



17 - 21 November 2025
DWC, Dubai Airshow Site

Venue Branding

Elevate your brand at Dubai Airshow 2025

The future **is here**

www.dubaiairshow.aero

#DubaiAirshow      

Dubai Airshow in Numbers

As we look to the horizon, Dubai Airshow 2025 is set to redefine the boundaries of aviation, space, and defense. This year's event will not only celebrate cutting-edge advancements but also pioneer new pathways in sustainable aviation, inspiring the industry toward a more connected, innovative, and eco-conscious future.

Record-breaking 2023 numbers:



1,400+

Exhibitors from 98 Countries



192

Aircrafts on Display



135,053

Total Attendance



93

Startups



493

Official Delegations from 97 countries



\$101.48bn

Total orders booked

“How great was the Dubai Airshow this year! The aviation mega-event has truly made its place on the market, globally! Dubai Airshow is now truly global reinforcing the event’s role as an integral platform to drive collaboration and technological advancement.”

Sohail Ali
Senior Vice President Operations Middle East, Africa and Asia Pacific, British Airways

Venue Branding

Maximise Impact and amplify your brand's presence with strategic placements across the Dubai Airshow, through eye-catching onsite branding.

Outdoor (Entrance & Exit)

Create the impact with various impressive formats from the event's entry and exit point capturing the attention of attendees as they arrive, maximising visibility from the start to finish.



Main Hall

Maximise your brand's impact at the exhibition hall, from the entrance all the way to the exit to static with impactful options.



Static

Branding static areas maximises brand recognition, as this key location serves as meeting spots, or high-traffic areas where attendees naturally gather and spend extended periods of time.



Digital

Digital branding across three conference stages creates dynamic, high-impact visibility through strategically placed screens and digital displays, capturing audience attention during presentations, panel discussions, and keynote sessions.



Outdoor
Entrance / Car Park / Exit

Bus Branding

The Dubai Airshow buses will operate from key hubs across Dubai—including hotels, metro stations, and parking zones—directly to the show venue. With thousands of daily boardings, these busses offer an exclusive opportunity to engage with an elite, business-focused audience on the move as well as moving billboards throughout Dubai.

Benefits:

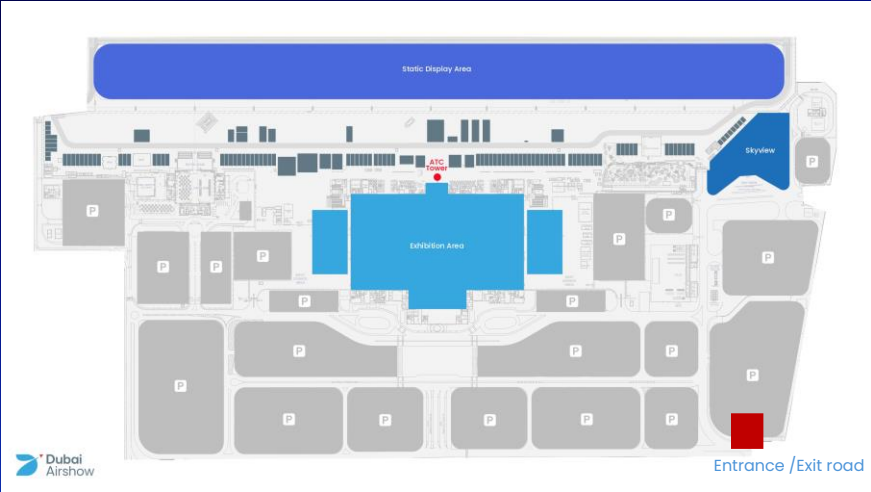
- Position your company as an official partner of the Airshow transport experience.
- Reaching Primary audience – Passengers – reach executives, government VIPs, defence officials and aviation professionals.
- City-Wide Visibility – Buses travel major roads and business districts across Dubai from key pickup zones, Your brand will be seen not only by bus riders but by thousands of pedestrians, drivers, ... city-wide.



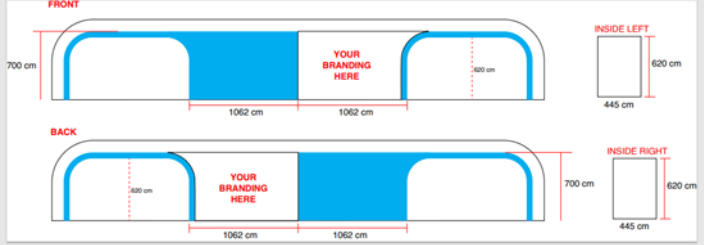
Entrance/Exit Arch

SOLD

Branding the Entrance/Exit Arch at the main car park entrance offers the ultimate branding opportunity, ensuring your brand makes a powerful first impression and leaves a lasting one. Positioned at the event's entry and exit point, it captures the attention of every attendee as they arrive, maximising visibility right from the start to finish.



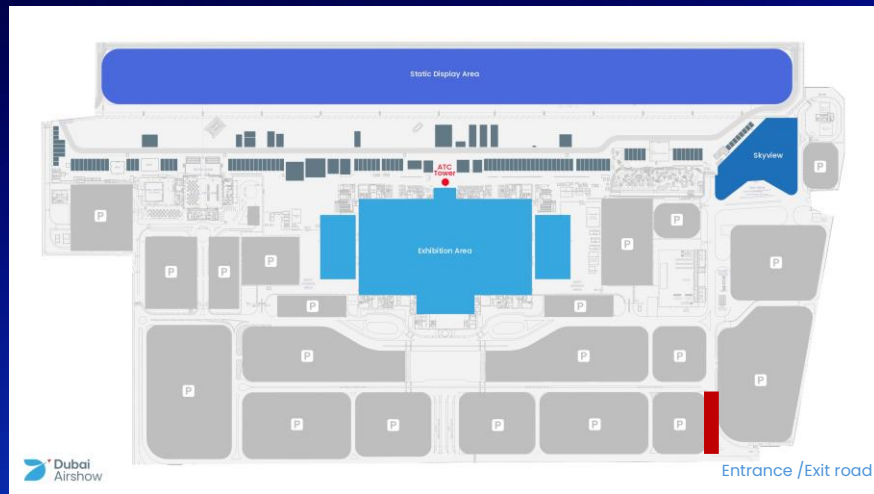
Size to be shared



Road Entrance Package

Area A – Set Of 3 Banners With Triangle

Make a powerful first impression! Welcome attendees with the Free-Standing Entrance Triangle and Entrance Side Banners, strategically placed to captivate over 200,000 visitors as they arrive. These premium branding spots ensure maximum visibility, grabbing the attention of VIPs, key stakeholders, and a diverse audience. Stand out from the crowd and position your brand at the forefront of the event experience!



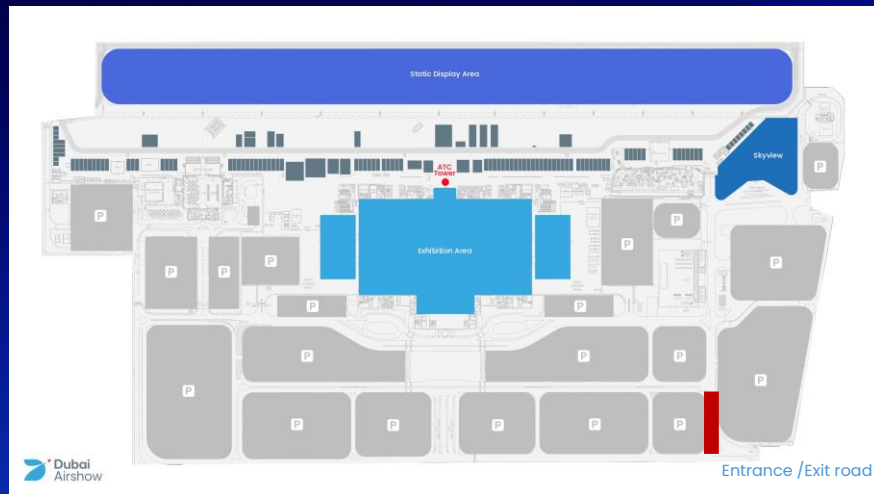
54mW x 2.4mH & 6.5mW x 5.6mW x 5.6mW x 3mH



Road Entrance Right Side Banners

Area A – Set Of 3

Showcase your brand with Entrance Side Banners, strategically positioned to capture the attention of over 200,000 attendees as they arrive at the event. These prime locations offer maximum visibility, ensuring your message makes a strong first impression on a diverse audience, including VIPs and key stakeholders.



