

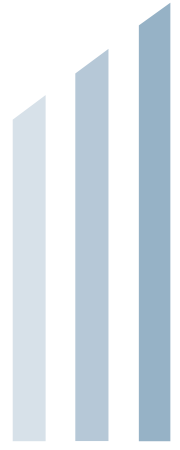


22 to 27 November



Forum de
Beyrouth

Ideas & Trends for Home Furniture,
Interior Decoration, Design,
Architectural & Engineering Services



Art of Living 2016

Design, Inspiration, Trade, New Ideas and Fresh Business Opportunities.

Art of Living / 2016



Art of Living / 2015 Home Decor show overview

Design

Inspiration

Trade

New Ideas

Fresh Business Opportunities

Art of Living /2016 is the annual Home Design Furniture and Home Decoration Exhibition which shows the current latest trends for a better lifestyle

A NEW DIMENSION OF INTERIOR DESIGN

A unique annual Show of its kind around 4 universes : Decoration & Accessories, Furniture, Equipment & development, Arts and Crafts.

The Art of Living/2016 "Design, Inspiration and Trade" has the mission to be the first launching platform for the Furniture Industry and Home Equipment, one that connects the people with trends and innovation, and one to inspire new ideas and fresh business opportunities.

Famous, it is also an excellent meeting opportunity to find new wholesale customers and distributors, representatives and to meet decorators, architects and engineers. Art of Living/2016 is the largest show for professionals industry looking to source, network and learn about the latest products and design trends from around the world.

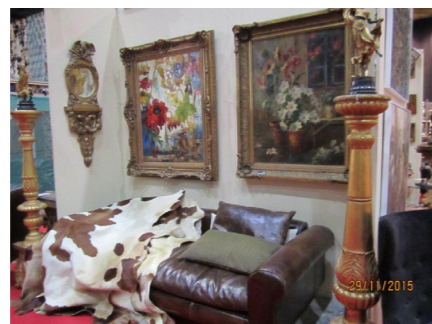
6 days to build, buy, decorate, furnish, equip your home.

From the entrance to the bathroom through the garden, it reveals the secrets of a successful atmosphere: tips spaces to accompany you, eco-building solutions and eco-renovational wood in its various versions, good color combinations and materials, details and finishes that make the difference.

This yearly Art of Living/2016 show brings together in one place the know-how, brands and businesses that are also the source of its success.

Divided in 8 sectors to showcase their products and services : Furniture, Furnishing, Antique, Beddings, Mattresses, Flooring, Accessories, Lighting, Textiles Wooden, Stones, Kitchens and Bathrooms, Aluminum, outdoor, Eco Solution, Weddings Ideas, Designs and the famous Avenue for Artists and Painters.

What is NEW : Workshops and Conferences help to highlight your products and know-how. Year after year the show continues to attract a wider audience and attracts more than 18,000 professionals and public.



EXHIBITORS PROFILES

The Dedicated Sectors:

Furniture, Outdoor Furniture, Furnishing, Wedding

Modern, Contemporary, Classical furniture, Antique, Bedroom furniture, Kids furniture, Bedding, Mattresses, Office furniture, Decorative Paints, Fire places, Feng shui design, Outdoor space and furniture, landscaping design, Outdoor surfaces and Weddings planning

Various International Pavillions

Presenting their dedicated products

Textiles, Fabrics

Curtains, Textiles, Blinds and Accessories, Hand-made Carpets and Rugs, Fabric and Leather Upholstery, Wallpaper, Home Linens, Indoor and Outdoor Protection Systems

Kitchen and Bathroom products

K & B design solutions, K & B furniture and accessories, Appliances Ceramics, Sanitary ware and Fittings, Green Solutions, Home Appliances and Kitchen Tools.

Lighting, Automation

Lighting Design and Solutions, Automation, Chandeliers, Indoor and Outdoor Lighting, LED, Home Theater, Pro Lighting

Flooring, Construction

Design solutions, Wooden floor, Flooring accessories, PVC, Stone, Glass & Metal Industry, Doors and Windows profiles, Surfaces, Solar and Energy Solutions.

Accessories and Focus on Avenue of Painters and Artists

Decoration elements, Art, Picture frames, Mirrors, Books, Universities, Painters and Sculptors

Design and Architectural Services

Interior designers, Architects, Landscaping service providers, Fit-out Contractors, Real Estate developers

WHY EXHIBIT, Exhibitor benefits

- Showcase of your latest collections to a captive visitors audience
- Perfect platform to present your products and services to key trade professionals across 6 days
- Maximize your brand exposure, experience face to face interaction with key Decision-makers, Architects, Designers, Distributors, Consultants, Retailers, Hoteliers and Project Directors
- Network with your industry and develop relationships with buyers and clients
- Generate sales leads and develop business with your targeted market

