



IN MEDIA PARTNERSHIP WITH



ACTION
BEGINS
HERE

Presents

PROP DUBAI EXPO

Singapore



22nd - 23rd
FEB'2025



**MARINA
BAY SANDS**
MELATI BALLROOM

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ABOUT US

Since 1999, **NKN Media** has been a leading global communications firm, operating across numerous countries such as **India, United Arab Emirates, Singapore, Bahrain, Malaysia, Sri Lanka, the United Kingdom,** and **Canada**. Specializing in a wide range of media services including Television, Print, Digital, Travel Media, Radio, Cinema, and OOH, NKN Media is a powerhouse in the industry with a comprehensive 360-degree approach to meeting clients' needs.

NKN Media proudly holds prestigious partnerships with top media brands like **NDTV, Aaj Tak, Republic TV, India TV, India Today, Times Now,** and **Zoom TV**, including the publishing of **SpiceJet's in-flight magazine**, Spice Route. With a vision to excel as a global media outsourcing company, NKN Media prioritizes delivering value to clients and fostering organizational growth. NKN's commitment to innovation and service excellence ensures the ongoing provision of premium media solutions.

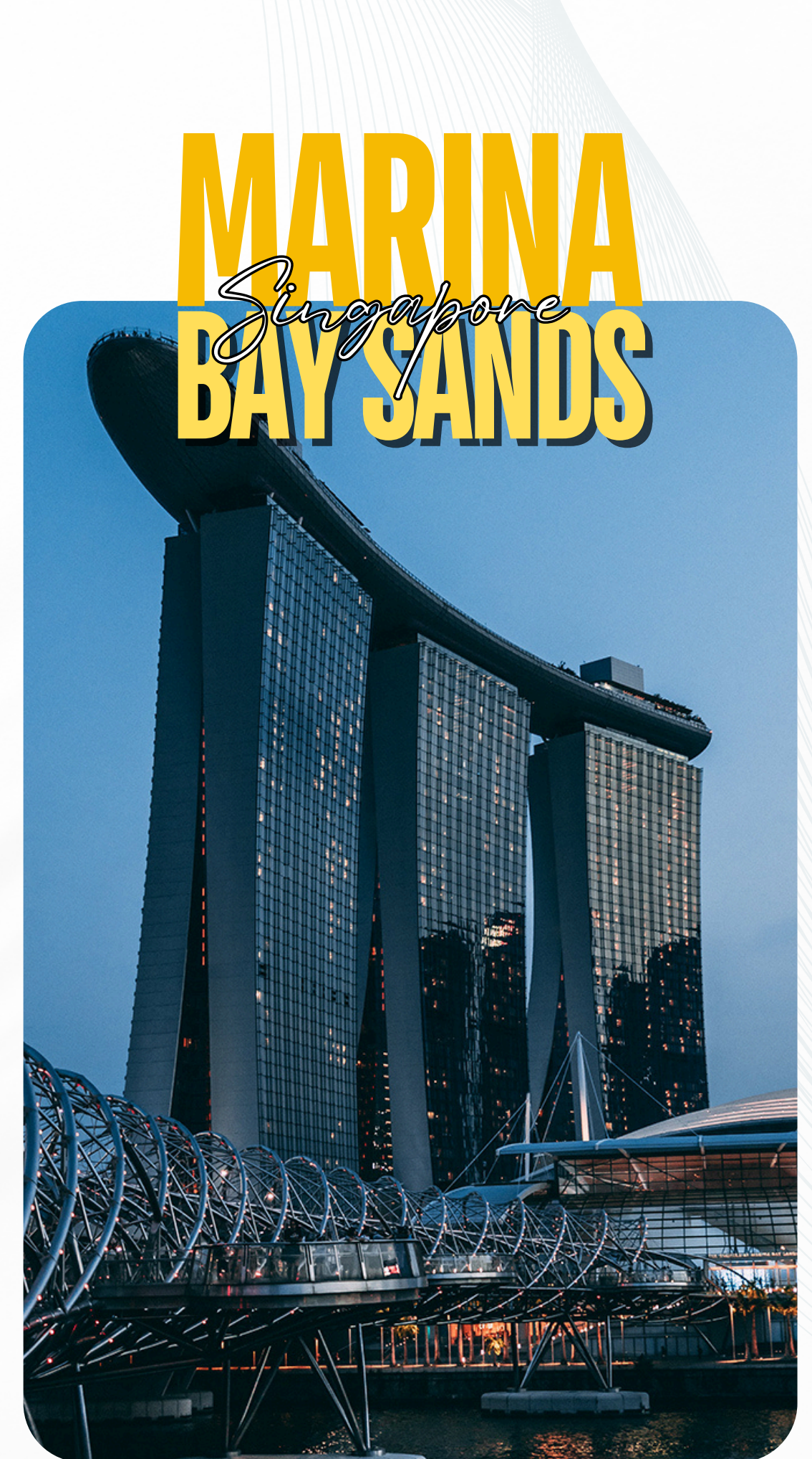


VENUE

Located along the Marina Bay waterfront, **Marina Bay Sands** is the leading business, leisure and entertainment destination in Asia. It also boasts the best shopping mall in Asia. Business visitors will also enjoy the extensive Meetings, Incentives, Conventions and Exhibitions (MICE) facilities featuring state-of-the-art technology, highly flexible exhibition halls, and a convention centre that can host over 45,000 delegates. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands, which plays host to permanent and marquee exhibitions.

EVENT HIGHLIGHTS

- Centrally located venue
