



PALME 2010 POST SHOW REPORT NOW AVAILABLE



Dear Ms. Hoda Chourabi,

The Post Show Report for PALME Middle East 2010, held from 18 - 20 April this year, is now available for download.

TOP LINE RESULTS OF THE SHOW

◆ Brands represented	800
◆ Exhibiting companies	200
◆ Average sales leads per exhibitor	29
◆ Estimated total sales leads	5,800
◆ Total purchasing authority of visitors	US\$ 1.035 BILLION+ *
◆ Participants with purchasing authority	2,361
◆ Total participants	6,120
◆ Countries represented by exhibitors	35
◆ Countries represented by visitors	68
◆ Conference speakers	30

**purchasing authority and buying power as indicated by visitors on the registration form*

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POST SHOW
REPORT 2010

The Middle East's Leading Professional Audio, Lighting, Music, Audio Visual, Systems Integration and Entertainment Technologies Exhibition

Featuring



DATE & VENUE

18 - 20 April 2010
Hall 5, D 1 & 6
Dubai International Convention and Exhibition Centre
Dubai - UAE

INAUGURATED BY

Eng. Ibrahim Al-Sayid, Director General of Dubai Municipality, inaugurated the 10th edition of the Middle East's Professional Audio, Lighting, Music, Audio Visual, Systems Integration and Entertainment Technologies Exhibition. He expressed his appreciation for the organizers and sponsors for making the event a great success in supporting the national economy and raising the standards of the exhibition industry in the region.

FUTURE DATES & VENUE

18 - 20 April 2011
Hall 5, D 1 & 6
Dubai International Convention and Exhibition Centre
Dubai - UAE

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HERE ARE A FEW HIGHLIGHTS OF THE REPORT

19% increase in exhibitor numbers over 2009

80% of exhibitors would recommend exhibiting at PALME in the future

95% of exhibitors stated that the quality of visitors met or surpassed their expectations

87% of exhibitors stated that participation at the show had increased their business prospects in the region

95% of visitors would recommend visiting PALME to a colleague

38% of visitors decided on a new supplier while being onsite

58% of visitors had visited PALME at least twice in the past

96% of visitors had their overall objectives of visiting the exhibition met or surpassed

ALSO FIND OUT...

- ◆ Which product categories were the most popular amongst the visitors?
- ◆ What nature of businesses did the participants represent?
- ◆ The reasons why exhibiting companies participated at the 2010 event and how successful their participation was?
- ◆ Testimonials and remarks from some of the show participants at the 2010 show...

[Download the Post Show Report NOW](#)

OUTLOOK FOR 2011

With the market in the Middle East and Africa expected to be worth above US\$ 3billion by 2012, PALME is the only event that caters to the growing needs of the pro audio, lighting, AV, systems integration, music and entertainment industry in this part of the world.

To be part of this vital industry trade show in 2011, contact us today for a quote and floor plan:
Tel: +971 4 3365161 | Email: palme@iirme.com | [CLICK HERE](#) to enquire online

MISSED OUT BEING PART OF PALME MIDDLE EAST THIS YEAR?

Don't miss the action... download the Show Dailies and see how the participants benefited this year.



[Show Daily Issue-1](#)
[18 April 2010](#)



[Show Daily Issue-2](#)
[19 April 2010](#)



[Show Daily Issue-3](#)
[20 April 2010](#)

www.palme-me.com