

EPEX  
EXPERIENTIAL  
PLANNER EXPO

19-22 SEPT  
2023  
DUBAI



[Click here](#) to view EPEX 2022 highlights

# What is EPEX?



The Experiential Planner Expo is the most definitive MICE and Weddings Show taking residence in the Middle East.

In its 10+ years of existence the experiential planner has manifested in roadshows, workshops and most recently gone international with a 3-day B2B meeting format and networking extravaganza.



EXPERIENTIAL  
PLANNER

## Connecting Planners with Destinations

EP has enjoyed the partnership of over 200 top Convention Bureaus, Tourism Boards, Hospitality Brands, DMCs, Cruise Liners and other destination products and services.

In 2022, the show kicked off in Dubai in partnership with Dubai's Department of Economy & Tourism attracting 30+ International exhibitors, 120+ buyers from India/Pakistan, GCC, Africa, and Israel.



EXPERIENTIAL  
PLANNER

## Connecting Planners with Destinations

# What went down in 2022





WELCOME RECEPTION AT  
THE MUSEUM OF THE FUTURE, DUBAI



2-DAY B2B MEETINGS WITH 120 INTERNATIONAL BUYERS AND 30+ LOCAL MICE AGENCIES





6 LEADERSHIP SESSIONS OVER 2 DAYS BY  
DESTINATION, GOLD AND SILVER PARTNERS



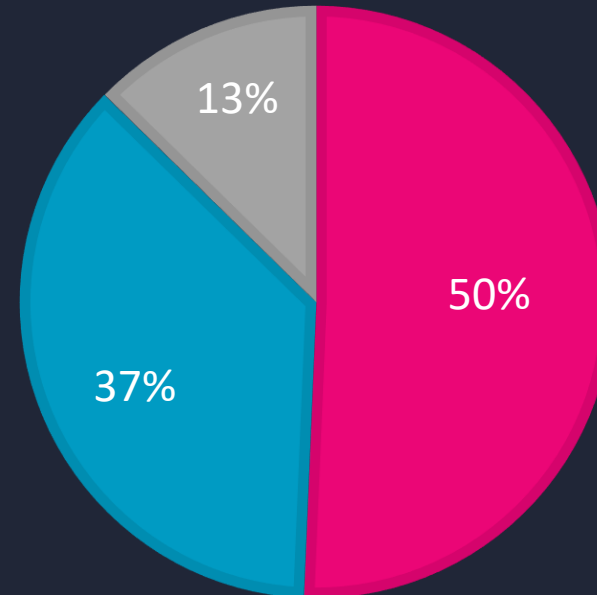
“PALM HOPPING” – CURATED SITE VISITS OF DUBAI PALM HOTELS  
10 HOTELS SHOWCASED ACROSS THE U.A.E.

# Delegates by Country

DELEGATES BY MARKET

■ India Subcontinent ■ Middle East ■ Africa

India Subcontinent	75
Middle East	55
Africa	19
<b>Grand Total</b>	<b>150</b>



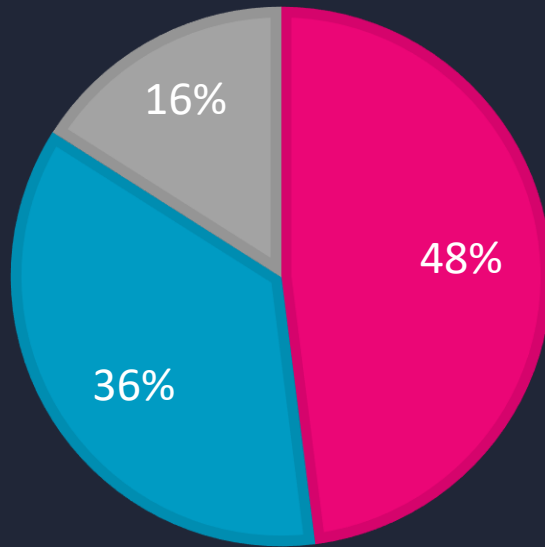
India	70
UAE	28
KSA	17
Pakistan	9
Egypt	10
Israel	5
Nigeria	4
Kazakhstan	2
South Africa	2
Ghana	2
Kuwait	1
<b>Grand Total</b>	<b>150</b>