- Different event in itself – Knowledge based talk shows during the event educating the buyers, networking evenings and activities
- Event allows quality interaction with clients and hence better conversion.
- Walk ins expected : 1000++ pax in 2 days
- Extensive media plan ensuring good level of awareness
- Target audience profile include mainly HNIs, salaried professionals, business tycoons, investors interested in investments and interest in Dubai.



WHY INVEST IN DUBAI?



Diversification

Offers exposure to a different market and economic environment, reducing investment risk.



Tourism and Hospitality

Major tourist destination with potential rental income from short-term stays.



Legal Protection

Enhanced legal framework and clear property ownership rights.



Quality Infrastructure

Modern amenities, transportation networks, healthcare, and educational institutions.



Stable Economy

Rapidly growing economy with opportunities for capital appreciation and rental income.



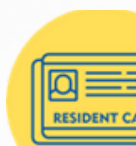
Strategic Location

Global hub with access to emerging markets in Africa, Asia, and the Middle East.



Luxury Lifestyle

Upscale developments, waterfront properties, and iconic landmarks.



Residency Opportunities

Investments offering residency or citizenship benefits.



Tax Advantages

No income tax, capital gains tax, or property tax.



High Rental Yields

Attractive rental yields compared to other global cities.

WHY PARTICIPATE?

01 Global Exposure
Showcases projects to a diverse, international audience, increasing visibility and brand recognition.

02 Access to Investors
Connects with high-net-worth individuals and institutional investors looking to diversify portfolios.

03 Networking Opportunities
Allows for networking with industry professionals, leading to partnerships and business opportunities.

