



PROPERTYLINK'08

EXHIBITION & CONFERENCE

Dates: 12-15 May, 2008

Venue: Zara Expo - Grand Hyatt Hotel Amman



Post Show Report 2008

PropertyLink Exhibition

The annual PropertyLink exhibition is the premium international platform for property & real estate industry and allied sectors to meet and network with home buyers and corporate investors from one of the most promising property markets of the region.

PropertyLink is the ideal venue for developers to build direct, fruitful relations with their potential customers. The expo is also a reliable stage for networking and attracting partners.

The Exhibition is designed to be a one-stop-shop where individual and corporate customers have the opportunity to go into face-to-face interaction with developers, agents and providers of services.

Exhibitors showcase their products and services directly to individuals and businesses through a carefully planned and effective above and below the line marketing campaign. The exhibition targets key real estate investors in top-class residential and commercial projects.



Exhibition in Numbers

Show Number of years 3 years

Show Profile

Exhibitors

Number of stands: 65

Exhibitors (including stand shares): 83

Exhibiting Countries: 6

Visitors

Total Net Attendance: 10644

Net Exhibition Visitors: 9644

Net Exhibitor Personnel: 544

Conference Delegates / Speakers: 456

Exhibitor profile

Property developers

- Residential
- Office
- Commercial
- Hotel & leisure
- Retail
- Urban & regional authorities
- Free Zones

Property Related Sectors

- Investors
- Financial institutions
- Financial consultants
- Fund management
- Property owners
- Agents and brokers
- Banks and financial institutions
- Insurance companies
- Architects
- Interior design companies
- Engineering companies
- Urban planners
- Consulting engineers
- Major contractors
- Project management companies
- Construction suppliers

PropertyLink 2008 STATISTICS

- **78%** of exhibitors experienced positive effect on their business prospects at the show
- **81%** of exhibitors stated that the return on investment from exhibiting at the show met or surpassed their expectations
- **91%** stated the quality of visitors met or surpassed their expectations-
- **92%** would recommend exhibiting again
- **95%** stated the number of visitors met or surpassed their expectations
- **10644** Visitors attended the Four day event.
- Many deals were concluded on the sidelines of the event, while companies took the opportunity to announce new millions-worth projects.
- Many business to business meetings were conducted during the Four day event.



Facts

PropertyLink marketing campaign for 2008 exceeded \$300000:

Press & Media Relations

- Over 43 Press releases and information were distributed on a regular basis to an international level.
- PropertyLink Press Conference

Telemarketing

A dedicated team of professionals regularly contacted key decision makers and professionals from the industry to ensure their attendance.

Advertising

The advertising campaign for PropertyLink covered over 29 hard copy publications and newspapers. Much of the advertising was supported with editorial content.

Out Door

An aggressive out door campaign was conducted for the event.

- Billboards
- 3 x 4's
- 36 meters x 2 stps
- Street banners



Exhibition and Conference Sponsors Branding

Printed Martial

Exhibition Catalouge, Conference Binder, Conference folder, VIP Invitations, Note pads, Folders, Posters, Flyers,

Direct Mail

100,000 Invitations, flyers and brochures were distributed to real estate professionals around the Middle East by post and express mail.

Email

ProperlyLink has also built a huge database of over 60,000 industry professionals. Targeteed E-mail Shots in Iraq and Syria
Mass E-mail Shots in The Gulf region

Radio

ProperlyLink had an aggressive radio campaign for the region.

TV

ProperlyLink had an aggressive TV campaign using Alaqaria TV. Several other local and international television stations cover the event.

Website

The website attracted many visitors

SMS Campaign

Targeted SMS messiges to potential visitors and investors





PropertyLink Conference

Leading experts shared their ideas about the evolving complexities of today's real estate business and how the industry was affected by the challenges of an ever-changing economy, and geopolitical factors.

The conference examined current trends and critical issues in the real estate market, and particularly in Jordan and the Middle East. National and local industry leaders presented their ideas and respond to questions from the audience.

Industry leaders and business professionals - real estate entrepreneurs, brokers, financiers, investors, developers, and press - contributed to adding an academic insight into the industry and allied sectors.



The Conference attracted

record numbers of delegates in 2008 to hear 21+ high level speakers

The Organizer

The most important cornerstone of effective marketing communications is to project the right image. The ability to address this issue has put B-design & marketing at the forefront of the media and communication industry.

B-design & marketing directs its solutions in three different areas: Marketing services, exhibitions and conferences contracting, and events management.

B-design & marketing has earned itself a reputation for quality, reliability and professionalism by providing comprehensive exhibition solutions.

PropertyLink 2008 Sponsors

Diamond Sponsor

Main Conference Sponsor



Platinum Sponsors



Gold Sponsors

Conference Co-Sponsors



Silver Sponsors

Exhibition Sponsor



Official Newspaper

Media Partners

Official Radio

Official TV



In Cooperation with

Official ISP

Supported by



Organized by

B-design & marketing

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Photo Gallery