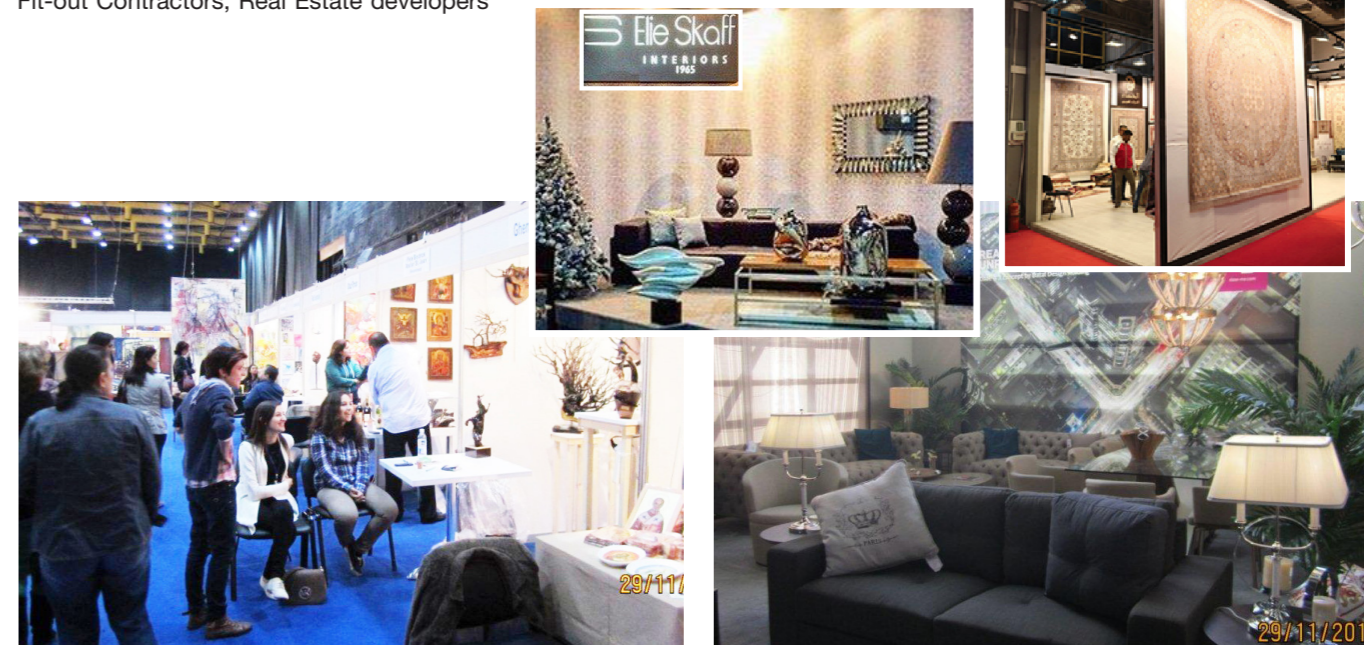
WHY VISIT

- Unique opportunity to discover the latest industry design trends
- View the latest global design products and services and gain knowledge and insight into your market
- Arrange exclusive face-to-face appointments with key manufacturers, suppliers and decision-makers
- Network and connect with the design industry
- Receive expert consultation and advice on current business challenges
- Meet and connect and learn from keynote speakers and design experts
- Learn how to grown your business from design industry professionals

MEDIA CAMPAIGN, marketing, advertising

An extensive advertising and PR campaign, designed to promote awareness of the event to the core target visitor audience in the region and beyond. The campaign includes :

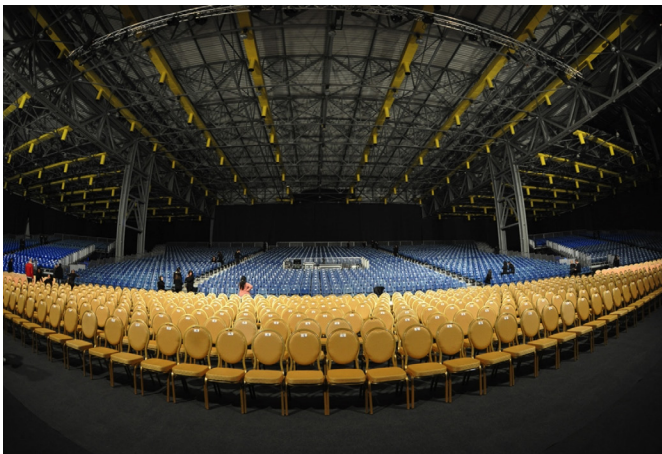
Trade Newspaper and Magazine, Editorials, Social Media, TV advertising, Radio advertising, Email marketing, PR campaign, Direct and VIP mail, SMS broadcast campaign, Unipoles, LED screens, Billboards, Flyers, Show catalogue.



The Venue

Forum de Beyrouth is the first and largest exhibition hall in Beirut where big various events ordinarily are held.

Strategically located at the capital's major crossroads, within minutes from Beirut International Airport, Port and major hotels, Forum de Beyrouth figures among the largest permanent multipurpose centers in the Middle East and measures up to the key role of economic and cultural exchange which Lebanon is regaining.



Book Your Space-Contacts

S.P.M. Fair (Salon - Promotion - Marketing)

Phone: +961 3 627607

+961 76 812292

Fax: +961 1 285539

Email: spmfair@inco.com.lb

spmsal@inco.com.lb

