

## The Organizers

AFAG, founded in 1948, is a premier event organizer based in Germany with more than 16 events on many industrial and general topics. AFAG is famous for interlift, the largest international event focused on elevators in Europe. This event attracts more than 20,000 attendees and nearly 600 exhibitors. There is no other worldwide event in our industry that brings together the international industry as does interlift.

Elevator World, Inc. (EW) has been the leading publisher for the international elevator and escalator industry for more than 65 years. In addition to its core international publication, ELEVATOR WORLD, EW publishes magazines in some of the fastest-growing markets in the industry – India, China, Turkey, the Middle East, Europe and United Kingdom. In addition, EW offers educational products, digital marketing platforms and events.

## INTRODUCING



THE  
ELEVATOR  
SHOW  
DUBAI <sup>7-9 Sept</sup> 2020



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AND

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## The Elevator Show

With a combined industry history of more than 130 years, Elevator World and AFAG are pleased to present The Elevator Show, a new industry exhibition held every two years in Dubai. The Elevator Show will come to be known as the region's top industry event, perfect to do business and network with international manufacturers, suppliers, installers, specifiers, developers, architects, engineers and investors. Expect to see the latest technology, designs and services for the most important piece of equipment in a building—the elevator! Without it, nobody gets to the top! Elevator World and AFAG have accumulated a robust network of over 100,000+ contacts worldwide. With the organizers' experience and resources, more than 100 exhibitors and 10,000 attendees are expected for this inaugural event. Both small and medium-sized elevator component companies, as well as major manufacturers, will exhibit.

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### Dubai World Trade Centre

Hall No. 8

Maximum Power Available: 500+400 Amps

Rigging Capacity: 250kg x 5m span

Maximum Floor Load: 2000kg/m<sup>2</sup>

Ceiling Height: 7.9m



### The Venue

The Dubai World Trade Centre (DWTC) hosts more than 500 events with more than 3 million visitors from 160 global markets yearly. **It is rated as one of the best exhibition centers in the world. Everything needed to host a world-class event is located here.** More than 10 hotels are nearby, and it is just 10 km from the Dubai International Airport. DWTC is within walking distance, or just a short drive, to some of the most famous landmarks in Dubai and the world, such as The Burj Khalifa, Emirates Towers, The World Trade Center, The Dubai Fountain, The Dubai Aquarium and Underwater Zoo, The Dubai Mall and The Dubai Frame. The result is a complex fully integrated into the business and heart of Dubai.

### The Idea

Elevator World, the international media for the elevator industry for 65 years, and AFAG, in business for 71 years and the organizer of the industry's largest and most important international event, interlift, have partnered to create The Elevator Show. **The two most influential media and event organizations in the vertical transportation industry will host the first serious and international exhibition on elevators in the world-famous Dubai World Trade Centre.** Perfectly located between Europe, Africa and Asia, Dubai is where the world can convene and see the most famous construction projects ever designed—all incomplete without the most important building transportation item in the world, the ELEVATOR!