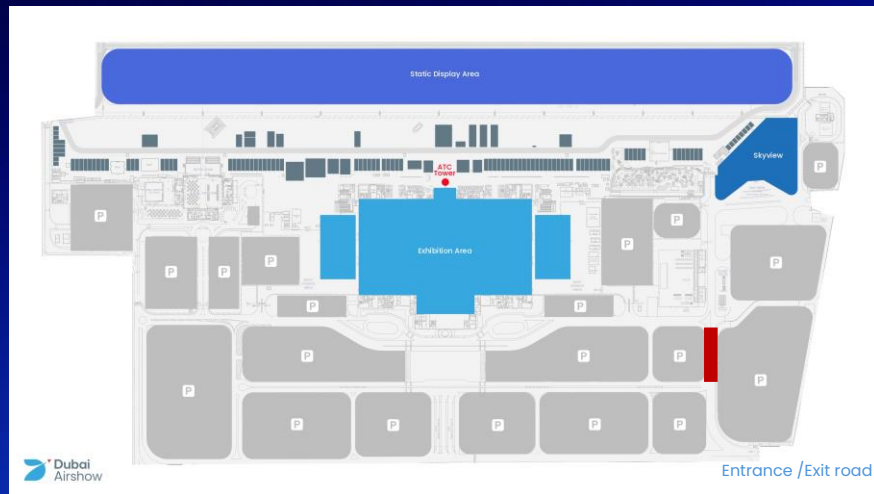
54m W x 2.4m H



Road Entrance Left Side Banners

Area B – Set Of 2

Showcase your brand with Entrance Side Banners, strategically positioned to capture the attention of over 200,000 attendees as they arrive at the event. These prime locations offer maximum visibility, ensuring your message makes a strong first impression on a diverse audience, including VIPs and key stakeholders.



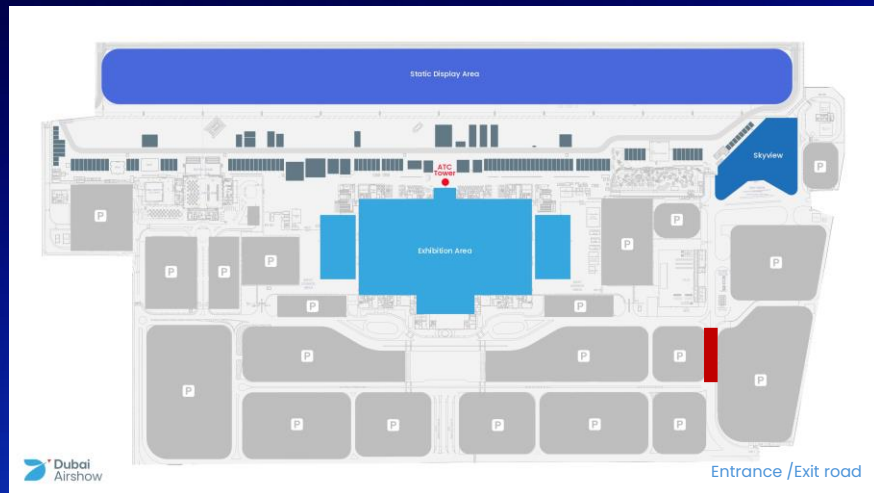
36m W x 2.4m H



Road Entrance Right Side Banners

Area B – Set Of 2

Showcase your brand with Entrance Side Banners, strategically positioned to capture the attention of over 200,000 attendees as they arrive at the event. These prime locations offer maximum visibility, ensuring your message makes a strong first impression on a diverse audience, including VIPs and key stakeholders.

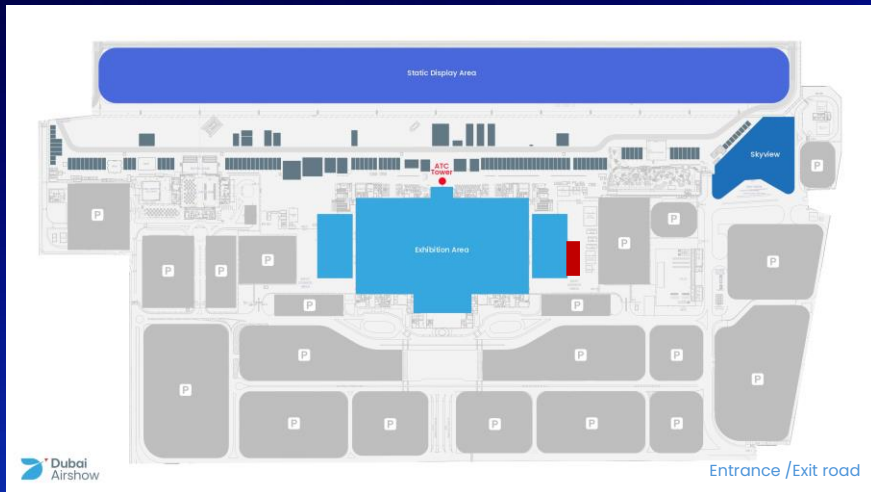


36m W x 2.4m H



Exhibition Hall XXL Banner

Amplify your brand presence with the Exhibition Hall XXL Banner, the largest and most impactful branding opportunity at the Dubai Airshow. Visible from the show floor, car park, and even the approaching roads, this banner ensures your message stands out, creating a welcoming and professional presence that captivates every attendee.

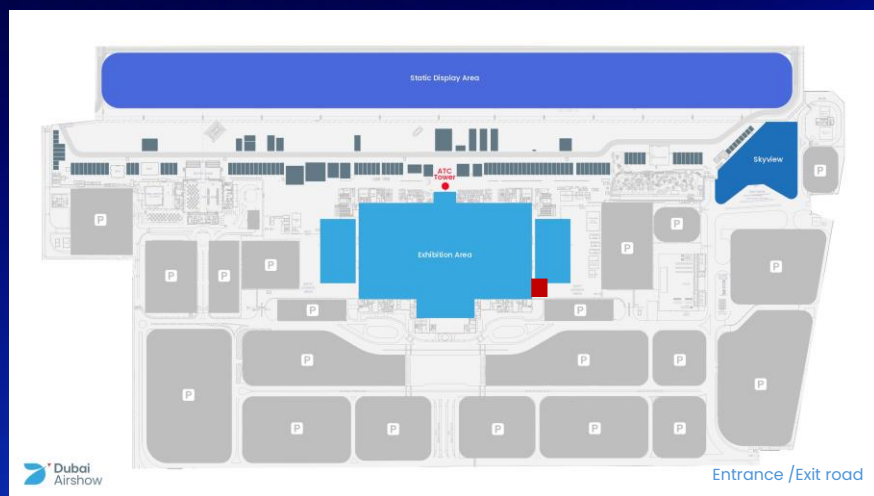


51m W x 10.5m H



Large Exhibition Hall Side Banner

Position your brand for maximum impact with the Exhibition Hall Side Banner, strategically located at the priority entrance and exit. This prime placement guarantees visibility to the Airshow's highest-profile attendees, ensuring your message reaches key decision-makers as they move through this exclusive area.



14.2m W x 5.5m H



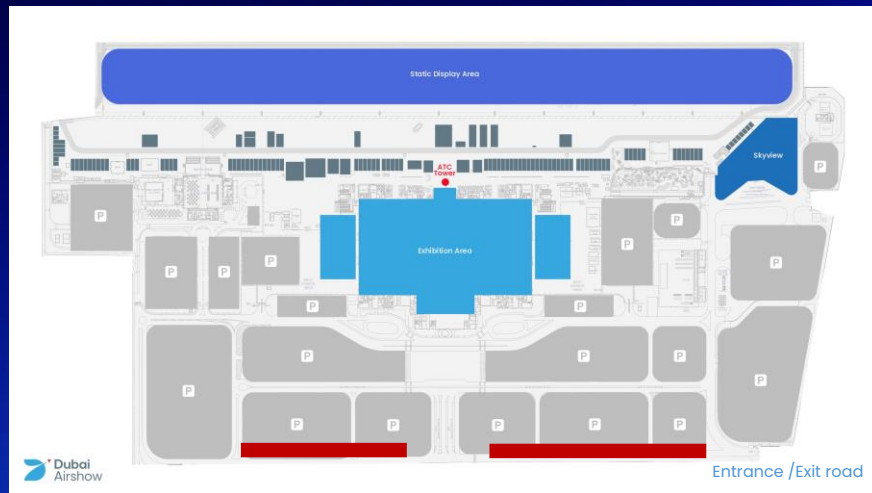
Shuttle Road Entrance Banners

3 Units

5 Units

11 Units Exclusive Takeover

Showcase your brand with Shuttle Road Entrance Banners, strategically positioned to capture the attention of over 200,000 attendees as they arrive at the event. These prime locations offer maximum visibility, ensuring your message makes a strong first impression on a diverse audience, including VIPs and key stakeholders.



