# 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 25+ countries and organizing over 115+ large-scale events annually, dmg events is a trusted global leader in the events industry. Each year, we attract more than 650,000+ 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 do doesn't happen without the support of our agent network

Geoff Dickinson CEO dmg events



**NEW MARKETS AND BUSINESS PARTNERS.** 



4,000,000
PROFESSIONAL DATABASE





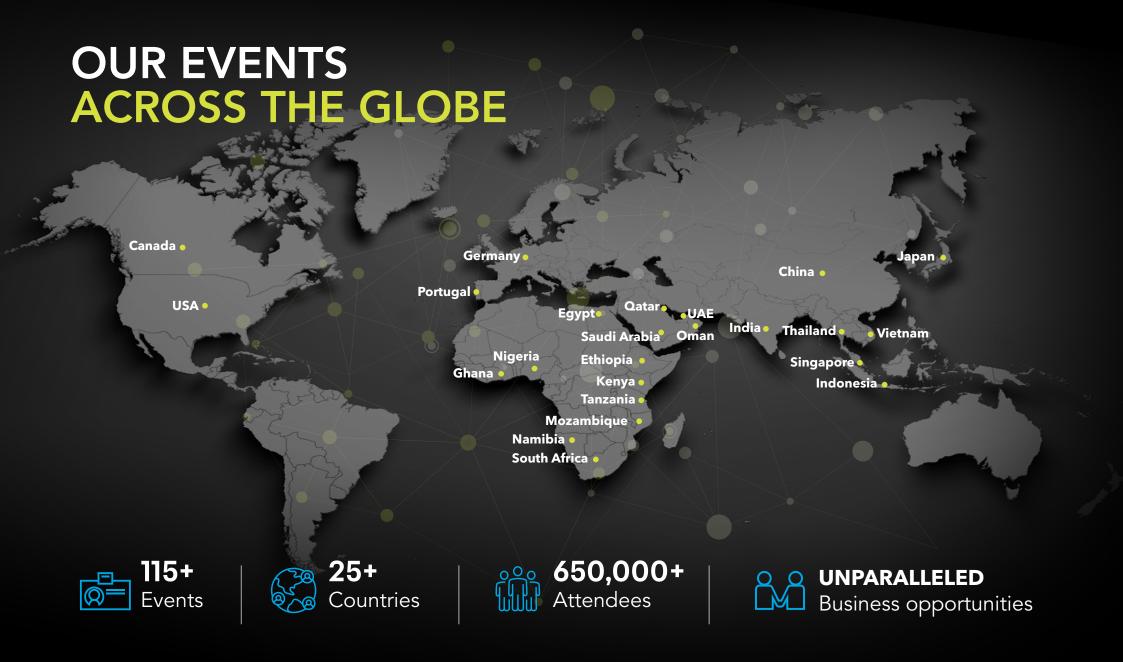






17,000+







## **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

14,891sqm

Gross sqm



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INDEX



250

**Exhibiting Companies** 

19.000

Participants

161

**Participating Countries** 

33,268sqm

Gross sqm



**500** 

**Exhibiting Companies** 

35.000

**Participants** 

100

Participating Countries

39,000sqm

Gross sqm



1,300

**Exhibiting Companies** 

55.000

**Participants** 

47

Participating Countries

70,000sqm

Gross sqm

GLOBAL ENERGY SHOW EXHIBITION & CONFERENCE

**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.



Prospective agents to submit their interest in representing dmg events through our partnerships enquiry form at www.dmgevents.com/get-involved or email agents@dmgevents.com



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



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



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



The agent will report regularly to the Event Director



The agent will be supplied with required sales and marketing material



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



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**

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