150 Total delegates – 120 international and 30 UAE.

# Delegates by Business

## DELEGATE PROFILE

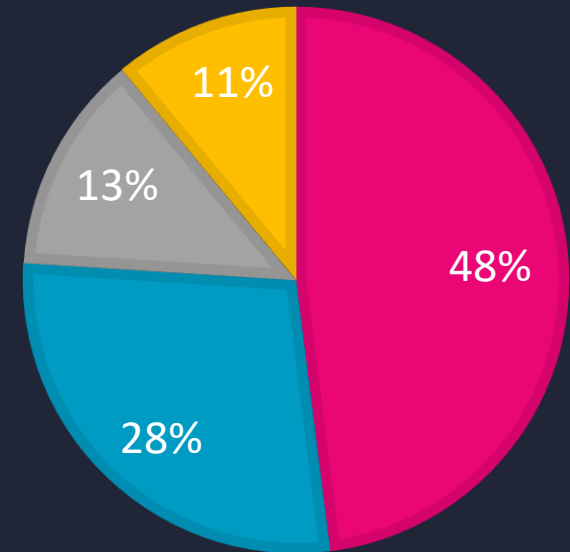
■ CEO/Top Management  
 ■ Senior Leadership  
 ■ Owner/Founder



CEO/Top Management	75
Senior Leadership	55
Owner/Founder	19
<b>Grand Total</b>	<b>150</b>
Event/MICE Planner	42
Wedding Planner	72
Travel House	20
Corporate	16
<b>Grand Total</b>	<b>150</b>

## DELEGATES BY BUSINESS

■ Wedding Planner  
 ■ Event/MICE Planner  
■ Travel House  
 ■ Corporate



150 Total delegates. Additional UAE Wedding and Luxury Event Planners invited to EPEX Gala by Emaar: 200 attendees.

# What's new in 2023?

- 200 hosted buyers with equal mix of Wedding & MICE Planners
- 40% buyers will be from India & Pakistan, 40% Middle East & Africa and 20% from vision markets in CIS, Israel, and Europe
- Selective matchmaking process of buyers and sellers with guaranteed meetings
- 4 networking events



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Arabia  
**Weddings**

[www.ArabiaWeddings.com](http://www.ArabiaWeddings.com)

# The Celebration Aisle

# The Celebration Aisle Pavilion

A dedicated pavilion for buyers and venues to engage with wedding and social event suppliers exhibiting at EPEX. For the first time, the show calls for the below categories to express their interest:

- Flower & Décor
- Catering
- Production
- Gifting
- Luxury Chocolatiers
- Stationary
- Entertainment
- Designers
- Make up & Hair



## Connecting Event Suppliers with Buyers

## STANDARD SHOWCASE

1

1. Custom-branded 4-seater meeting pod with a display table
2. Access to all networking events: 2 Lunches, Gala Night, and partner hotel dinners.
3. EPEX emailers with shared logo placement (6 other suppliers max)
4. 1 delegate pass
5. Social media posts with shared logo placement from EPEX and Arabia Weddings
6. 6 months subscription to the Arabia Weddings directory listing



Presenting EPEX's 30+ Partners making up a vibrant mix of Tourism Boards, Hotels, Venues and Global DMCs in a 2-day B2B meeting and networking extravaganza.



30+ PARTNERS

EPEX 2022 exhibitor registrations are now closed, with the show set to be the most relevant MICE & Destination Weddings gathering in the region!