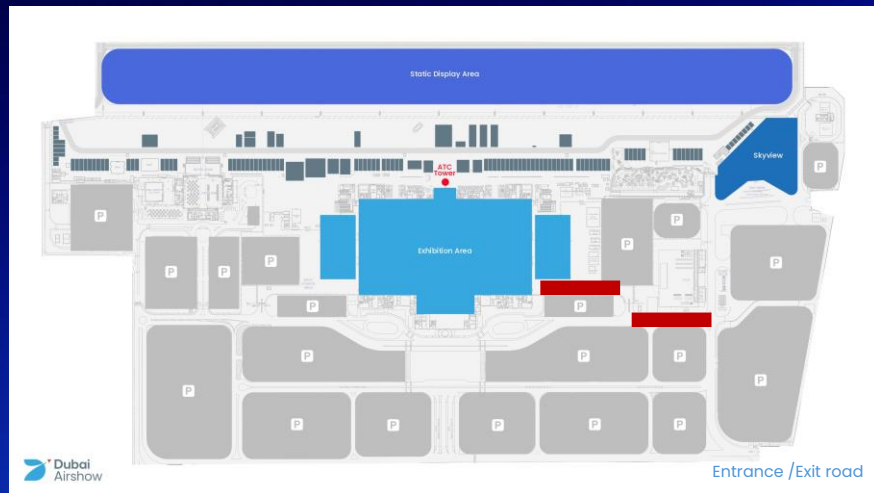
54m W x 2.4m H



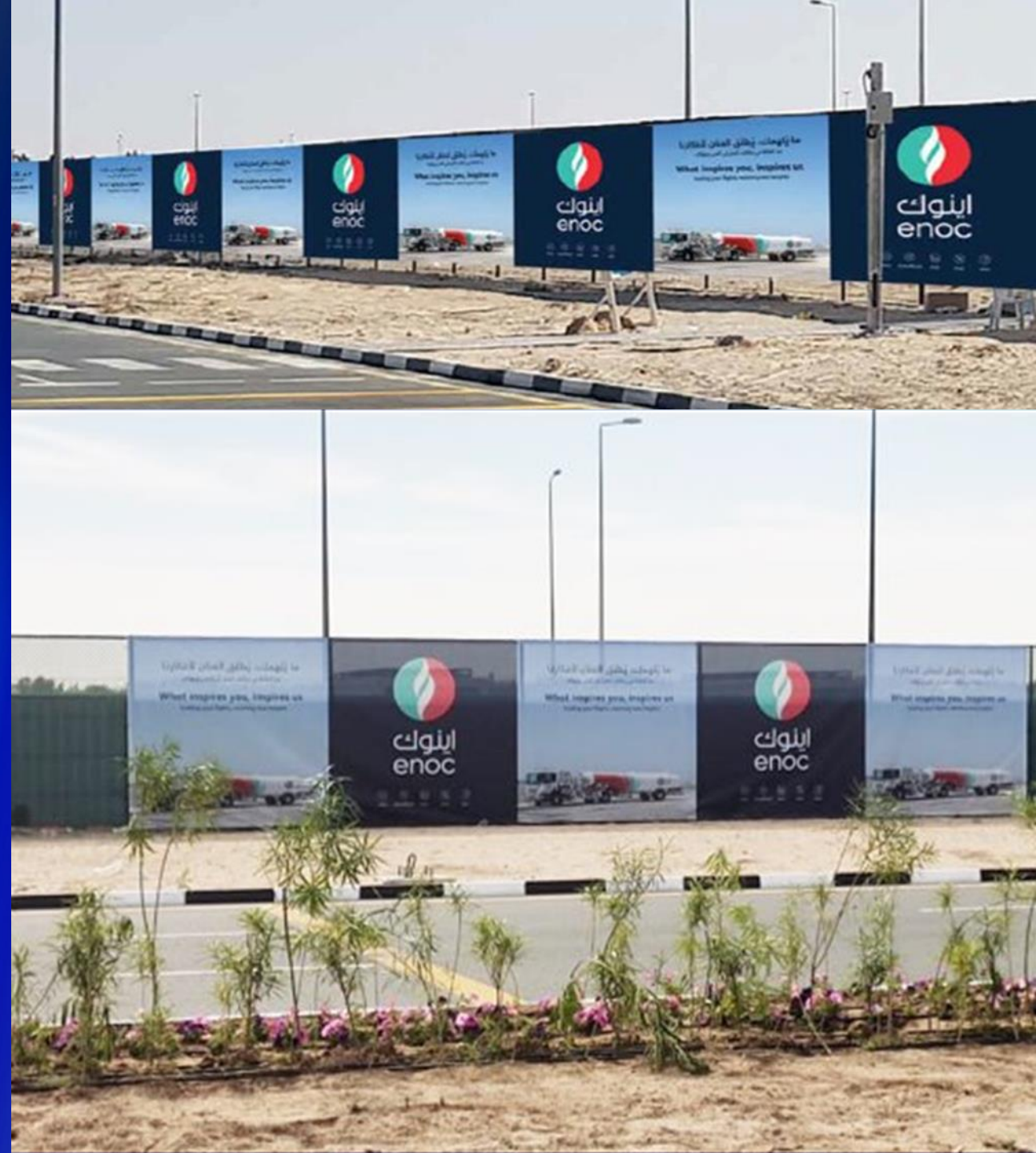
Priority Entrance Fencing

Set of 5

Maximise visibility by branding the fences at the Priority Entrance, a high-traffic area exclusively used by attendees with priority passes and access to the dedicated car park and entrance.

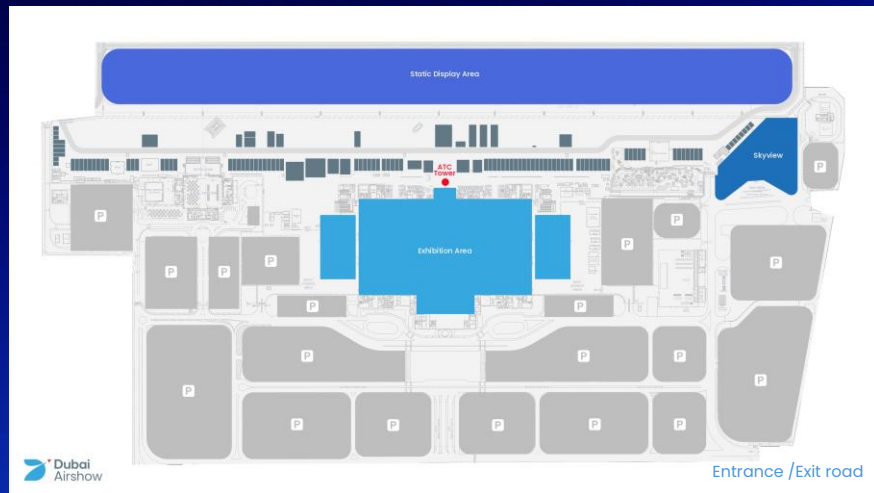


15m W x 2.9m H



Banners next to Royal Pavillion Entrance

Position your brand at the pinnacle of influence with the Banners at the exclusive entrance used by high-level government and defense officials. This prime opportunity ensures unparalleled visibility to key decision-makers, offering a direct advantage for defense companies seeking to strengthen relationships and engage with critical stakeholders in the sector.



54m W x 2.4m H

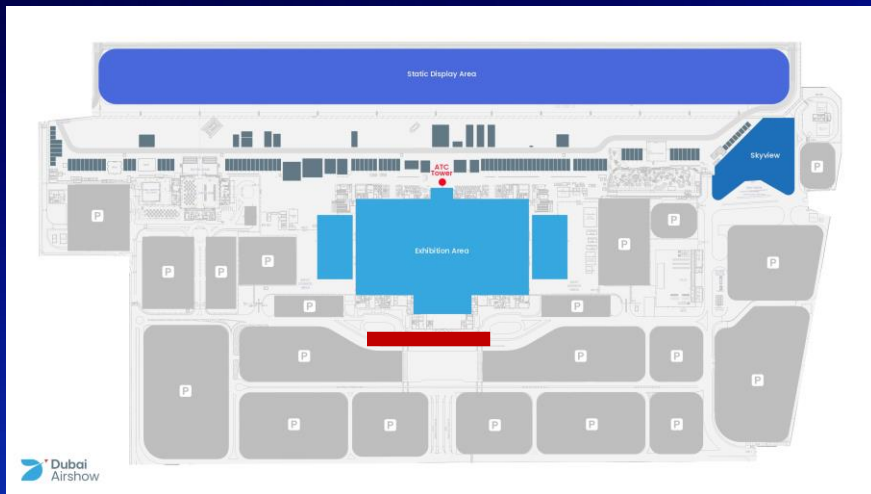


100 Flags

Along Access Roads & Car Parks

SOLD

100x flags along the access road and car parks at the Dubai Airshow ensure unparalleled visibility, reaching every attendee as they arrive and leave the event. This high-impact branding opportunity positions your company as a prominent industry leader, creating lasting impressions on a captive audience of global aerospace professionals and decision-makers.



