

Small Worlds Expo City, Dubai



Pictures courtesy of Miniature Tirolerland / Austria

We are creating a unique family attraction concept which brings a bustling small world to overwhelmingly real life, and is completely new in the MENA region.

German digital technology brings creativity, interactivity, and edutainment to a new market!

Small Worlds Expo City, Dubai



Who we are

Small Worlds is a hand-picked team with many years of experience in building model worlds, leisure management, marketing & sales.

We are international: Germany, India, Austria, Netherlands, Denmark, Zimbabwe, UK, Swiss, Luxembourg & growing.

The concept was created in Hamburg, has since been replicated in several European countries, the US, Russia and even Tokyo. It has now been brought to Dubai by our Founder Sven P. Gade in 2019.

During his 25 years of experience in the Middle East as a consultant for Real Estate & Leisure Management and a resident in Dubai, he pinpointed a lack of affordable family attractions in Dubai.

He combined his passion for building highly interactive model worlds with creating an affordable family attraction that would be completely new and unique in the Middle East.

Thus, the idea of Small Worlds Middle East (scale 1:87) was born.



Small Worlds Expo City, Dubai



Why are we doing this

Target Market

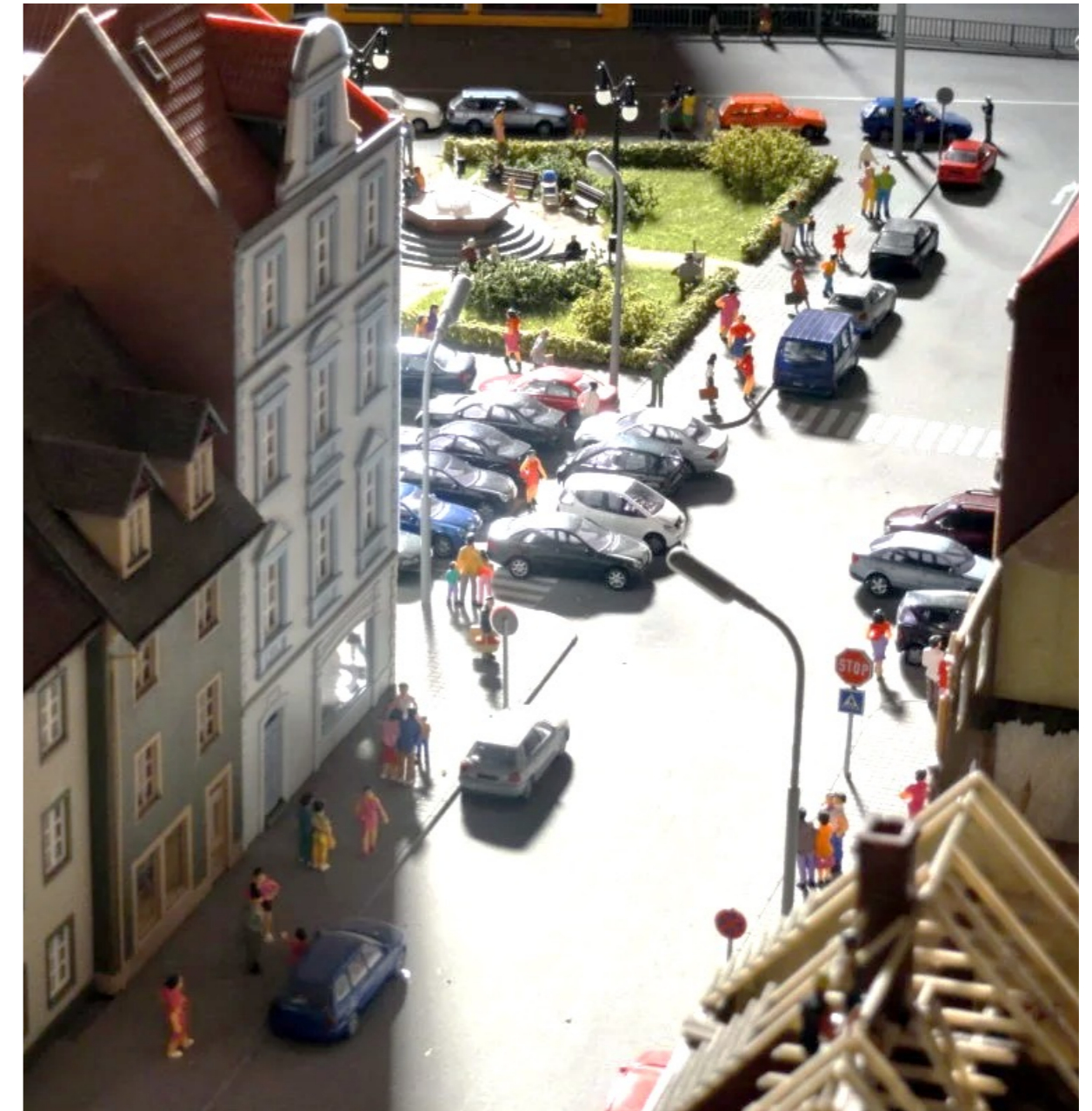
- Families (residents in UAE)
- Students (Schools in Dubai, Sharjah, Ajman)
- Tourists (short haul from GCC)