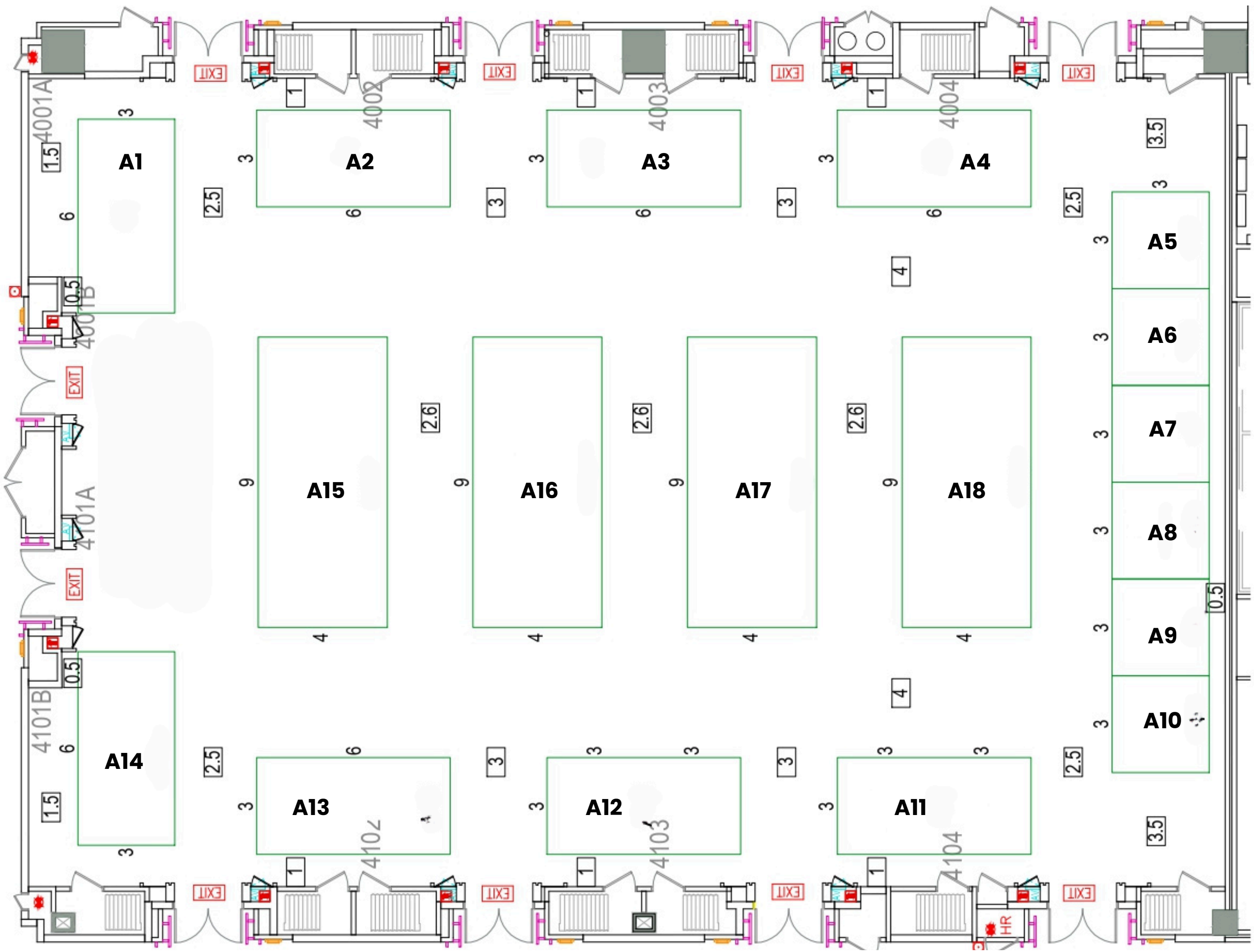
04 Market Insights
Gains insights into market trends and preferences to tailor projects to the target audience.

05 Showcasing Innovation
Highlights cutting-edge architecture, technological advancements, and sustainable practices.

06 Strategic Partnerships
Opens doors to collaborations with Singaporean developers and real estate agencies.

07 Brand Building
Enhances credibility and reputation on the global stage, attracting investors and buyers.





EXHIBITION LAYOUT

- 8x(6x3m) Booths**
- 4x(9x4m) Booths**
- 6x(3x3m) Booths**

MEDIA & MARKETING

- **TV** : Campaign in Sony TV, Times Now, Channel News Asia and other leading channels
- **Radio** : Radio Masti & Gold 90.5 FM
- **Print** : Adverts in Business Times and Straits Times
- Personal invitation to **VIP's and Ultra HNI's**
- **Social Media** : Facebook, Instagram, Google Ads, Online Banners
- **Database Marketing** : E-mailers to 100,000 database including database of various associations, chambers, etc.
- **BTL** : 20,000 Flyers across the Island
- Branding in key outdoor locations



