

# MIDDLE EAST 2012 MOTOR TUNING SHOW

**15-17**  
**MARCH 2012**

**EXPO CENTRE  
SHARJAH**  
UNITED ARAB EMIRATES



THE MIDDLE EAST'S  
**PREMIER EXHIBITION** SHOWCASING  
**THE LATEST MODELS**



**RIMS & TIRES**



**CAR AUDIO  
SYSTEMS**



**BODY KITS**



**EXHAUSTS**



**PERFORMANCE  
TUNING**

[WWW.MEMTS.COM](http://WWW.MEMTS.COM)

ORGANIZED BY



مركز إكسبو شارجه  
Expo Centre Sharjah



# FAST FACTS & FIGURES

## MIDDLE EAST MOTOR TUNING SHOW 2011

In its very second edition, the show cemented its position in the region as a dedicated platform for performance tuning and car customizing.

### THE NUMBERS SAY IT ALL:

INDOOR  
EXHIBITION  
SPACE **10.000** SQ M

OUTDOOR  
EXHIBITION  
SPACE **12.000** SQ M

NUMBER  
OF  
VISITORS **30.000**



## BRINGING WORLD CLASS AUTO AFTERMARKET STANDARDS TO THE MIDDLE EAST

MEMTS is the Middle East's one of its kind auto-aftermarket specialty products event that showcases performance tuning & racing products, body kits & accessories, tyres & wheels, sound systems & interior design, airbrush painting & exhaust and much, much more...

**Middle East Motor Tuning Show** became a member of **SEMA** in 2011 and will participate in the **SEMA Show from November 1-4, 2011**, showcasing the fast-growing MENA market to the world



# SALUTING THE STALWARTS

MEMTS 2011 had stellar support from the following personalities who are well-known in the regional and world automotive industry

## SHEIKH KHALED BIN FAISAL AL QASSIMI

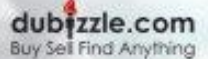
WRC Race Pilot, Patron of The Show

## SHEIKH MARWAN BIN RASHID AL MUALLA

Chairman of Emirates Motorsport Federation

## MOHAMMED BEN SULAYEM

Vice-President of FIA



## MEMTS - BEST BET FOR TOP BRANDS

Leading brands and names from all over the world ensure that they are seen and heard at the show



and many more

# PROMOTION CAMPAIGN FOR MEMTS 2011

**Middle East Motor Tuning Show 2011 was promoted throughout the year with a Pan-Arab public relations and advertising campaign to promote the show, its exhibitors, sponsors and partners. Media activity consisted of Magazines, Newspapers, Radio and Television networks as well as on-line coverage**

## NEWSPAPERS

- Al Khaleej
- Al Bayan
- Khaleej Times
- Gulf News
- Gulf Today
- Emarat Al Youm
- The National

## MAGAZINES

- Top Performance
- Russian Emirates Magazine
- East Springs Guidebook Ma
- Gulf Autos
- Arab Wheels
- Tires & Parts
- AutoTrader
- Business Emirates
- MyMotory
- Around Auto

## WEB

- Drivearabia
- Performancemag
- memts.com
- Email broadcast
- Ameinfo
- DuBizzle
- Motari.ae
- AutoMG
- The Car Lovers
- Facebook campaign

## RADIO

- Al Khaleeja
- Channel 4 FM
- AJMAN Radio

## TV CHANNELS

- Arab Motors TV
- GEAR ONE TV
- Sharjah TV

## OUTDOOR

- DXB - SHJ Road Hoarding
- Expo Centre Mupies
- A-Boards (Dxb/Shj/Aj)
- Facade Banner
- Electric Post Banners
- Sharjah Mupies
- Posters
- Twin Pole Al Dhaid
- Backlit Board Al Taawun R/A



# **DRIVE IN TO THE UNTAPPED REGIONAL MARKET**

If the nine million vehicles in the GCC region are anything to go by, and given the high affinity of the regional population towards speed, exclusivity and quality, you can count on the show for the right target audience

## **WHAT YOU CAN EXPECT:**

- More than 30,000 serious buyers boosting your B2B and/or B2C sales
- Partnership with traders from the MENA region and other countries (visitors from 41 countries attended MEMTS in May 2011)
- A well-positioned platform to launch new products and services catering to auto and tuning enthusiasts



## **SHOW PROFILE**

- Sport and racing vehicles • Modified cars • Performance tuning
- Customization services • Car Audio • Custom Motorbikes • Airbrush Design
- Upholstery & interior design • Body kits • Rims & Tires

## **EXCITING DIVERSIONS**

- 4x4 drifting • Saloon car drifting • Custom cars & bikes competition
- EMMA Car Audio contest

# **CUSTOMIZED CONDITIONS FOR EXHIBITORS**

## **HOW MUCH WILL IT COST YOU?**

### **BARE SPACE**

**\$165** per sq.m. (min. 72 sq.m.)

**\$185** per sq.m. (min. 24 sq.m.)

### **SHELL SPACE**

**\$225** per sq.m. (min. 9 sq.m.)

**\$245** per sq.m. (min. 36 sq.m.)

Shell space includes carpet, walls, fascia with company name in English, one table, two chairs.

Reserve your booth online today at [www.memts.com](http://www.memts.com)



## **EXPO CENTRE SHARJAH**

For space reservation, sponsorship and information, please contact:

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