UPS

- Interactive Miniature World (unique in GCC)
- Indoor & affordable family attraction (high demand proven by extensive market research)
- Edutainment (Geography, Logistic, Automation)
- “Take it home” as a family hobby

Key Factors

- Construction phase 1 commenced April 2024
- Opening after the summer in 2024
- Entrance fee below AED 100,-
- 150.000 p.a. visits minimum (phase 1)

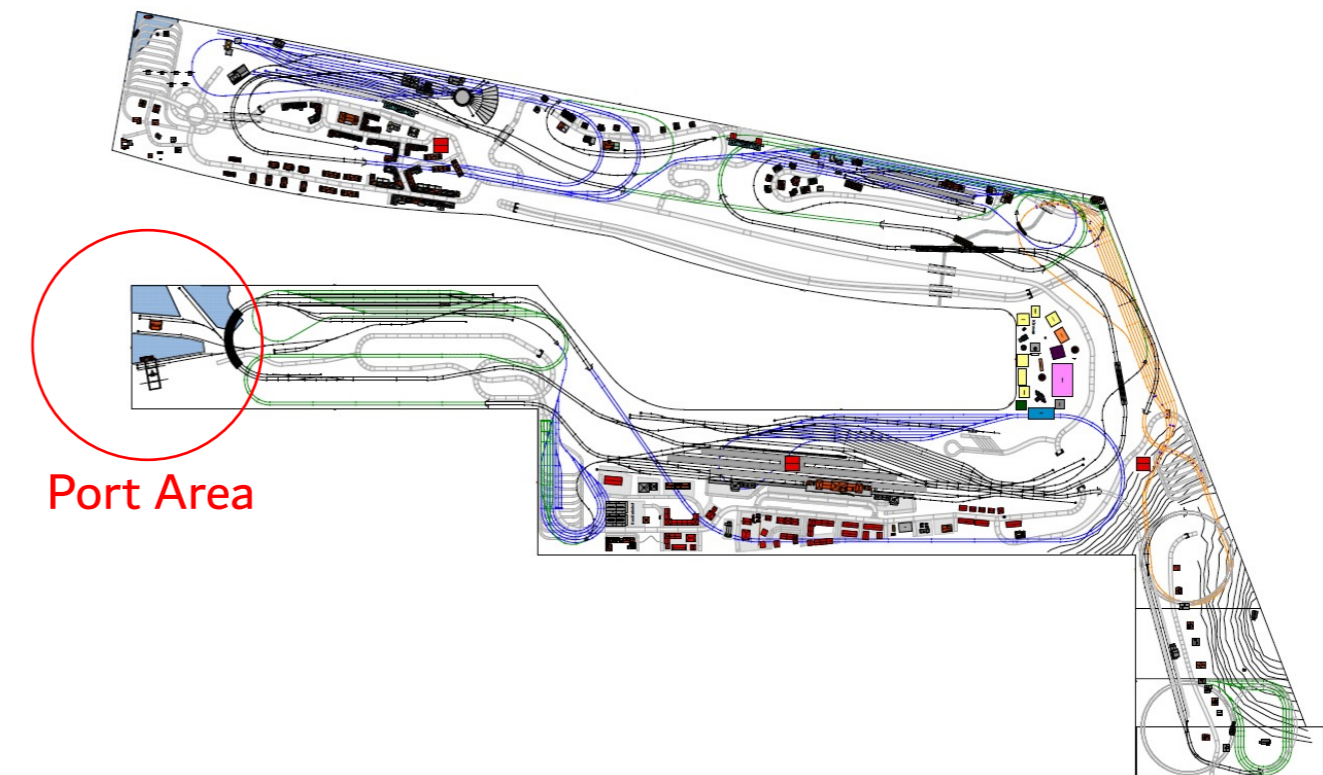
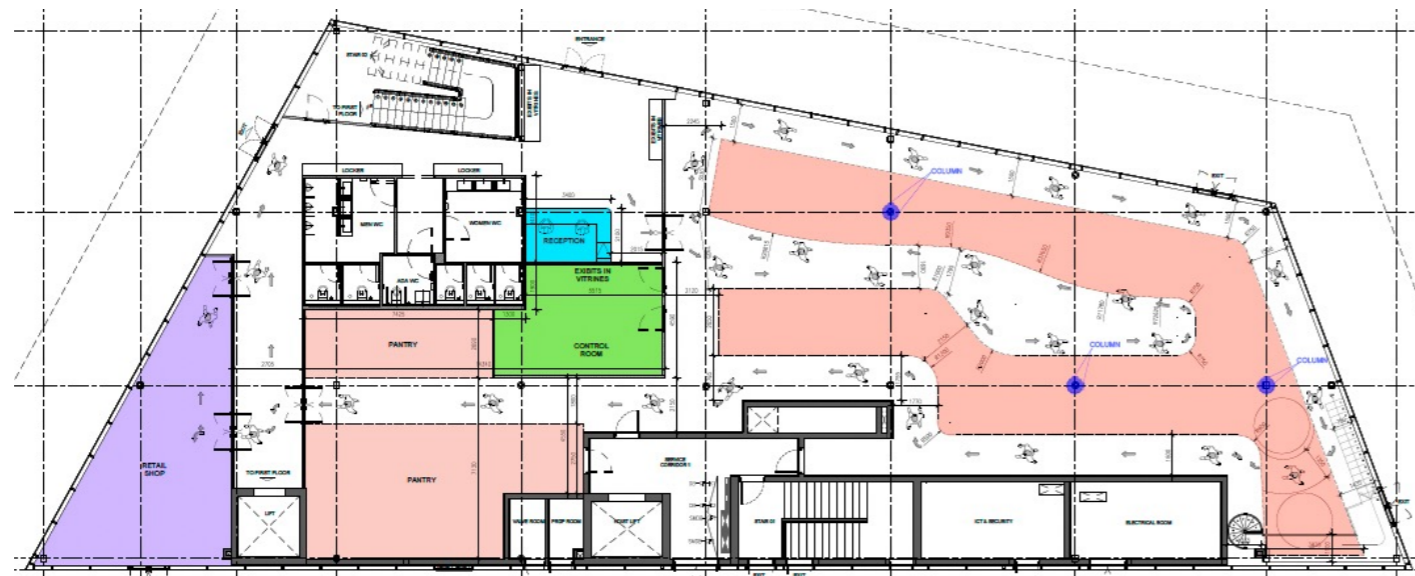