PLATINUM PACKAGE

Booth Size:
36 sq. meters

No. Of Stalls
4 ONLY

Cost
25,000 USD

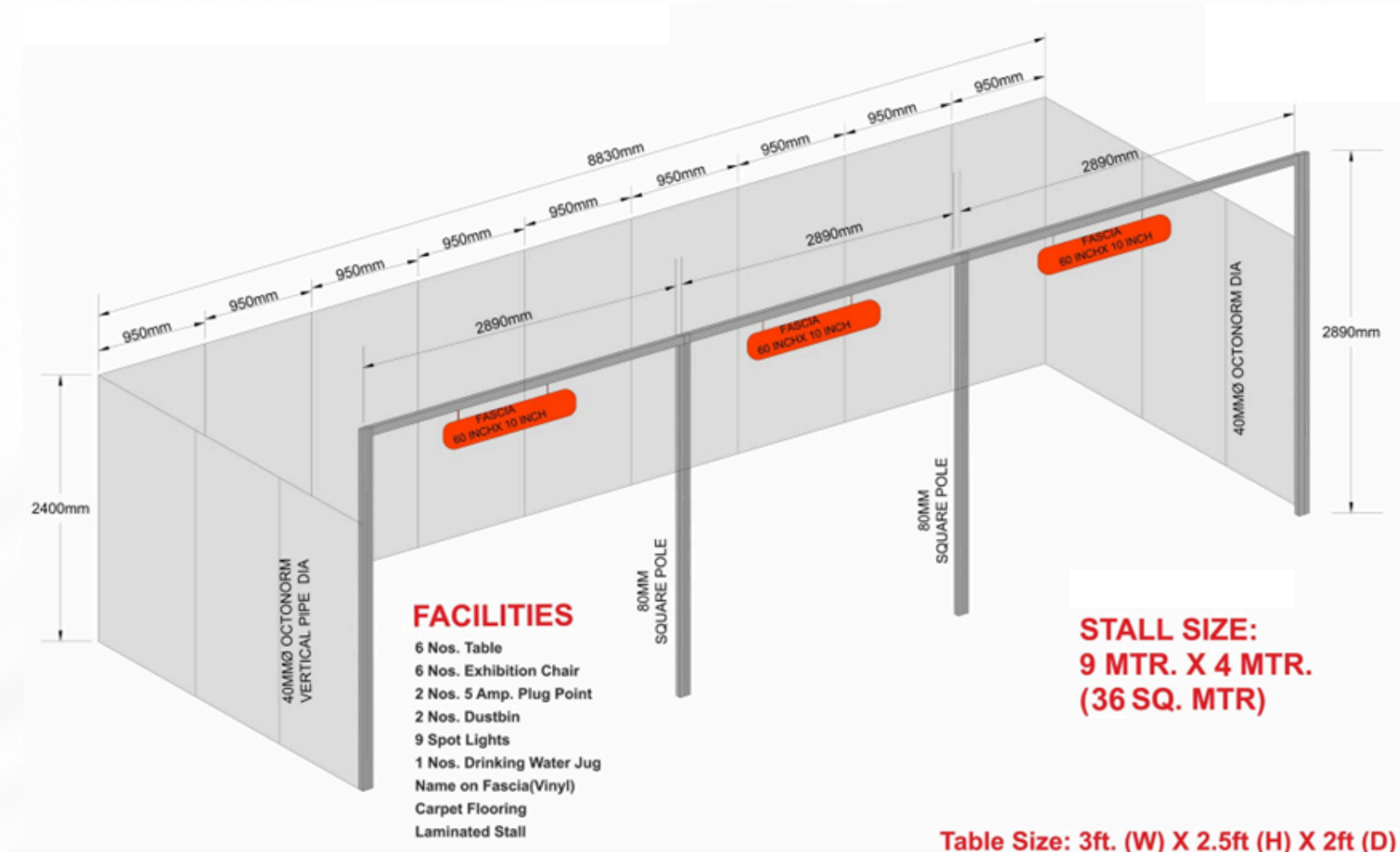
- **Inclusive of :**

- Premium stall space of 36 sq. meters octonorm booth with Company branding at all marketing collaterals (Print media/TV partners/Outdoor activities)
- Pre-event social media coverage (Facebook/Twitter/Google+/LinkedIn) highlighting the company profile and project details
- The company logo will be highlighted under the tagline mention Exclusive venue branding (Registration desk/Maintenance/Box branding/Hi-tea area branding/Standees at various places)
- Visitors database sharing

- **Value Add-Ons:**

- 5000 seconds (FCT) in Times Now in Singapore during the event.
- Daily - Lunch and 2 tea breaks
- Additional Tables, Chairs, Lights, etc.

