

Exhibitor Marketing & Promotion Questionnaire



Each year, the organisers of INDEX conduct an extensive marketing, advertising and PR campaign, designed to promote awareness of the event to the core target visitor audience across the MENA region and beyond.

This campaign utilises almost every element of the marketing communications mix to ensure maximum media exposure and awareness.

With an overall promotional value in excess of **\$4.5 million** and a reach of over **30 million people**, there is no other interiors trade event in the MENA region that delivers a level of coverage close to that of INDEX.

This exhibition is nothing without the support of its exhibitors or the products and services they are bringing to the market; therefore...

WE WANT TO MARKET YOUR COMPANY TO OUR VISITOR AUDIENCE AND HELP YOU GET THE MOST OUT OF YOUR PARTICIPATION!

We kindly ask that you complete this exhibitor marketing and promotion questionnaire as fully as possible so that we can fully integrate your company into our marketing, advertising and PR campaign.

SPENDING JUST FIVE MINUTES COMPLETING THIS FORM COULD GIVE YOU \$1,000'S WORTH OF FREE MEDIA EXPOSURE!

Should you have any queries regarding any question on this form, please contact the INDEX Marketing Team on: **+971 (0)4 438 0355** or email marketing@indexexhibition.com

I would like to take this opportunity to thank you once again for your support of INDEX and I look forward to providing you with ongoing support and assistance prior to the show.

Kind Regards,



Samantha Kane-Macdonald
Event Director
INDEX International Design Exhibition

Exhibitor Marketing & Promotion Questionnaire

Section I: About your company

1. Please provide a brief bio for your company (max 250 words - this bio will be used in any communications by us that reference your participation at the event):

2. Which of these best describes your company? (please select only one):

- | | | |
|--|--|--|
| <input type="checkbox"/> Architectural/Design Practice | <input type="checkbox"/> Interior Design - Commercial | <input type="checkbox"/> Product design |
| <input type="checkbox"/> Consultancy - Misc. | <input type="checkbox"/> Interior Design Contracting | <input type="checkbox"/> Publishing/Journalism |
| <input type="checkbox"/> Distributor/Agent | <input type="checkbox"/> Interior Designers/Decorators | <input type="checkbox"/> Retailer |
| <input type="checkbox"/> Facilities Management | <input type="checkbox"/> Landscaping | <input type="checkbox"/> Supplier/Agent |
| <input type="checkbox"/> General Trading | <input type="checkbox"/> Online Retailers | <input type="checkbox"/> Trade Association |
| <input type="checkbox"/> Government | | |

3. Please provide us with the following contact details:

Principal marketing contact for your participation at the event:

Name: _____

Job Title: _____

Tel No: _____

Email: _____

Principal public relations contact for your participation at the event:

Name: _____

Job Title: _____

Tel No: _____

Email: _____

Official spokesperson for your participation at the event:

Name: _____

Job Title: _____

Tel No: _____

Email: _____

4. Do you have an online press/media zone that we can access and download company/brand/product images and information from? If so, please provide us with the website address and login details in the space below:

Press / Media Zone URL: _____

User name: _____

Password: _____

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5. Please provide your company website address: _____

6. Please provide details of your company's social media channels:

Facebook page URL: _____

Twitter handle: _____

Company LinkedIn profile page: _____

Pinterest page URL: _____

Instagram handle: _____

YouTube channel URL: _____

Section 2: About your participation

I. Please list the BRANDS/PRODUCTS/COLLECTIONS that you will be showcasing/representing at the show:

(Please only mention brands that you are exhibiting at the show as it will damage your participation should we communicate to visitors that you are exhibiting products from a certain brand and they are not present at the show)

2. Is there any other information regarding the BRANDS/PRODUCTS/COLLECTIONS you will be exhibiting that is of promotional / newsworthy value? (i.e. Red Dot award, Eco or Green Label award, new product launch, first time in the Middle East, celebrity endorsements, etc.):

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3. Which FREE promotional tools would you like to benefit from? (select all that apply):

- | | |
|--|--|
| <input type="checkbox"/> INDEX visitor invitation (PDF format) | <input type="checkbox"/> Publish your press releases on our website |
| <input type="checkbox"/> INDEX web banners and email signatures for online advertising | <input type="checkbox"/> Social media mentions on INDEX social media platforms |
| <input type="checkbox"/> INDEX logo suite | |

4. Which additional 'paid for' advertising and branding opportunities would you like to know more about? (select all that apply):

- | | |
|---|--|
| <input type="checkbox"/> Online advertising on exhibition website | <input type="checkbox"/> Onsite sponsorship/branding opportunities |
| <input type="checkbox"/> Email broadcast to exhibition visitor database | <input type="checkbox"/> MENA Interior Design & Architecture Awards sponsorship opportunities |
| <input type="checkbox"/> Additional pre-show marketing/advertising | <input type="checkbox"/> Hosting a business breakfast or lunch to a tailored and targeted audience |

5. Which type of visitors do you want to see at the exhibition? (select all that apply):

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Architects / Interior Designers | <input type="checkbox"/> Influencers |
| <input type="checkbox"/> Agents / Distributors | <input type="checkbox"/> Government |
| <input type="checkbox"/> Retailers | <input type="checkbox"/> Consumers |
| <input type="checkbox"/> Purchasers | |

Section 3: Help us promote your company, brand(s) and products

Please provide us with as many of the materials from the checklist below:

Please indicate which of the materials below you will send us. Materials can be emailed to marketing@indexexhibition.com via WeTransfer (www.wetransfer.com). Please place all materials in a zipped folder labeled with your company name and stand number - e.g. Arte Di Murano 7B827)

- | | |
|---|--|
| <input type="checkbox"/> Company logo (EPS format) | <input type="checkbox"/> 2 x images per product to be exhibited at the show (JPEG format, resolution 300dpi) |
| <input type="checkbox"/> Brand/product logos for the products exhibiting at the show (EPS format) | <input type="checkbox"/> Product information sheet for each product to be exhibited at the show (Word/PDF) |
| <input type="checkbox"/> Brand guidelines for all logos supplied | <input type="checkbox"/> Any recent press releases (Word/PDF) |

Thank you for completing this marketing questionnaire. Information supplied will help us to further promote your participation at INDEX, drive more visitors to your stand, and provide you with a more positive show experience.