Small Worlds Expo City, Dubai



Where are we now

- In the heart of EXPO CITY, Dubai (opposite UAE Pavilion)
- Convenient to reach by Metro & Car (plenty of parking)
- Multiple attractions and events at Expo City
- Venue size: 1700 m²
- Exhibition Phase 1: 350 m²
- Coffee & Retail: >100 m²
- Future: extend to 1000 m² exhibition in 3 years
- Opening after the summer of 2024.





Sponsorship Catalog

On the exhibition

Signage

Digital

* All images shown are examples only. The exact object shape, size, function and branding are to be discussed.

Sponsorship Benefits



We are building a bridge between your brand and a highly engaged audience at a unique place completely new to India, Middle East & North Africa region.

At very high quality, we conceptualise marketing opportunities for sponsors at Small Worlds Expo City. We aim to increase our sponsor's brand messages and customer loyalty in a new and unseen way.

What will that mean for you to sponsor Small Worlds?

Proprietary attraction

Bring your product experience directly to visitors in a unique way - all whilst keeping the visitor engaged via highly interactive elements. With a trigger button, your factory goes alive and finally, brings your product directly to the visitor/consumer.

Port/Factory/Warehouse/Office

Offers high awareness and allows your brand to influence of the scenery to showcase a real example of the product & business purpose.

