

COLLABORATIVE ARRANGEMENTS FOR ACTIVATIONS, SHOWS AND EVENTS AT DUBAI EXHIBITION CENTRE (DEC) DURING EXPO 2020

This opportunity relates specifically to the Dubai Exhibition Centre (DEC), co-located with Expo 2020 as a commercial exhibition centre, and does not relate to any past, ongoing or future tender processes for on-site programming at Expo 2020.

Background

EXPO 2020

Since the first Great Fair of 1851, World Expos have become one of the world's largest and oldest mega-events, attracting millions of visitors who explore and discover pavilions, exhibits and cultural events staged by hundreds of participants including nations, international organisations and businesses.

In winning the right to host Expo 2020, the UAE and its people set upon a journey that will place the country at the centre of the international stage on the eve of its Golden Jubilee, engaging the global community and creating an immediate and meaningful cultural, social and economic impact.

Expo 2020 will take place from 20th October 2020 to 10th April 2021 with some 25 million visits expected. On average expect 150,000 daily visitors.

THE DUBAI EXHIBITION CENTRE

The DEC is a brand-new venue in Dubai that will open during Expo 2020. It is superbly located 300 meters from Al Wasl Plaza at the heart of the Expo 2020 site, and wraps around the Expo 2020 Welcome Plaza entrance. It is adjacent to the new Metro, which has a capacity of some 46,000 pax per hour, and very close to a drop-off for the *ExpoRider* busses, taxis, valet, dedicated DEC parking, and Expo 2020's 32,000 parking bays.

The DEC offers over 45,000 sqm of flat versatile floor space divided between a North Campus (17,000 sqm) and a South Campus (28,000 sqm) along with 24 meeting rooms, 4 suites and over 10,000 sqm of concourse space. With 9 multi-purpose halls in DEC South, and 5 multi-purpose halls in DEC North, the venue is able to accommodate a wide range of creative and bespoke event set ups. When the halls are combined, it offers a continuous space without any pillars.

As per the venue leasing toolkit available on <https://expo2020dubai.com/DEC>, the largest single audience that can be accommodated is just over 20,000 pax. The DEC also features the latest technology and services onsite, including catering facilities, best-in-class audio/visual and telecommunication facilities, 5G and more.

For the 173 days of Expo 2020, the location, accessibility, size, capacity, and adaptability of the venue is probably unparalleled anywhere.

Due to it being a closed venue outside the ticketed perimeter of the Expo 2020 site, the DEC provides an opportunity for third parties (e.g. private sector, government entities, agencies and promoters) to stage their events consistent with the DEC branding guidelines.

Opportunity for Promoters / Event Organisers

DEC invites established promoters and event organisers to propose activations, shows and events that could be hosted in DEC throughout or for part of **December 2020 and January 2021**, with a potential spillover into February. Expo 2020 will also review proposals that fall outside this time period, but due to demand for the DEC, we have more limited availability.

The genres of events we would welcome for consideration is wide ranging and listed below;

- E-sports and gaming
- Concerts – Classical and Contemporary
- Themed shows
- Comedy
- Community activations
- Sports participation festivals
- Professional sports spectator events
- Children's activities and festivals
- Hospitality events
- Events designed around a specific theme
- Traveling museums / exhibitions / art galleries

Unique Benefits That DEC Offers Promoters / Events Organisers

The DEC is keen to work in a collaborative manner with potential event organisers and promoters to encourage events to take place within this period of time. As such, there are a number of factors we are willing to consider within prospective proposals.

- Discounted rates to lease halls if substantial footfall can be guaranteed, linked to sharing ticketing revenue.
- Open to discuss the share of revenue generated from food and beverage outlets in the DEC or on the site.

- Potential bundling of Expo 2020 entry tickets (usual face value of AED 120.00 each – to be discounted based on volume) for those attending the proposed events, assuming the total price point does not cannibalise Expo ticket sales, thus increasing the attractiveness of the package available to potential attendees.
- Potential bundling of Expo 2020 on-site F&B options.
- Promoters and Event organisers are free to propose revenue share models in a commercial offer if wishing to offset venue lease fees.
- Depending on whether events have other commercial sponsors, or not, ticket cross-selling and access Expo 2020's wide ranging and extensive marketing and promotional tools can be discussed. If a concession model is proposed, there may be further cross-promotion opportunities.

The Next Steps

The DEC invites promoters and event organisers to submit proposals within the following succinct sections

- *Description of Proposition*

A succinct synopsis of the event type, target audience, expected attendance, intended dates, pricing parameters, if applicable and the space required.
- *Commercial Proposition*

A succinct summary of the arrangement that you would like to propose to DEC. This should include any collaborative arrangements that you would like to propose to DEC, requests for discount on rate card rates, packaging of Expo assets such as tickets, proposed revenue sharing on ticketing/F&B.
- *Top Line Critical Path*

A top line timetable of when you would consider negotiation, agreement, set up and delivery to take place.
- *Company Credentials / Experience*

A succinct summary of the credentials and experience of your organisation in delivering the type of proposition and event you are specifically putting forward, including in the UAE/GCC market.

DEC Timeline

DEC invites proposals within the following time lines. Proposals will then be considered, negotiated and agreed on a first come first served basis against the space and dates available. This will be a non-competitive process and space allocation will be made in the sole discretion of the DEC.

Tranche 1 Proposals
Closing Date Thursday 12th September 2019 (16:00hrs UAE)

Then if still available space:

Tranche 2 Proposals
Closing Date Thursday 30th November 2020 (16:00hrs UAE)

Then if still available space:

Tranche 3 Proposals
Closing Date Thursday 30th March 2020 (16:00hrs UAE)

Additional Information Supplied

The following information can be found at <https://www.expo2020dubai.com/DEC>.
Brand guidelines are available upon request.

- DEC Sales Toolkit containing the venue and hall technical specifications (CAD drawings available upon signing NDA)
- A 3D flythrough of the DEC venue

Site Visits and Clarifications

For any clarifications, please do not hesitate to contact Steyn Strauss at Steyn.Strauss@Expo2020.ae directly. Although we only offer hard hat tours inside the DEC from January next year, we welcome you to visit the Expo 2020 and DEC site in the meantime.