



UAE's 1st ever Personal Finance Exhibition coming to Shopping Malls, starting in Mall of the Emirates, Dubai



Exhibition overview

Moneysouq is UAEs first personal finance exhibition - a completely new concept in selling financial products to this lucrative market.

UAE has one of the highest per capita GDPs of any country in the world (only Norway and Luxemburg are higher) and also has a significant expatriate and visitor population with high disposable income.

UAE shopping malls have a massive footfall of these high demographic consumers (Abu Dhabi Mall has 25 000 visitors each day). These are people who have come to spend money, will be interested in financial products and receptive to your sales messages.

They are also drawn from a wide spectrum of society, including a high proportion of women.

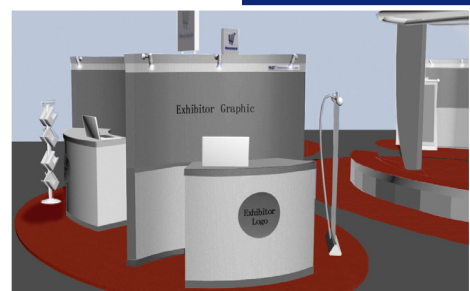
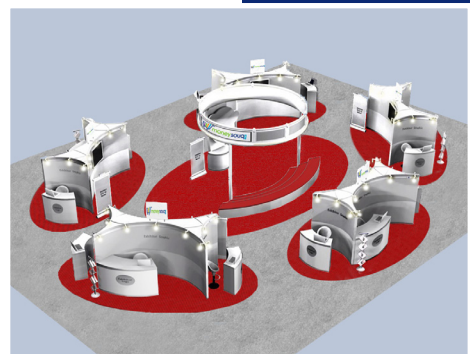
With an average visit time in excess of 2 hours and the curiosity and interest generated by the very presence of the exhibition, this will provide the perfect base for your informal sales pitch.

Who should exhibit?

If you want to sell financial products to high-earning consumers, this concept will fit in with both your marketing strategy and audience profile and offers an amazingly cost-effective route direct to customers.

Insurance companies, mortgage providers, offshore tax services, wealth management, forex, pension planners, credit card companies, commodities brokers and commercial banks plus providers of online payment systems will all find this event unmissable.

And there will be just 14-20 stands selected on a non-competitive basis so you will have a clear run selling your product.





From the top;
Mall of the Emirates,
Dubai Mall,
Festival City Mall,
Abu Dhabi Mall

How does the concept work?

Moneysouq offers a range of state-of-the-art exhibition shell stands. These have ultra-modern design and high-visibility built in for maximum impact and imposing style. You just pick which stand type and position you want and dress the stand with your own brand material. The massive customer base of the mall pass through the main street where the exhibition is sited; so they will all see your display and you will have a great chance to attract them with your products and promotions.

Use new product launches, competitions, prize draws, giveaways, special offers to promote your stand. And be the centre of attention and talk about your exciting offers from the public stage which you will have exclusive access to for 30 minutes each day.

Why should you exhibit?

No other company or event gives you exposure to this sort of audience with this buying power. Where else can you talk face-to-face with so many real prospects and with a much better chance of conversion than, say, direct mail or direct response advertising, where the costs are high and the response rates tiny?

Most people will take away literature from your stand which they might pass on or even use themselves later. Plus you have the chance to get close up and personal, make contacts and get details for future promotions and sales efforts.

What else do I get?

Yes there is more!

Moneysouq also offers a specially designed mobile phone application that lets you continue to market to your customers with your special offers, deals and new products long after they have left your stand. This is backed up by an email facility and a special area on the website where you can promote your products and services.

So you get the unique Moneysouq concept which provides an integrated marketing approach to motivated customers initially face to face, then by email and mobile app.

You get access to some of the highest demographic consumers in the world in a high-concept, non-competitive environment.

And you get all the advantages of the mobile app follow up and continuous marketing activity.

Is there likely to be a more cost-effective way to reach and convert this audience?

We don't think so – and can you afford to take the chance of your competitors beating you to this market and stealing a critical advantage?