and everything in between. Exhibitors and service providers can market and sell their new developments, products and offering to a vibrant crowd of budget conscious families. The shift towards affordability is clear, widely encouraged, and is here to stay.

Home Services

The show will also include exhibitors from different sectors such as maintenance, cleaning, home movers and technical home servicing. This show will be a great opportunity for UAE residents to explore the other home accessory companies in UAE that will be available under one roof to serve the needs of all the visitors.

Home Products



The Affordable
 home show

www.affordablehomeshow.ae

Sponsorship plans

DIAMOND

(1 available)

AFF Home Show Magazine

Exclusive front cover position
One full-page editorial with pictures
One double page spread advertisement

Social Media & Online

Title spot for all social media channels & email blasts
Branded as Diamond Sponsor with link on www.affordablehomeshow.ae, for 3 months post event

PR and Advertising

Diamond Sponsor Mention in all AFF Home Show press release, pre, during and post event
Diamond Sponsor mention on all ads
Your logo of all AFF Home Show outdoor advertising
Your company name mentioned on all radio advertising posts
Your logo on all AFF Home Show billboards, posters, banners, flags and onsite branding
Your logo on AFF Home Show press wall
Your logo on AFF Home Show goodie bags

At the Event

Included on all promotional materials, event maps and press wall
Exclusive title spot on all AFF Home Show goodie bags & inclusion of giveaway (provided by sponsor)
Your Logo on ticket Booths
Your Logo on staff and crew badges
Complimentary 6x6m sqm only premium location

AFF Home Show Registration

Exclusively on AFF Home Show promoter t-shirt
Exclusively on AFF Home Show registration stand
Your logo on AFF Home map handouts
Diamond Sponsor mention on E-blast sent to registered participants

Press Launch

opportunity for 5 min presentation by senior executive
Opportunitu for press interviews and photos

AED 200,000

PLATINUM

One full-page editorial
One full-page advertisement

Spot for all social media channels & email blasts
Premier sponsor logo on website to remain for 3 months post event

Sponsor Mention in all AFF Home Show press release, pre, during and post event
Sponsor mention on all relevant ads
Your logo of all AFF Home Show outdoor advertising
Your logo on all AFF Home Show billboards, posters, banners, flags and onsite branding
Your logo on AFF Home Show press wall

Included on all promotional materials, event maps and press wall
Exclusive title spot on all AFF Home Show goodie bags (provided by sponsor)
Complimentary 5x5m sqm only premium location

Your logo on AFF Home map handouts
Platinum Sponsor mention on E-blast sent to registered participants

AED 100,000

GOLD

Half page editorial
Half page advertisement

Spot for all social media channels & email blasts
Premier sponsor logo on website to remain for 3 months post event

Sponsor Mention in all AFF Home Show press release, pre, during and post event
Sponsor mention on all relevant ads

Included on all promotional materials, event maps and press wall
Exclusive title spot on all AFF Home Show goodie bags (provided by sponsor)
Complimentary 4x4m sqm only premium location

Your logo on AFF Home map handouts
Gold Sponsor mention on E-blast sent to registered participants

AED 50,000

Pricing

STAND, sqm

PRICES PER sqm

9 : 12

13 : 16

17 : 25

26 : 36

37+

*Price includes shell scheme stand + carpet + 1 desk + 2 chairs

*Stand artwork printing AED 150/sqm

The following items and services are available at additional cost:

- additional electric outlets
- furniture
- internet data connection
- audio visual systems
- display ads
- temporary promo staff
- sponsorship opportunities
- adv and banner opportunities



The Affordable
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Marketing plan

1,000,000 AED
total marketing value



To be provided by Radio 2

30" spots — ROD	215
Social media Promotions	1
Competition hits	10

To be provided by Hayat

30" spots — ROD	150
-----------------	-----

To be provided by Josh FM

30" spots — ROD	150
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Total 526



- Email campaign (250,000 UAE) captive residents
- Banner on homepage for 1 month
- Social Media coverage
- Blog coverage

Gulf Property

The Middle East's premier magazine for real estate and construction

AEF press releases will be featured in the next issue as well as magazine newsletter Interview for our May and June & January issues, with and AFH spokesperson



- 2 email campaigns sent to our database up to (360,000 individuals)
- 1 newsletter sponsored article to our database
- Homepage banner for 3 month
- 1 listing under the Business Events
- 1 post of your exhibition on our Calendar of 2016 exhibitions
- 1 Press Release



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Marketing plan

1,000,000 AED
total marketing value



Event listing with full details in both Arabic & English languages on Eye of Riyadh website events Section including event & organiser details
Event news and updates to be published on Eye of Riyadh news section
Email Campaign to 100,000 selective segments of Eye of Riyadh database
SMS campaign to selective 10,000 contacts from Eye of Riyadh database
Social Media Posts (linkedin, facebook, twitter, instagram)
Online banners: 250,000 impression



SMS campaign to 50k residents in Dubai
AHS Show catalogue copies to be printed 10,000
Email marketing campaign to 300k residents in UAE
Intensive Public relations campaign
Social Media coverage



The Affordable
home show

www.affordablehomeshow.ae

Organized and conceptualized by **Worldsouq** exhibitions



**Office 1801, 48 Burj Gate
Downtown Dubai PO Box 71973**

Office: 00971 43 465504

Mobile: 00971 55 8645098

Email: admin@worldsouq.ae

Web: worldsouq.ae



facebook.com/affordablehomeshow
1097 followers



instagram.com/affordablehomeshow
1249 followers



[@affordabledubai](https://twitter.com/affordabledubai)
7358 followers



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