Mobile elements easily grab visitors' attention and guarantee high visibility moving across the layout-set
Moving trucks, vans, cars, railroad wagons, containers, hot air balloons



Sponsorship Benefits



Static Elements (trucks, vans, cars, railroad wagons, containers, storefronts)
High recognition in the right spots with multiple frames achieve high brand awareness.

Digital Screens

Effective media to present your brand with changing pictures or short videos.

Billboards

High exposure in places independent from other places like streets and highways.

Banners (reception, F&B, exhibition room walls, layout-set, control room)

Videos or static images (multiple use recommended) ensure your brand to be recognized during the time visitors stay at these places.

Play table (limited)

A central position in the F&B area delivers great branding for you. Only one brand per table to get complete awareness in one place (2 tables available).



Note: Annual Partner Packages can be tailored for each Sponsor. On the next pages, you will find samplers and the package overviews.

On the Layout Set



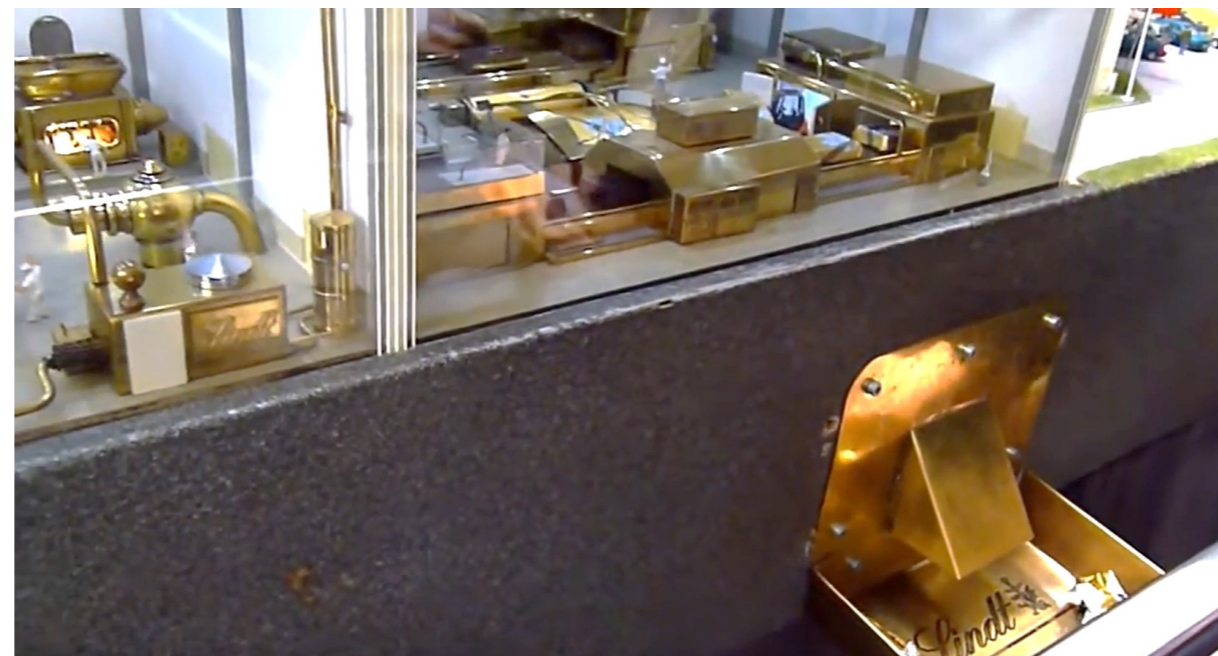
Proprietary attraction

As an example: Through a trigger button visitors can engage with the model.

A series of events start that captivates the viewer.

As a final action it dispenses your product to the front of the exhibition to said visitor.

Your product (as a sample) is directly to the consumer.