1m W x 3m H

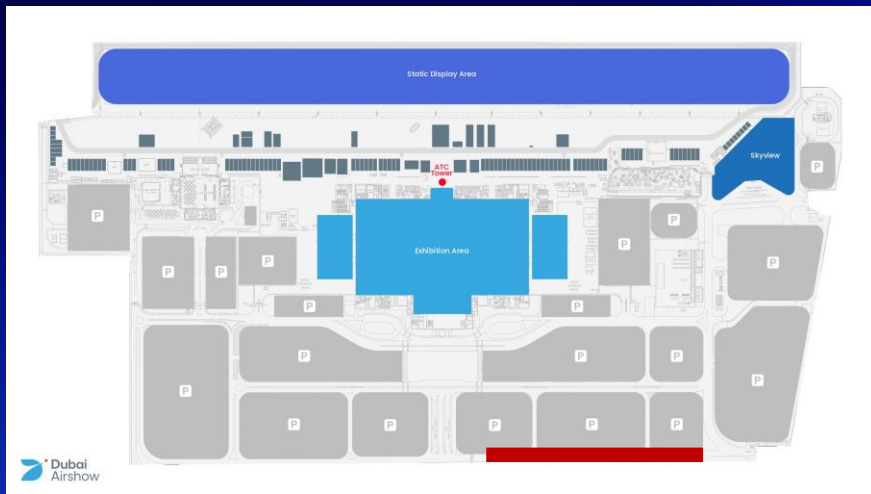
Entrance / Exit road



100 Flags

Along Access Roads & Car Parks

100x flags along the access road and car parks at the Dubai Airshow ensure unparalleled visibility, reaching every attendee as they arrive and leave the event. This high-impact branding opportunity positions your company as a prominent industry leader, creating lasting impressions on a captive audience of global aerospace professionals and decision-makers.



1m W x 3m H

Entrance / Exit road

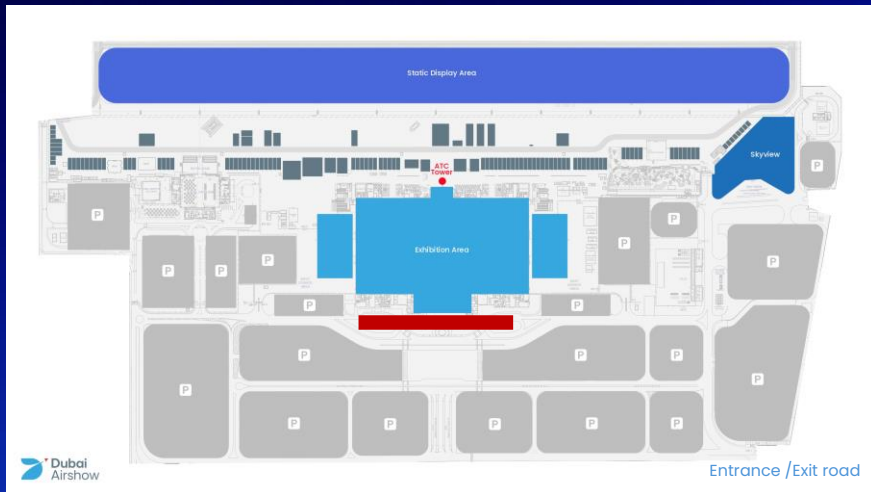


50 Lamppost Banners

Opposite Main Entrance

ON HOLD

50x lamp post banners opposite the main entrance at the Dubai Airshow places your brand directly in the spotlight, ensuring maximum visibility to all attendees as they approach the venue. This prime location guarantees sustained exposure to a high-caliber audience, reinforcing your brand's presence and prestige within the global aerospace industry.



1.1m W x 2.7m H

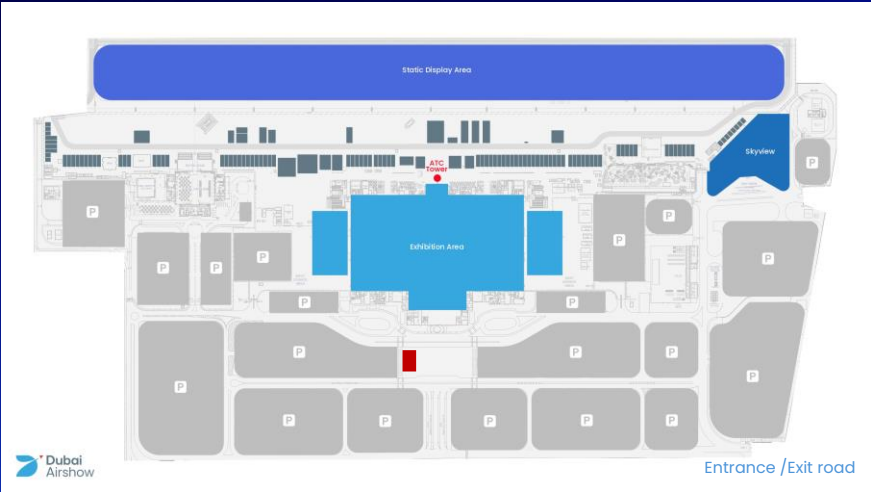


Entrance Area Toblerones

Set of 5

ON HOLD

Stand out with 5 Toblerone displays, strategically placed along the main walkway from the car park to the venue. Capture the attention of delegates with a series of creative visuals, unfolding your brand story or building excitement around your presence at the show. Whether you highlight your innovation, legacy, or key offerings, these high-impact displays ensure maximum engagement before attendees .



Base 1.5m W & Top 1m W x 3.5m H

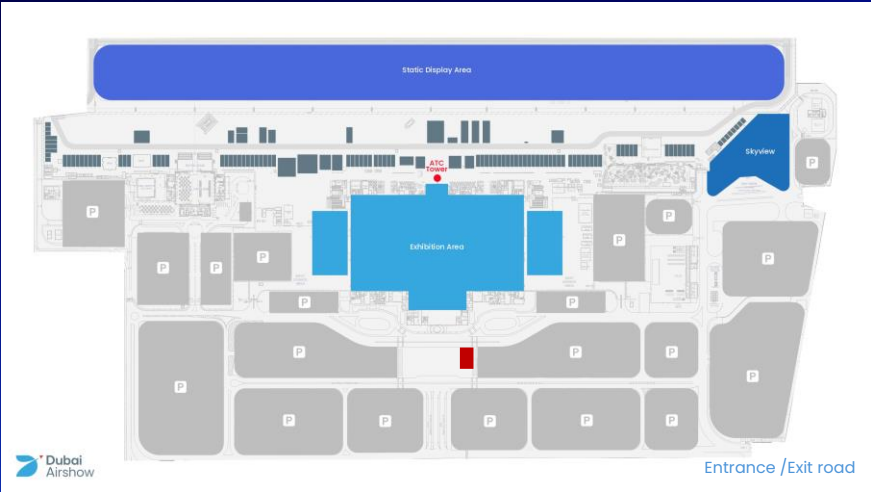


Entrance Area Toblerones

Set of 5

SOLD

Stand out with 5 Toblerone displays, strategically placed along the main walkway from the car park to the venue. Capture the attention of delegates with a series of creative visuals, unfolding your brand story or building excitement around your presence at the show. Whether you highlight your innovation, legacy, or key offerings, these high-impact displays ensure maximum engagement before attendees.