For more information, contact us at

[office@experientialplanner.com](mailto:office@experientialplanner.com)



# 2

## PREMIUM PARTNERSHIP

- Display rights at the EPEX Gala Dinner and B2B Show
- Custom branded 8-seater meeting pod with a display table
- Calendar for B2B meetings
- Panel discussion at the EPEX Leadership Session
- Access to all networking events: 2 Lunches, Gala Night, hotel partner dinners
- EPEX dedicated emailer with sole logo placement
- 2 delegate passes
- Dedicated social media posts from EPEX and Arabia Weddings
- 12 months subscription to the Arabia Weddings directory listing

\* Maximum 3 Premium partners



**GOLD SPONSORS**

EMAAR HOSPITALITY | 25h dubai/one central twenty five hours hotel | COO CITY OF DREAMS MEDITERRANEAN

**SILVER SPONSORS**

Bahrain | ras al khaimah tourism development authority | SHANGRI-LA GROUP | AL AREEEN | ST REGIS | THE RESORT | CASABLANCA | HANGRI-LA | PRO ECLADON

**STRATEGIC PARTNERS**

60 | eleyate

**EXPERIENCE PARTNERS**

MELISH | csm live | SECOND WEDDING | THA

For more information, please visit [ExperientialPlanner.com](http://ExperientialPlanner.com)

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# Investment

Tier	Cost in USD
Gold	6,350
Standard	4,500

- Additional delegate badge cost of USD 450 (max one per exhibitor)
- 20% deposit required to guarantee a slot and 100% full payment 1 month prior to the event date
- Exclusive of 5% VAT and any applicable taxes at the time of billing

**SHOWCASE PARTNERS**



**GOLD SPONSORS**



HOST VENUE

**SILVER SPONSORS**



**STRATEGIC PARTNERS**



**EXPERIENCE PARTNERS**



\* Logo placement only for illustration purposes based on 2022 layout

# EPEX mailers

Partner logo integrated with EPEX mailers

**EPEX** 21-23 SEPT 2022 DUBAI **DUBAI Business Events**

The Experiential Planner Expo (EPEX), in partnership with Dubai Business Events, continues its growth story with its relocation to the Middle East to cater to an international audience, including the Indian sub-continent, Middle East, and Africa.

Watch the highlights of the 2021 Retreat.

**EPEX** 21-23 SEPT 2022 DUBAI **DUBAI Business Events**

City of Dreams Mediterranean is Europe's first ever integrated resort. A premium resort with a grand casino, located on the beautiful Island of Cyprus. Featuring 500 5-star rooms and suites offering wide open views and amenities for the most comfortable stay.

EPEX continues to build a global community of exhibitors and buyers from all corners of the world, to not only bring variety, but also to celebrate unique products and destinations.

With travel restrictions almost non-existent in a post pandemic world, our industry continues to exponentially grow with new and old stakeholders joining...

**GOLD SPONSORS**

**EPEX** 21-23 SEPT 2022 DUBAI **DUBAI Business Events**

EPEX is excited to announce its partnership with Emaar Hospitality Group as 'Gold Sponsor' to the 2022 edition, scheduled for 21-23 September in Dubai.

The leading hospitality group will be launching their new offering, 'Wedding by Emaar', at the EPEX Gala; a platform bringing together the larger wedding industry to provide a seamless experience to end clients.

The Experiential Planner Expo (EPEX) is the region's largest business event, focussed on the MICE & Destination Wedding industry.

The event will see top buyers from India and MEA markets, as well as global destinations, hotels, DMCs and suppliers, engaging with each other to explore partnerships and business conversion.

[Join as Exhibitor](#)

[Register as Hosted Buyer](#)

**EPEX** 21-23 SEPT 2022 DUBAI **DUBAI Business Events**

Presenting EPEX's 30+ Partners making up a vibrant mix of Tourism Boards, Hotels, Venues and Global DMCs in a 2-day B2B meeting and networking extravaganza.

**30+ PARTNERS**

EPEX 2022 exhibitor registrations are now closed, with the show set to be the most relevant MICE & Destination Weddings gathering in the region!