On the Layout Set



Factory



Warehouse



Office



On the Layout Set

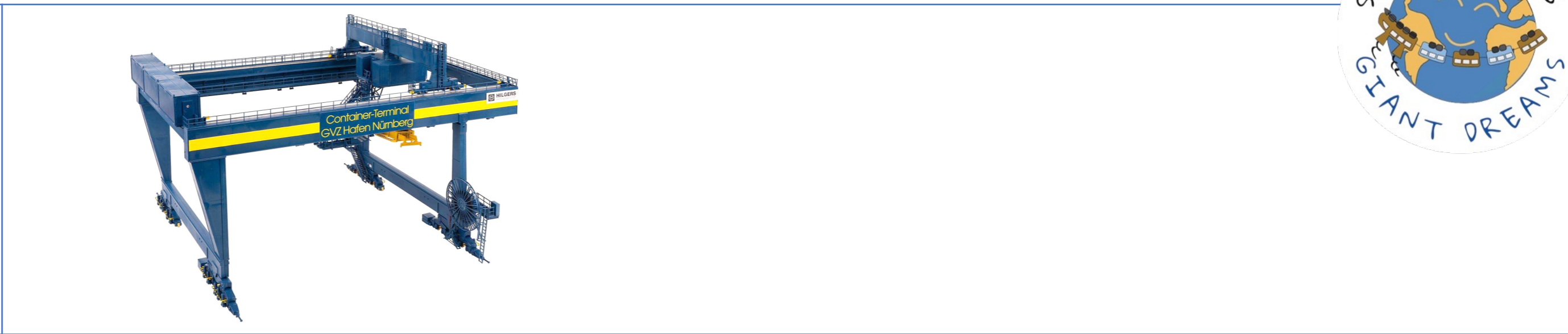
Port area



On the Layout Set



Interactive Crane
(Included in Port area)



Port Office
(Included in Port area)



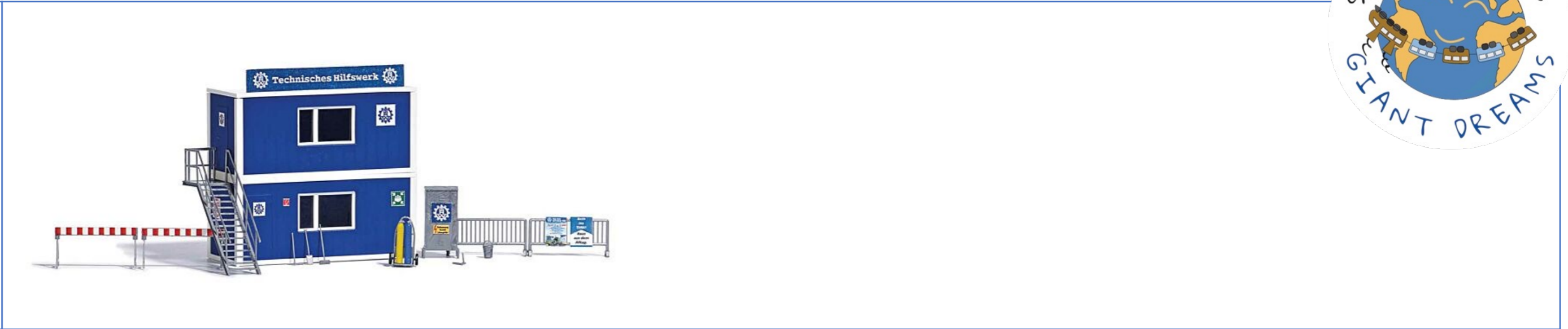
Main gate
(Included in Port area)



On the Layout Set



Site Office
(Included in Port area)



Crane
(Included in Port area)



Various signage
(Included in Port area)



On the Layout Set



Play Table

- F&B Area



On the Layout Set



Railroad wagon
(Moving)



Truck
(Moving)



Truck
(Static)



On the Layout Set



Container
(Static)



Van
(Moving)



Van
(Static)



On the Layout Set



Car
(Moving)



Car
(Static)



Miniature Display:

