



dmg::events

# GLOBAL AGENT NETWORK GUIDE

At dmg events, we understand that rapidly evolving markets are pushing organizations to rethink their growth strategies, expand globally and form new partnerships. As a leading organizer of face-to-face events and a publisher of information services, our mission is to facilitate and accelerate this transformation by providing direct access to new markets, inspiration and leadership, innovative products and valuable business opportunities.

With a global footprint spanning more than 30 countries and organizing over 95 large-scale events annually, dmg events is a trusted global leader in the events industry. Each year, we attract more than 425,000 professionals, delivering world-class events such as Big 5 Global, ADIPEC, Gastech, EGYPES, The Hotel Show and INDEX.

With 13 offices worldwide, including Saudi Arabia, the UAE, Egypt, South Africa, the UK, Canada, Singapore and India, dmg events maintains a local presence to better serve our customers and build stronger relationships. Our rapid growth is a testament to our ability to geo-adapt strong brands, form mutually beneficial partnerships and align our events with market demands.



*As a global business  
what we doesn't  
happen without the  
support of our agent  
network*

**Geoff Dickinson**  
CEO  
dmg events

# OUR NETWORK REACHES FAR AND WIDE GIVING OUR CUSTOMERS **GLOBAL EXPOSURE** TO NEW MARKETS AND BUSINESS PARTNERS.



**4,000,000**

PROFESSIONAL DATABASE



**21,000+**

EXHIBITING COMPANIES



**106,250+**

C-LEVEL EXECUTIVES



**14,000+**

PAYING DELEGATES



**425,000+**

ATTENDEES



**2,200+**

SPEAKERS



**17,000**

MEDIA

# OUR EVENTS ACROSS THE GLOBE

Canada

USA

Germany

Portugal

Italy

Egypt

Qatar

UAE

China

Japan

India

Thailand

Vietnam

Singapore

Indonesia

Nigeria

Ghana

Ethiopia

Kenya

Tanzania

Mozambique

Namibia

South Africa



**95+**  
Events



**30+**  
Countries



**425,000**  
Attendees



**UNPARALLELED**  
Business opportunities



# OUR FLAGSHIP EVENTS

Our ability to host some of the world's most recognized, largest and influential events sets us apart as a global leader in the industry. With a formidable lineup including **ADIPEC**, **Big 5 Global**, **Big 5 Construct Saudi**, **The Hotel Show**, **INDEX**, **EGYPES**, **Gastech** and the **Global Energy Show**, our flagship events draw the attention of the world's leading companies, serving as pivotal platforms for groundbreaking collaborations, knowledge sharing and remarkable achievements.



**2,200**  
Exhibiting Companies

**184,000**  
Participants

**164**  
Participating Countries

**153,000sqm**  
Gross sqm



**2,319**  
Exhibiting Companies

**81,080**  
Participants

**166**  
Participating Countries

**105,000sqm**  
Gross sqm



**800**  
Exhibiting Companies

**50,000**  
Participants

**125**  
Participating Countries

**70,000sqm**  
Gross sqm

THE HOTEL SHOW



**250**  
Exhibiting Companies

**33,000**  
Participants

**117**  
Participating Countries

**14,891 sqm**  
Gross sqm

# OUR FLAGSHIP EVENTS

INDEX



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**250**  
Exhibiting Companies

**19,000**  
Participants

**161**  
Participating Countries

**33,268sqm**  
Gross sqm



**EGYPES**  
EGYPT ENERGY SHOW

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**500**  
Exhibiting Companies

**35,000**  
Participants

**100**  
Participating Countries

**39,000sqm**  
Gross sqm

**BIG 5** Construct  
Saudi

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**1,300**  
Exhibiting Companies

**55,000**  
Participants

**47**  
Participating Countries

**70,000sqm**  
Gross sqm

**GLOBAL  
ENERGY SHOW**  
EXHIBITION & CONFERENCE

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**500**  
Exhibiting Companies

**30,000**  
Participants

**110**  
Participating Countries

**42,800sqm**  
Gross sqm

# MANAGING THE AGENT RELATIONSHIP

To support our agents we follow a structured process to ensure you are equipped with all the tools you need to succeed.

1

Prospective agents to submit their interest in representing dmgevents through our partnerships enquiry form at [www.dmgevents.com/get-involved](http://www.dmgevents.com/get-involved) or email [agents@dmgevents.com](mailto:agents@dmgevents.com)

2

Applications will be reviewed by the senior partnerships team and contacted for further information

3

In advance of a contract, agents will be required to complete a detailed Sales & Marketing Plan

4

Approved agents will be issued an Agency Agreement to sign and onboarded shortly thereafter

5

The agent will report regularly to the Event Director

6

The agent will be supplied with required sales and marketing material

7

The agent can be contracted to an event either short or long term, related to results

8

The agent will be remunerated against delivered event revenues



# OUR FUNDING PARTNERS

dmg events have partnered with key funding agencies around the globe to help support our agents.  
For more details on our partners, get in touch with us.



# CONTACT

If you would like to represent dmG events as an agent, or have any questions please contact us today.

## PARTNERSHIPS TEAM

**E:** [agents@dmgevents.com](mailto:agents@dmgevents.com)

**T:** 971 4 4380355

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