- **Exclusions :** Booth customization



Booth images shown here are for illustration purpose only

DIAMOND PACKAGE

Booth Size:
18 sq. meters

No. Of Stalls
8 ONLY

Cost
15,000 USD

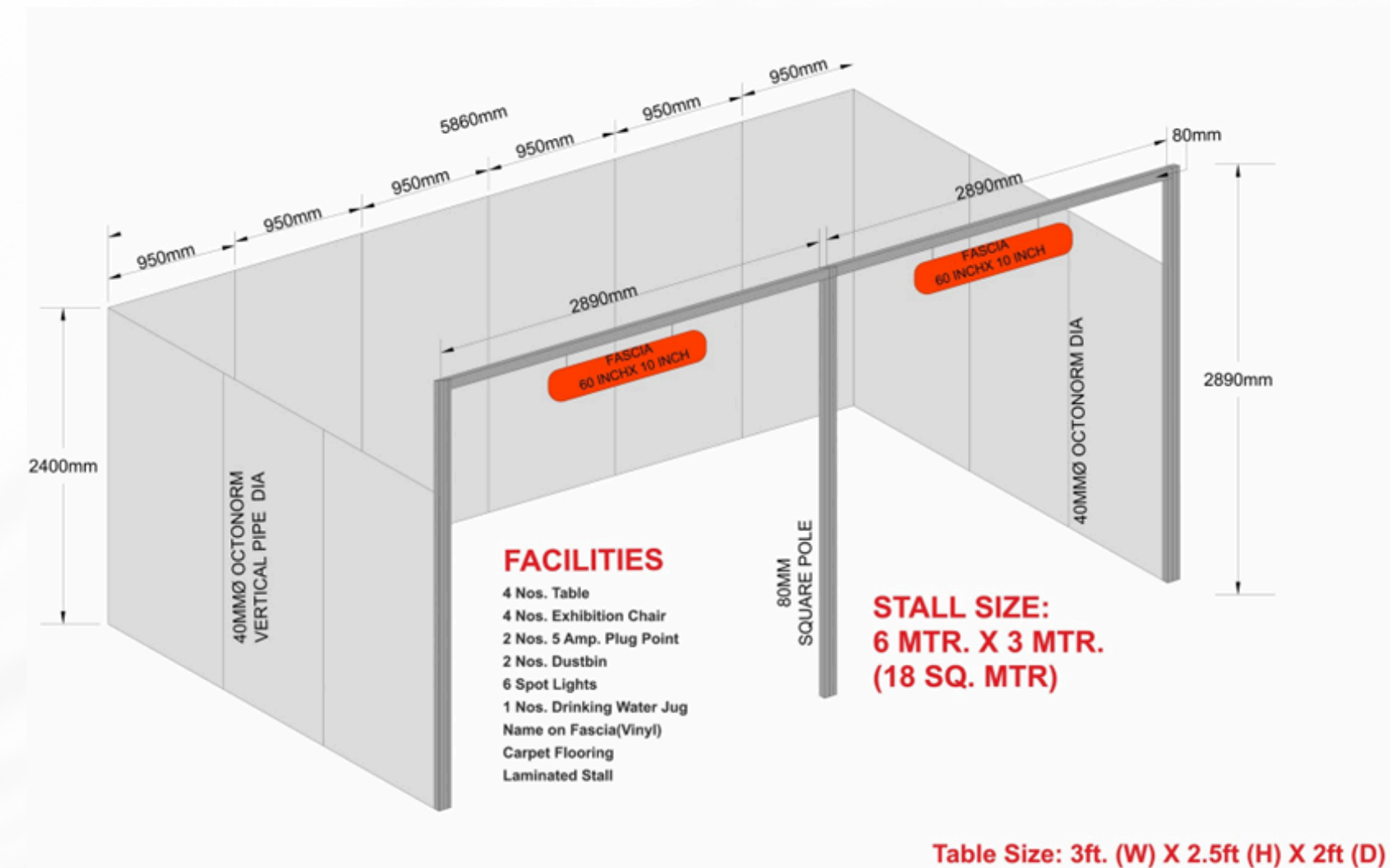
- **Inclusive of :**

- Premium stall space of 18 sq. meters octonorm booth with Company branding at all marketing collaterals (Print media/TV partners/Outdoor activities)
- Pre-event social media coverage (Facebook/Twitter/Google+/LinkedIn) highlighting the company profile and project details
- Company logo will be highlighted under the tagline mention
- Exclusive venue branding (Registration desk/Maintenance/Box branding/Hi-tea area branding/Standees at various places)
- Visitors database sharing

- **Value Add-Ons:**

- 3000 seconds (FCT) in Times Now at Singapore during the event
- Daily - Lunch and 2 tea breaks
- Additional Tables, Chairs, Lights, etc.