- Video Display
- Billboard



On the Layout Set



Hot Air Balloon



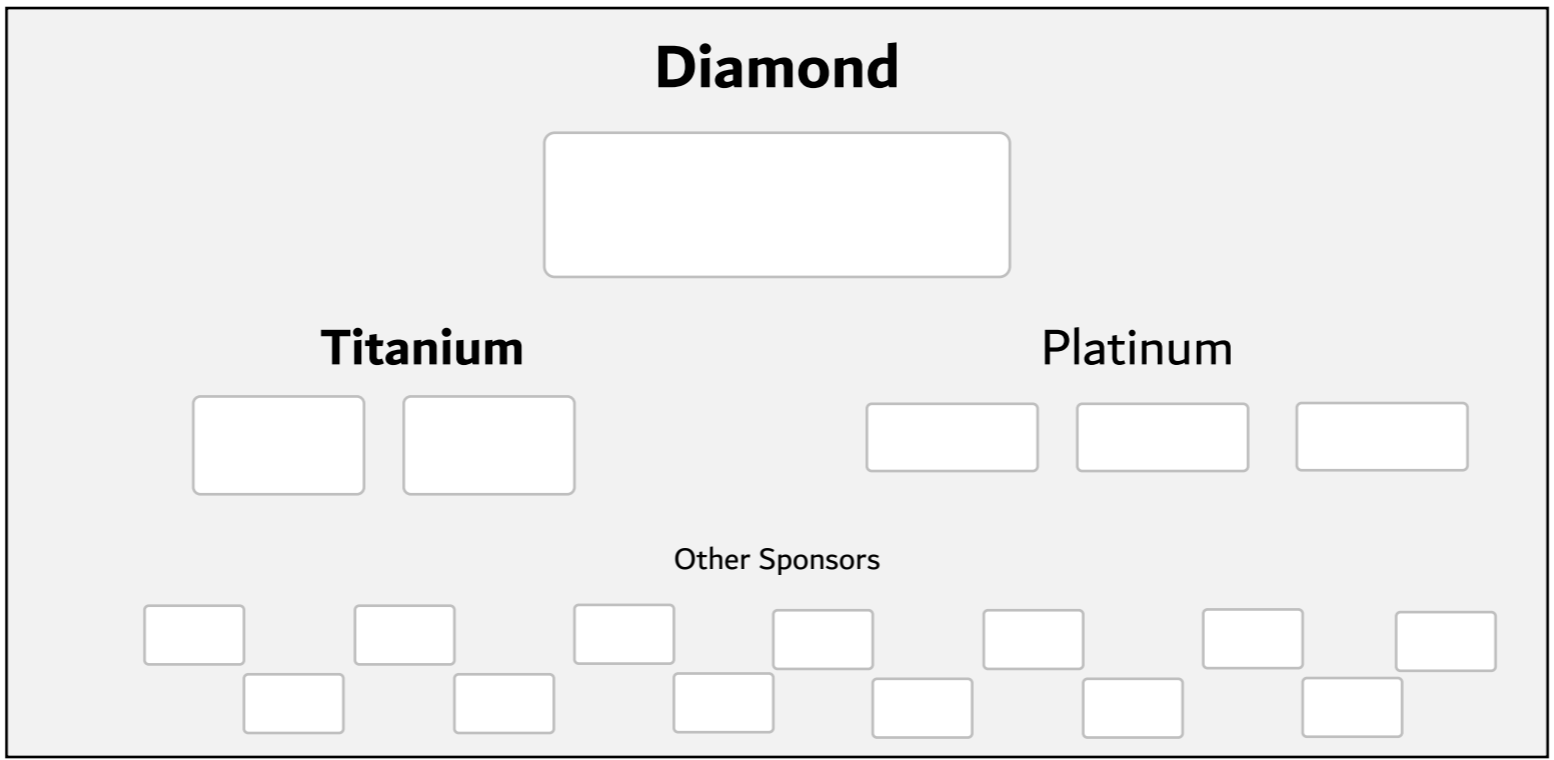
Store Front



On the Layout Set



- Screens in:
- Reception Wall
 - F&B Area
 - Control Room



- Layout-Set:
- Exhibition room walls
 - Layout skirting



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Sponsorship Packages

	Bronze	Silver	Gold	Platinum	Titanium	Dimond
Signs internal						
Reception Walls	x	x	x	x	x	x
F&B Walls / Pillar			x	x	x	x
Exhibition Skirting				x	x	x
Exhibition area Walls					x	x
Layout-Sez						
Cars / delivery vans (stationary)	x	x	x	x	x	x
Containers (Static)		x	x	x	x	x
Trucks (moving)			x	x	x	x
Trains (containers)				x	x	x
Port / port crane					x	x
Proprietary Attraction						x
Factories/Wearhouse (Rent a building)					x	x
Shops		x	x	x	x	x
Billboard			x	x	x	x
Hot Air Balloon				x	x	x
Screens on the layout, Small next to highway (?)					x	x
4x8 Play Tables in F&B area					x	x
Digital						
Website (different size)			x	x	x	x
Screens in the control area (alternating with control screen)				x	x	x
Ticketing online exposure					x	x

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