Base 1.5m W & Top 1m W x 3.5m H

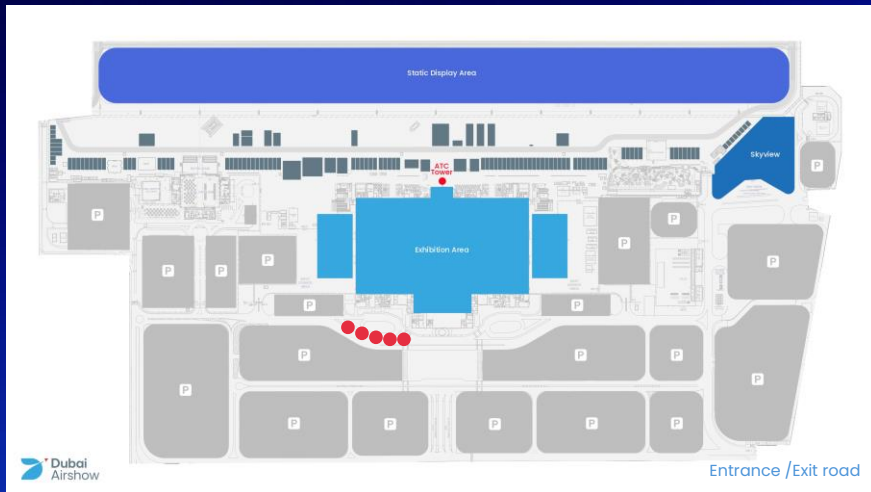


Entrance Area Toblerones

Set of 5

ON HOLD

Stand out with 5 Toblerone displays, strategically placed along the main walkway from the car park to the venue. Capture the attention of delegates with a series of creative visuals, unfolding your brand story or building excitement around your presence at the show. Whether you highlight your innovation, legacy, or key offerings, these high-impact displays ensure maximum engagement before attendees.



Base 1.5m W & Top 1m W x 3.5m H

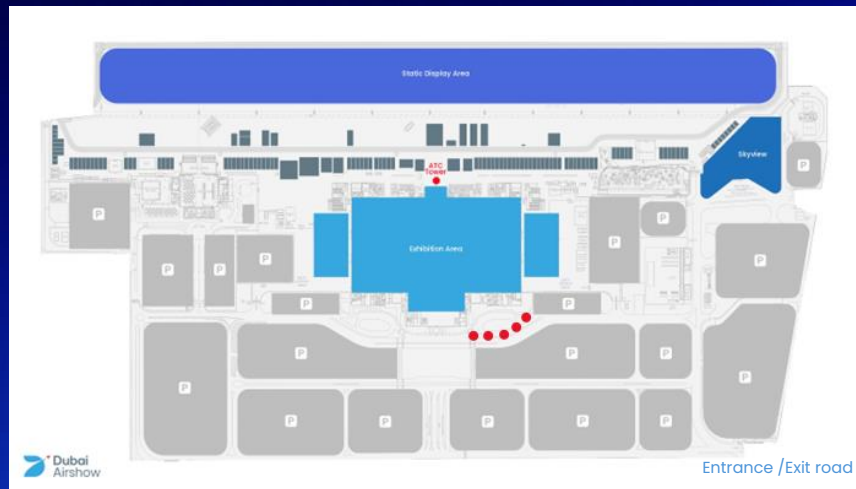


Entrance Area Toblerones

Set of 5

SOLD

Stand out with 5 Toblerone displays, strategically placed along the main walkway from the car park to the venue. Capture the attention of delegates with a series of creative visuals, unfolding your brand story or building excitement around your presence at the show. Whether you highlight your innovation, legacy, or key offerings, these high-impact displays ensure maximum engagement before attendees .



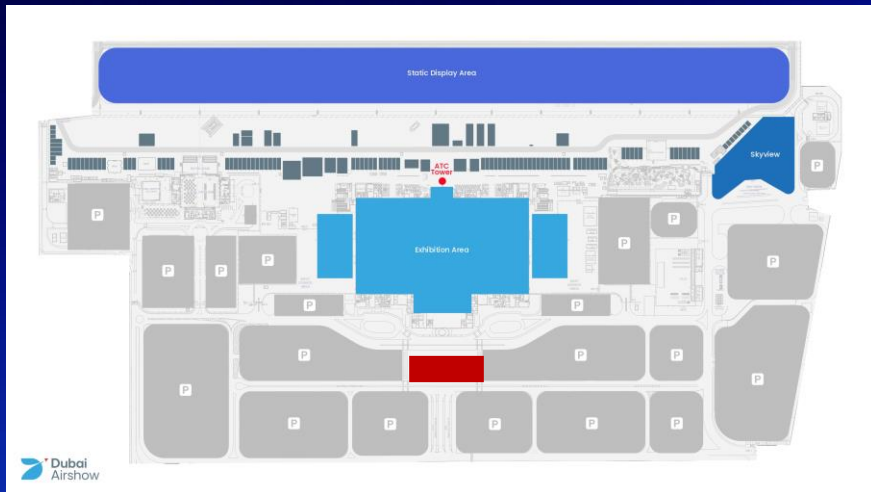
Base 1.5m W & Top 1m W x 3.5m H



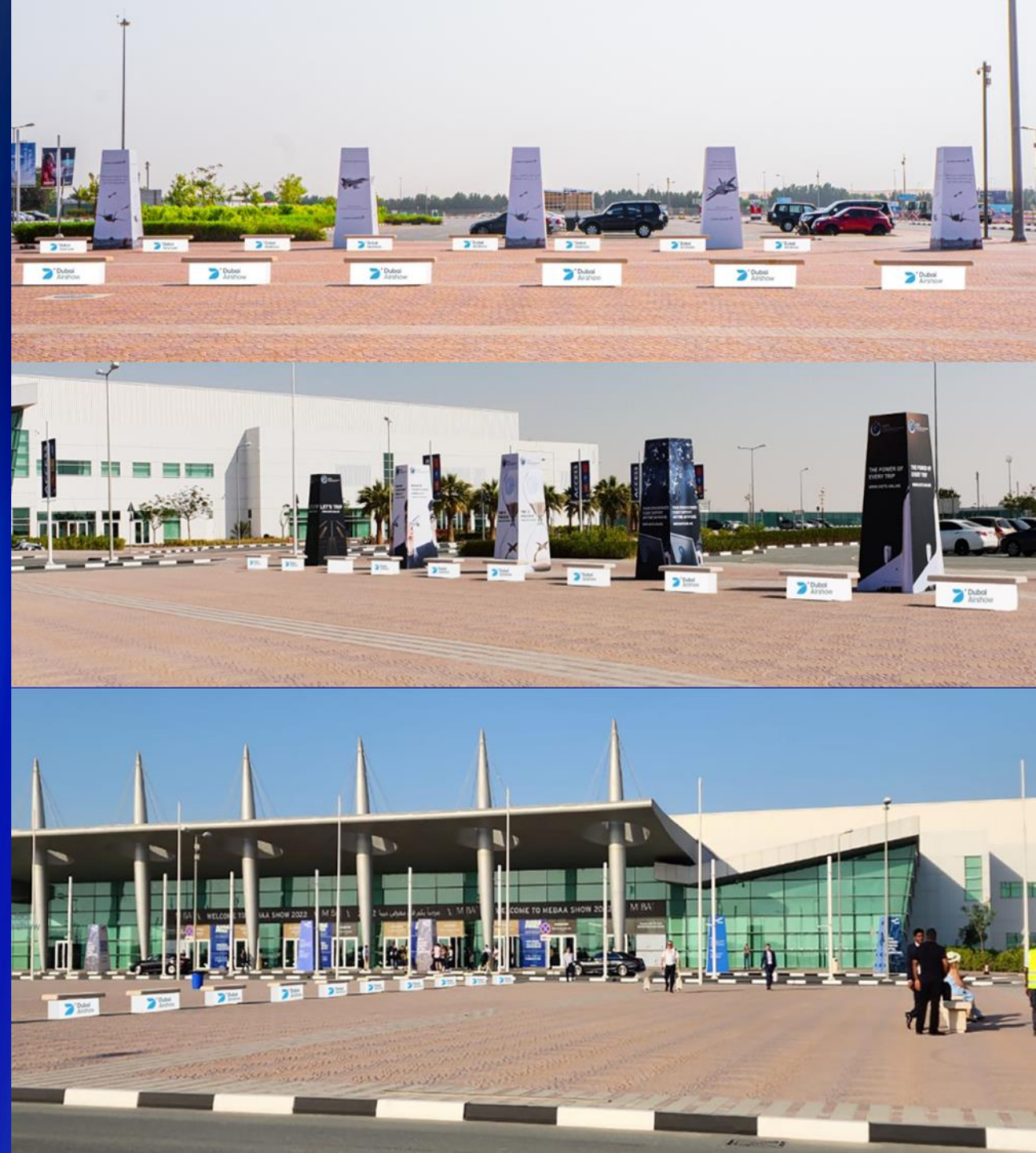
Entrance Seating Area

22 Benches x2 sets available

The Entrance Seating Area provides a prime branding opportunity in the high-traffic main entrance welcome zone. Your brand will be prominently visible to attendees as they arrive, depart, or wait for taxis, ensuring continuous exposure in a strategic, high-visibility location.