- **Exclusions :** Booth customization



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GOLD PACKAGE

Booth Size:
9 sq. meters

No. Of Stalls
6 ONLY

Cost
7,000 USD

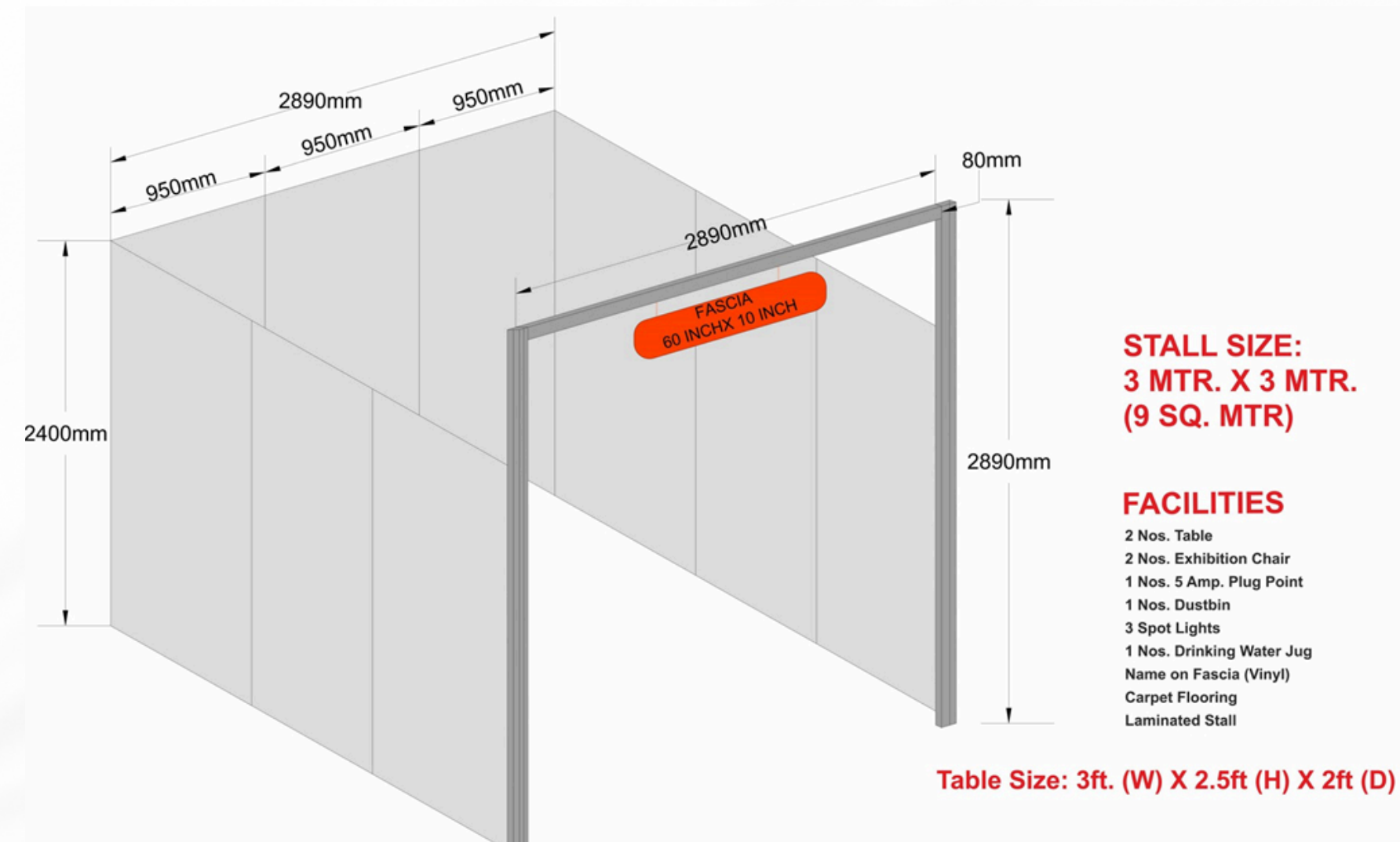
- **Inclusive of :**

- Premium stall space of 9 sq. meters octonorm booth with Company branding at all marketing collaterals (Print media/TV partners/Outdoor activities)
- Pre-event social media coverage

- **Value Add-Ons:**

- 1500 seconds (FCT) in Times Now at Singapore during the event
- Daily - Lunch and 2 tea breaks

- **Exclusions :** Booth customization



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CUSTOMIZED FABRICATION

Kindly contact our team for a custom fabrication for the stand. Some sample designs are :



THIS SERVICE INCURS ADDITIONAL COSTS

TIMELINES & PROCESS

Registration Process

- Submit the completed registration form: by **10 NOV 2024**
- Participation fee remittance: by **15 NOV 2024**
- Other booth-related requests/hotel: by **20 NOV 2024**

Payment details

On receipt of the registration form and participation fees, confirmation and welcome kit will be sent to the email address provided in the registration form.

FOR BOOTH & SPONSORSHIP CONTACT

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