

Designing Exhibitions in Dubai

Dubai is the hottest market place in the Middle East. It is a shopper's haven where globe trotters from all around the world flock to just for shopping and taking part in other leisure activities. Given the fact that Dubai is not a place with extensive natural beauty and sights to see it is still surprising to see such a large number of tourists enter the country. But then again when you consider the wide variety of brands and commodities that you are able to get in the region it doesn't come as such a big surprise.

Businesses in Dubai seek to attract the attention of the dazed and confused public that roams the streets bewildered in amazement from the ultra modern malls and exhibitions by different brands. It has been estimated that the Exhibition industry in Dubai is likely to double over the period of the next 16 months.

This means that there is an ever increasing need for world class exhibition stand contractors in the region. The people of Dubai have been quick to realize this growing trend and for the purpose of holding exhibitions they have developed a new centre known as the Abu Dhabi National Exhibition Centre (ADNEC) which promises to cater to this growing trend.

Stand designing falls under the category of below the line advertising. In Dubai it has always remained as one of the largest BTL activities in which large corporate agencies engage.

Hence we know that Exhibition Builders Dubai are of great importance and will only continue to increase with the growing demand. There are two basic elements that are very significant in the market and they are of Booth designing and exhibition builders. The difference is that whereas one will offer you a creative service along with a management team and the other offers a production service along with some design elements.

One Dubai Events Company by the name of The Mansion has joined both these elements together in order to offer their clients a unique turnkey solution. Hence the clients can get a complete service by walking up to just one agency which combines exhibition booth contractors with exhibition booth design.

Over the recent years exhibition builders have really picked up on their skills and craftsmanship. It is no secret that in the past exhibition builders in Dubai were not of a very good quality in fact they were renowned for their poor workmanship and lack of creative designing.

In terms of the final finishing Dubai Exhibition builders were considered to be below par. But the push that the industry has gotten over the past few years and the fact that so many new brands have entered the market demanding better quality production has greatly improved the quality of these services.

Now you will be able to find exhibition designs that are highly creative in terms of conceptual development topped off by a wonderful finish. Exhibition contractors in Dubai now stand at par with the European benchmark in the field.

About the Author

[Exhibition Builders Dubai](#) can be easily located through the internet. Whether you are looking for a particular company like the [Mansion Group](#) or other [exhibition contractors Dubai](#) you will have no trouble searching for them through the internet.

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