1.2m W x 0.45m H

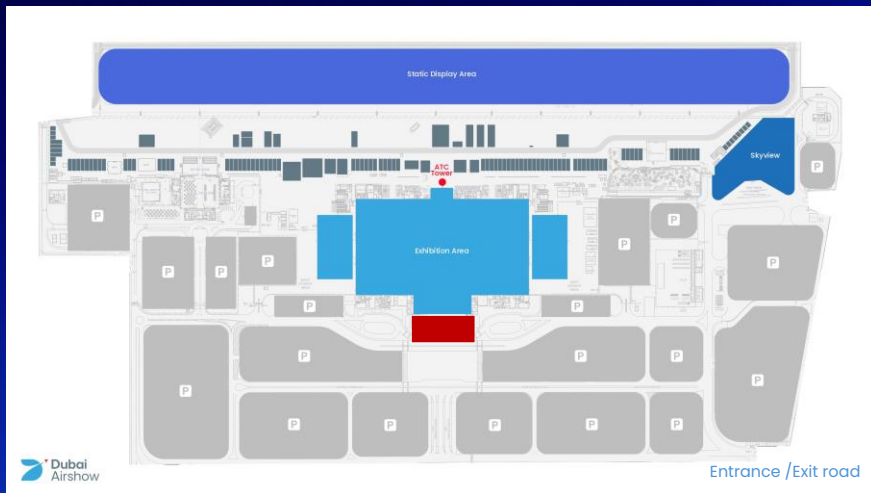


Reception Package

Entrance Glass & 7 Pillars

SOLD

Showcase your brand with a commanding large banner that spans the entire side wall of the reception building, ensuring visibility for all attendees as they enter and exit the show site. Positioned in clear line of sight and directly facing VIP priority guests at their dedicated entrance, this prime location guarantees maximum exposure and a powerful impression.



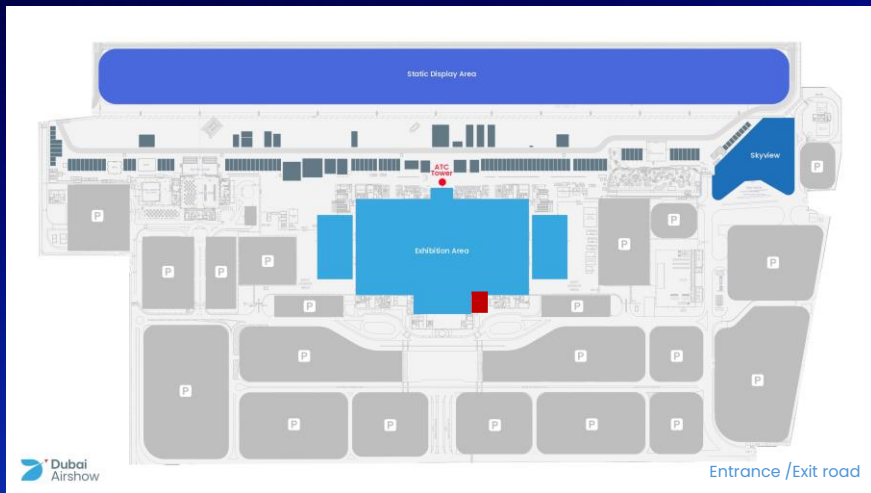
23m W x 6m H



Reception Building Side Banner

ON HOLD

Showcase your brand with a commanding large banner that spans the entire side wall of the reception building, ensuring visibility for all attendees as they enter and exit the show site. Positioned in clear line of sight and directly facing VIP priority guests at their dedicated entrance, this prime location guarantees maximum exposure and a powerful impression.



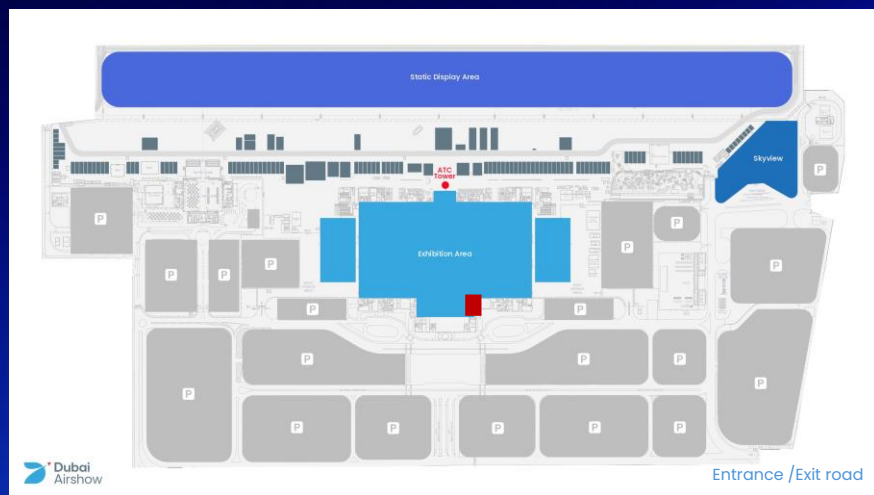
23m W x 6m H



Priority Entrance Banner

SOLD

Showcase your brand with a commanding large banner that spans the entire side wall of the Priority Entrance, ensuring visibility for all attendees as they enter and exit the show site. Positioned in clear line of sight and directly facing VIP priority guests at their dedicated entrance, this prime location guarantees maximum exposure and a powerful impression.



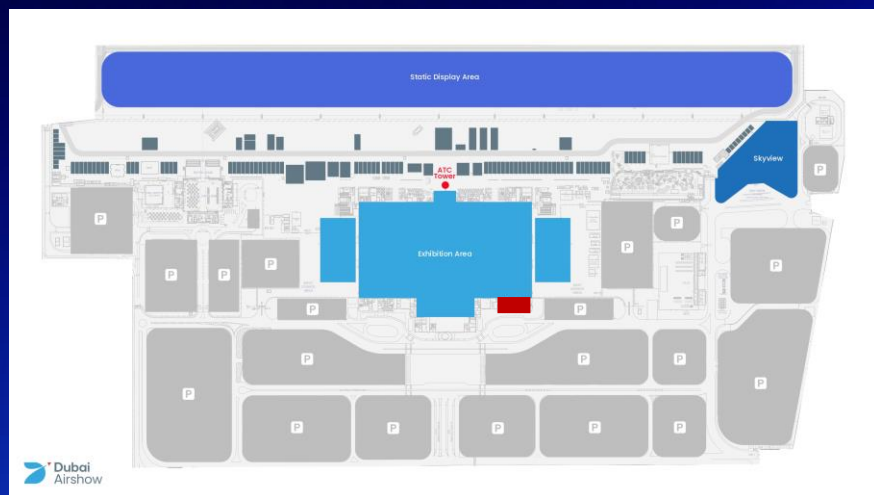
7m W x 9m H



Banner by East Exit

2

Showcase your brand using large banner next to the Exit, ensuring visibility for all attendees as they enter and exit the show site. this prime location guarantees maximum exposure and a powerful impression.



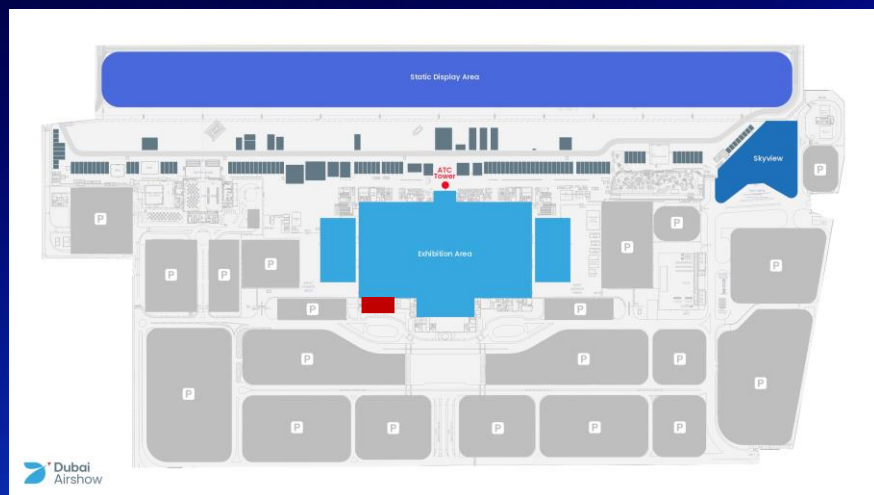
5m W x 7m H



Banner by West Exit

ON HOLD

Showcase your brand using large banner next to the Exit, ensuring visibility for all attendees as they enter and exit the show site. this prime location guarantees maximum exposure and a powerful impression.



