



German Pavilion 27 - 29 May 2025, Dubai/UAE

**Deadline
14 January 2025**

The Event

The Hotel Show is the leading trade fair for the hotel and hospitality industry in the Arab world and Africa. Since its first event in 2000, the Hotel Show has annually attracted thousands of hospitality professionals. The hotel industry in the Middle East is a rapidly growing market that is gaining increasing importance. Each year, more than 10,000 trade visitors from over 50 countries attend, and more than 200 exhibitors present their products and services. In 2024, 20 exhibitors were represented at the German Pavilion.

Your Advantages at the German Pavilion

- Reduced participation fees
- Comprehensive support before and during the trade fair
- Top placement and high visibility within the event

How to Register

1. Already registered in the German Pavilion Portal? Register here by 14 January 2025:
<https://registration.german-pavilion.com/exhibitor/participation/fair/1256>

2. New to the German Pavilion Portal? First, you need to be accredited:
<https://registration.german-pavilion.com>

After accreditation (approx. 1-2 working days), you can register online for your participation in the Foreign Trade Fair Program (see link above).

Participation:

Exhibition Space incl. Stand

Construction:

From 6m²

Price for 1st – 4th part: **320** Euro/sqm

Price from 5th part: **750** Euro/sqm

Absorbed costs: **750** Euro/sqm

From 101. m²

750 Euro/sqm

Exhibition Space without Stand

Construction:

From 50m²

Price for 1st – 4th part: **310** Euro/sqm

Price from 5th part: **530** Euro/sqm

Absorbed costs: **530** Euro/sqm

Please feel free to contact:

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