For more information, contact us at

**EPEX** 21-23 SEPT 2022 DUBAI **DUBAI Business Events**

Here's what's in store at EPEX 2022

## ITINERARY

**Wednesday 21 September**

- 5:00 PM Special group access to the Museum of The Future
- 6:30 PM "Palm Hopping" - Drinks and site visits to Waldorf Astoria, St. Regis, and W the Palm Jumeirah

**Thursday 22 September**

- 9:30 AM Registrations Open
- 10:00 AM - 6:00 PM B2B sessions and meetings
- 1:00 PM - 2:00 PM Networking Lunch at Tandoor Tina at 25Hours
- 5:30 PM Museum of The Future Experience for 2nd Buyer batch
- 7:00 PM EPEX Gala hosted by Emaar Hospitality at the Address Sky View.

**Friday 23 September**

- 9:30 AM Registrations Open
- 10:00 AM - 6:00 PM B2B sessions and meetings
- 1:00 PM - 2:00 PM Networking Lunch at Ernst at 25Hours
- 6:00 PM Buyer transfers to Partner events, by invitation only

Registrations are now closed, with EPEX 2022 set to be the most relevant MICE and Destination Weddings show in the region!

For details on EPEX 2023, reach us at:

[office@experientialplanner.com](mailto:office@experientialplanner.com)

**GOLD SPONSORS**

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EMAAR HOSPITALITY, 25h Dubai (ons central twenty five hours hotel), COD CITY OF DREAMS

**SILVER SPONSORS**

Barbican, ras al khaimah, EXCELLENT MONTENEGRO, MICE

**SHOWCASE PARTNERS**

W, ADDRESS, MUSEUM OF THE FUTURE, MANGALIA LIGHT, WILSON ALDORA, WILSON ALDORA, ST. REGIS, AL AREEN, S.A.T.I.A., THE RESORT, INTERCONTINENTAL, Green Poland, SHANGHAI, PROSOPOR

**STRATEGIC PARTNERS**

City, Singapore, 60, Security, eleyote

**EXPERIENCE PARTNERS**

ME & I SH, csm live, SONY LIVE, THA

For more information, please visit [ExperientialPlanner.com](http://ExperientialPlanner.com)



# EPEX brochure – printed and digital

Logo integrated across collaterals and communication channels distinctive to the relevant partnership package.



# Gallery



[Click here](#) to view EPEX 2022 photo gallery

# Testimonials



“Thank you EPEX it’s been wonderful, especially the last 2 days. I connected with people from India, Africa, and the GCC region”

**Eisha Mehra**

Director of Events and Restaurant Sales  
CAESARS PALACE DUBAI



“EPEX is a great platform for hoteliers and agents. It's one of the most organized shows I've participated in that values quality over quantity”

**Aparna Agarwal**

Assistant Director of Sales  
WALDORF ASTORIA DUBAI PALM JUMEIRAH



“It's Exciting that EPEX came to 25h Hotel Dubai.” We are happy to have welcomed the delegates in this beautiful property. Thank you all to all who joined us”.

**Saad Muneer**

Associate Director of Sales  
25H HOTEL DUBAI

# Testimonials



“EPEX’s network connected us with great buyers. We are extremely happy and we’re looking forward to EPEX 2023.”

**Dr. Ali Follad**

Advisor

BAHRAIN TOURISM AND EXHIBITION  
AUTHORITY



“It’s a pleasure to meet such a diverse group of delegates. As well as tour and welcome them at the Museum of the Future. Thank you so much EPEX.”

**Lina Eldebes**

Executive

MUSEUM OF THE FUTURE



“EPEX is the perfect place to meet diverse wedding and MICE planners. It’s my pleasure to be at EPEX in Dubai. It’s a fantastic show.”

**Sonu Shah**

Head of MICE  
MEETING POINT





THANK YOU!

For more details on customized web-based and virtual engagement solutions in the M.I.C.E. and Destination Wedding space, and for more details on EPEX 2023 Participation, please reach:

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