5m W x 7m H

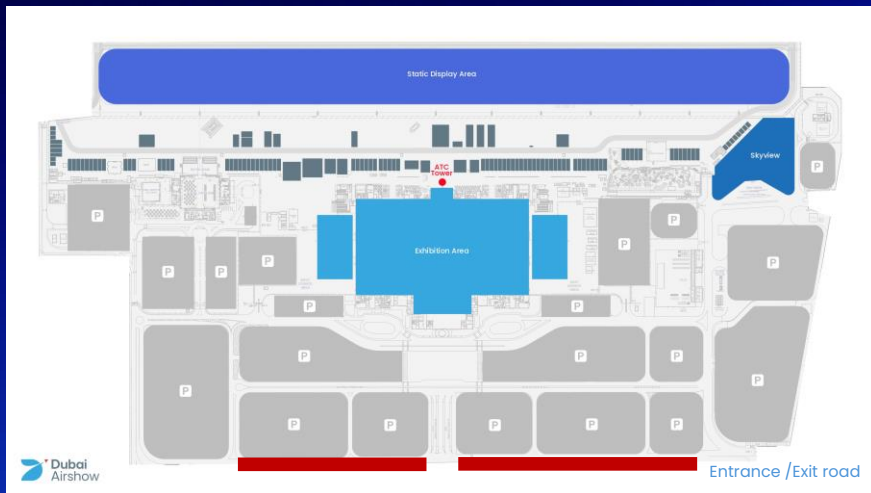


Toblerones on Exit Road

Set of 25

set of 5 / takeover

Toblerones on the exit road offers a unique and highly visible branding opportunity. Also visible at the show entrance road, it ensures your brand stands out, capturing the attention of every visitor and creating a memorable impression as they arrive and leave the event.



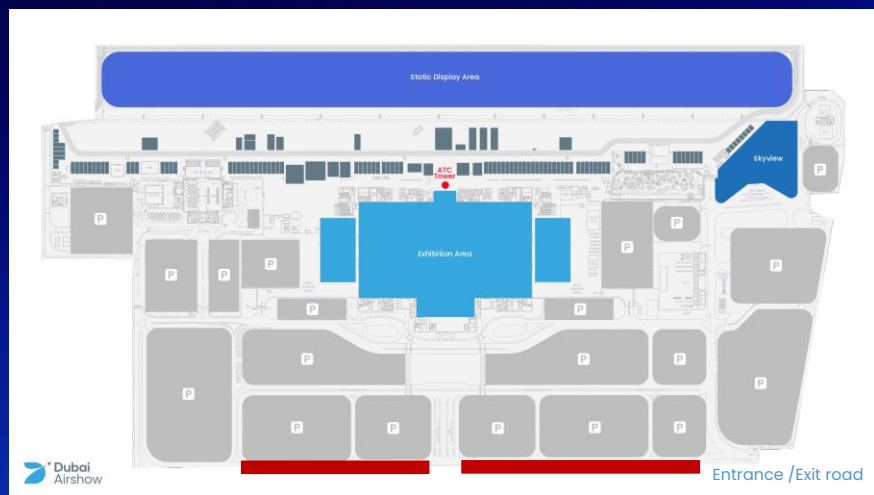
Base 1.5m W & Top 1m W x 3.5m H



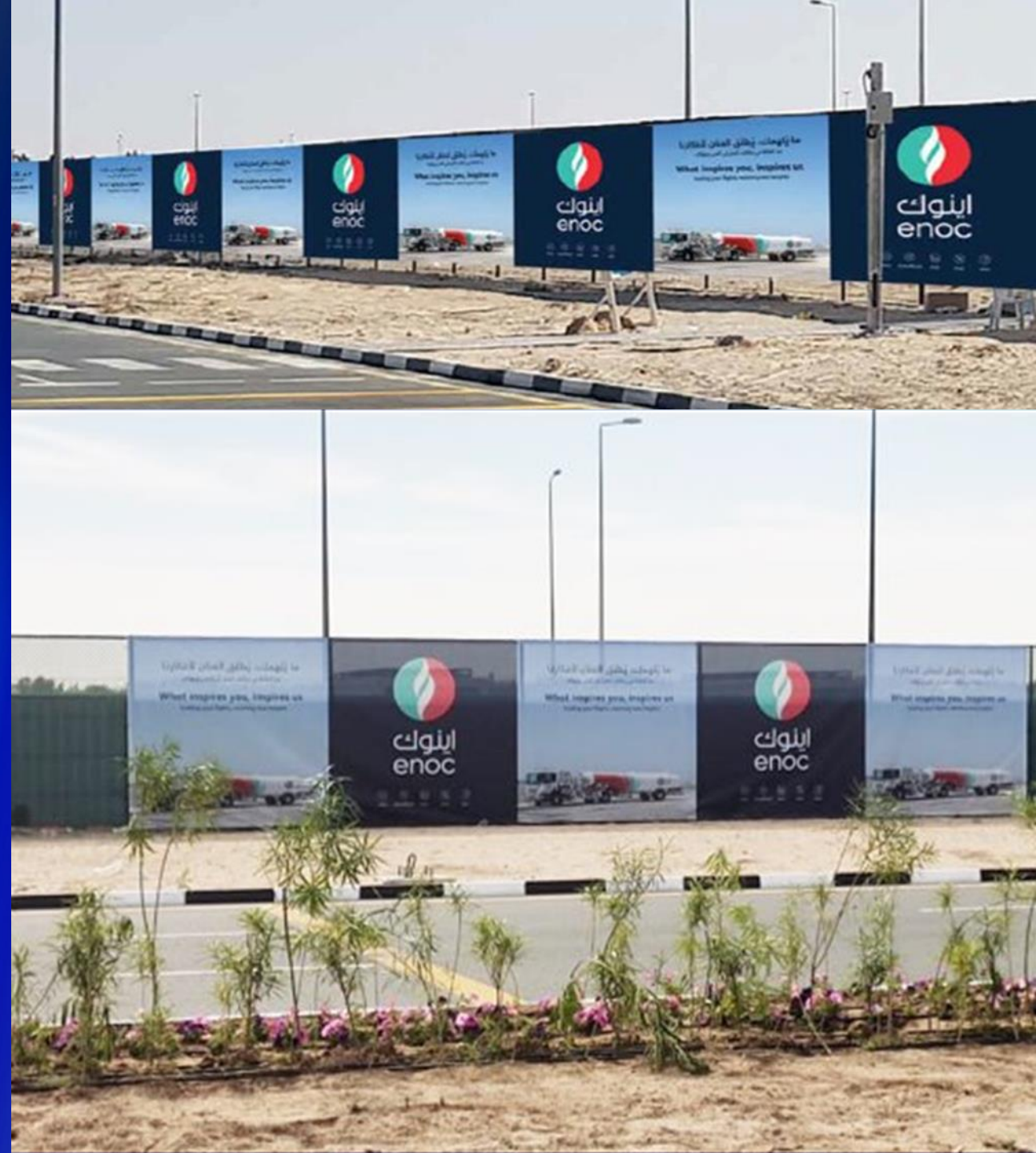
Branding Of The Exit Fences

Set Of 5 (15 Available)

Secure your brand's presence with a set of 10 banners positioned along the exit fences of the Dubai Airshow. These high-visibility banners ensure your message is the last attendees see as they leave, creating a strong and lasting impression on a diverse audience, including key decision-makers and VIPs.



15m W x 2.9m H

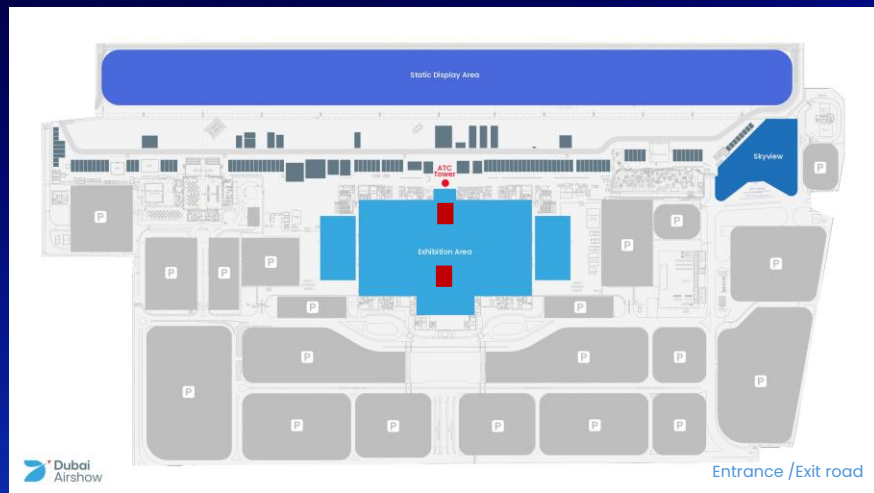


Exhibition Hall

Information desk Branding

Set of 2

Sponsor the two high-traffic information desks inside the hall for prime branding exposure. Your logo and message will be front and center, capturing attendees' attention as they seek key event details.



