

light+
intelligent building
MIDDLE EAST

12 – 14 January 2026
Dubai World Trade Centre

OFFICIAL PUBLICATIONS

EXAMPLES & OPPORTUNITIES

MAKE SALES | GENERATE PROSPECTS | TARGET NEW MARKETS
INCREASE BRAND AWARENESS | PROMOTE STAND LOCATION

EXAMPLES

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ORDER YOUR COMPANY PROFILE

Call for prices

Promote your logo, stand number, website and services with a 50-word company profile in the **Event Preview**

MULTIPLE INSERTION DISCOUNTS AVAILABLE

EXHIBITOR PROFILES

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 HOME

DISPLAY ADVERTISING

Call for prices



Include a video in the digital Event Preview

Half page

Mid-level advertising to promote your brand, solutions and stand number

MULTIPLE INSERTION DISCOUNTS AVAILABLE

OVERVIEW



THE HUB OF CUTTING EDGE INNOVATION AND LATEST IN TECHNOLOGY

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 REGISTER



DISPLAY ADVERTISING

Call for prices



Include a video in the digital Event Preview

Full page

Exclusive ownership of a single page to promote your product or brand message

MULTIPLE INSERTION
DISCOUNTS AVAILABLE

OVERVIEW



**THE HUB OF CUTTING EDGE INNOVATION
AND LATEST IN TECHNOLOGY**

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 REGISTER

YOUR LOGO

**TECHNOLOGICAL
ADVANCEMENTS**



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Visit us at
stand XXX

www.yourcompany.com

DISPLAY ADVERTISING

Call for prices



Include a video in the digital Event Preview

Double page spread

Dominance of two pages to guarantee that you are seen on an exclusive basis

MULTIPLE INSERTION
DISCOUNTS AVAILABLE



**TECHNOLOGICAL
ADVANCEMENTS**

YOUR
LOGO

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aborrur laut maiosae voluptatur?

www.yourcompany.com

Visit us at
stand XXX

ADVERTORIAL FEATURES

Call for prices

Available in single or double page formats and best used by exhibitors with **strong case studies** to **demonstrate success**

MULTIPLE INSERTION DISCOUNTS AVAILABLE



Include a video in the digital Event Preview

OVERVIEW



THE HUB OF CUTTING EDGE INNOVATION AND LATEST IN TECHNOLOGY

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 REGISTER

ADVERTORIAL

TECHNOLOGICAL ADVANCEMENTS WITHIN THE LIGHTING INDUSTRY

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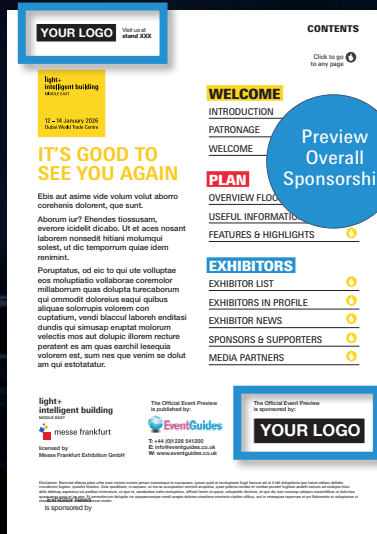
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 **CLICK HERE TO FIND OUT MORE**



Ensure your brand is the one that stands out by partnering with the **Official Publications**. It is the perfect solution for standing out from the crowd.



Call for prices

BEFORE THE EVENT...

OFFICIAL EVENT PREVIEW

Published before the event, the **Official Preview** is a planning tool for visitors, featuring essential information including event highlights, the floorplan and exhibitor list.

Visitors use it to plan their time at the event, and many exhibitors take the chance to promote their products and stand location to buyers before they get to the venue.

CONTENT

- Practical Planning Information
- Event Features & Highlights
- Exhibitor & Product News
- Exhibitor List & Floorplan

FORMAT

- Digital magazine that auto fits to the screen size of any device – PC, tablet or phone

CIRCULATION

- All pre-registered visitors
- Pre-qualified VIPs
- Buyers onsite
- Hundreds of thousands of page impressions

DISTRIBUTION

- Digitally via email to all LIGHT + INTELLIGENT BUILDING MIDDLE EAST contacts
- Hosted for download on the show website
- Via social media
- In the event app

DIGITAL & INTERACTIVE

Include your video content and hyperlinks to generate even more sales leads



89%

of visitors to trade events rate the **Official Event Preview** as a vital planning tool

AT THE EVENT...

OFFICIAL POCKET MAP

The **Official Pocket Map** is distributed to visitors upon arrival at the venue.

It is a lightweight, fold-out map featuring the very latest floorplan and complete exhibitor list. It is a handy navigational tool designed to be in the hands of buyers trying to find their route through the myriad of suppliers and product choices.

It is the perfect solution to promote your location and drive visitors to your stand.



CONTENT

- Floorplan
- Exhibitor A-Z

FORMAT

- A2 folded to A6

CIRCULATION

- Buyers onsite
- Digitally via email
- Hosted for download on the show website
- Via social media

DISTRIBUTION

- 8,000 copies available free on-site

96%

of visitors to trade events rate the Floorplan as an important source of information