Logo

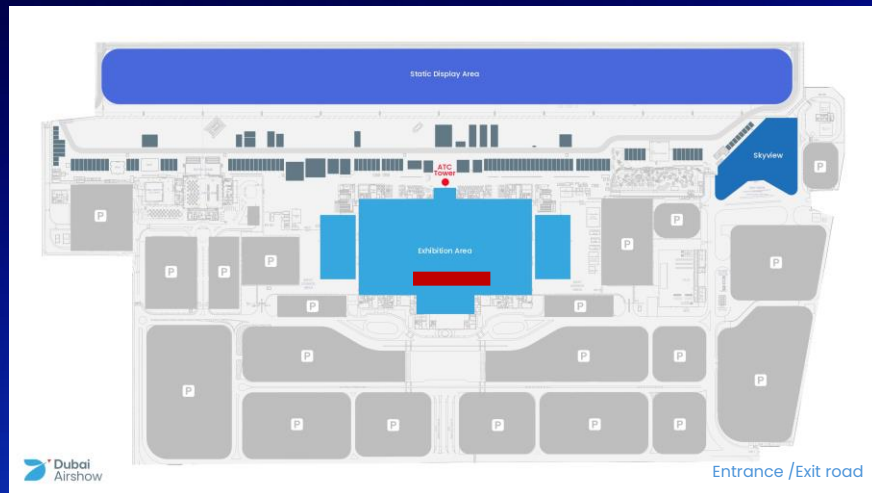


Banner Above Security Search Points

Entrance Facing

SOLD

Stand out with a banner above the security search points, the first checkpoint every attendee passes through at the Dubai Airshow. This prime placement ensures your brand captures attention at a critical moment, creating a strong first impression and reinforcing your presence to a captive, high-value audience.



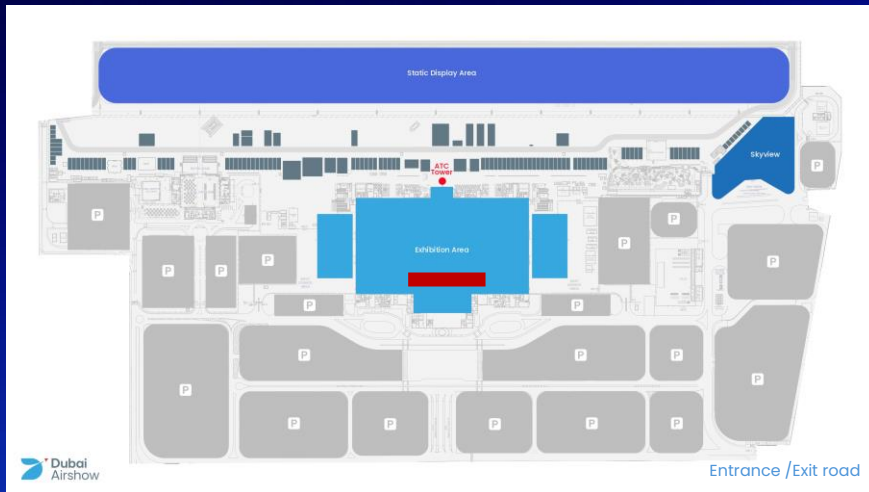
6 panels available – each 9.5m W x 1 m H



Banner Above Security Search Points Hall Facing

SOLD

Stand out with a banner above the security search points, the first checkpoint every attendee passes through at the Dubai Airshow. This prime placement ensures your brand captures attention at a critical moment, creating a strong first impression and reinforcing your presence to a captive, high-value audience.



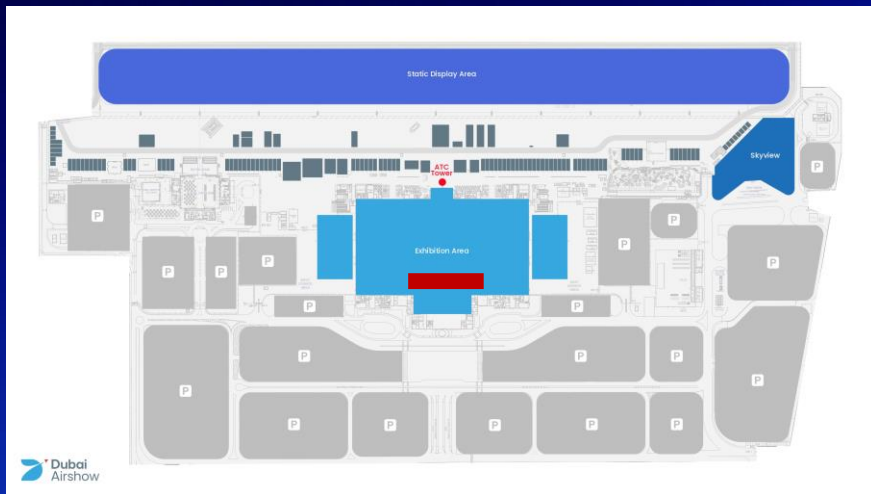
97m W x 1m H



Banner Above Security Search Points

SOLD

Stand out with a banner above the security search points, the first checkpoint every attendee passes through at the Dubai Airshow. This prime placement ensures your brand captures attention at a critical moment, creating a strong first impression and reinforcing your presence to a captive, high-value audience.



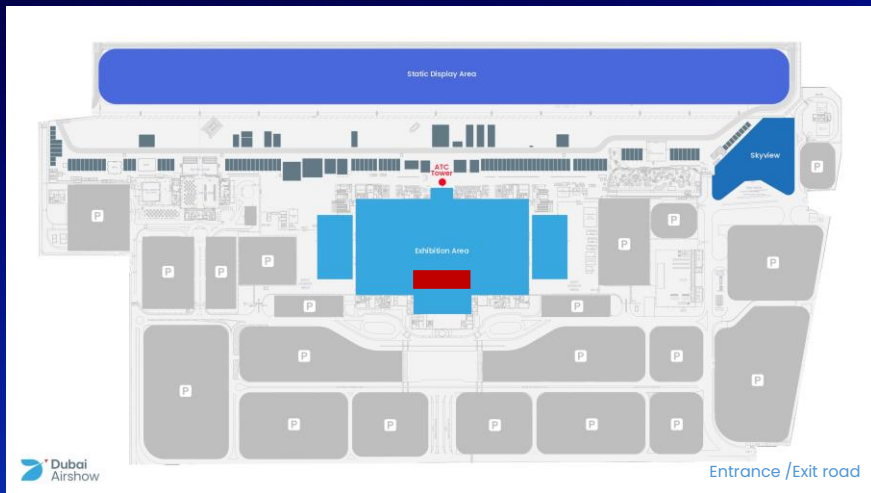
40m W x 1.2m H



Security Search Points

Set of 5

Maximise visibility by branding the security search points, strategically placed at the entry line of the show (5 at main entrance). This high-traffic area ensures your message reaches every attendee as they pass through, providing consistent exposure at one of the first touchpoints of the event.



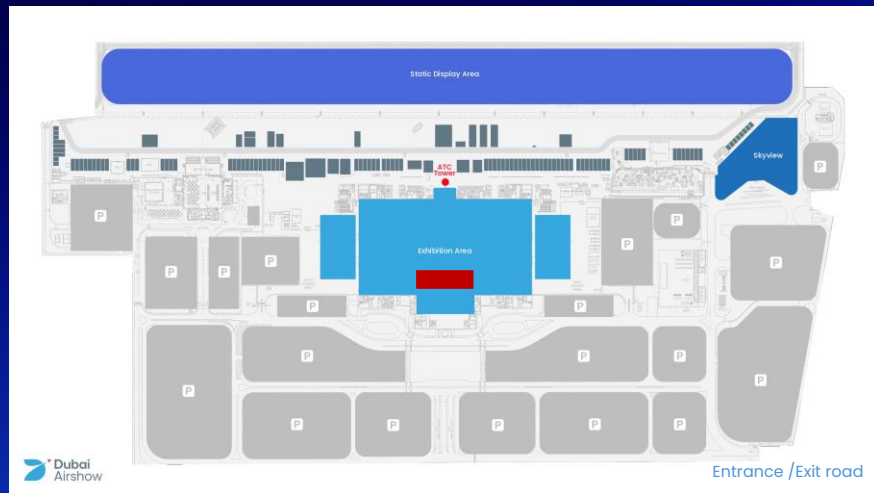
Back 2m W x 2.5m H | Sides 3m W x 2.5m H



Large Entrance Hall Pillars

2

Maximise your brand's impact at the entrance of the exhibition hall, a high-traffic area where every attendee will see your message as they pass through. With the opportunity to showcase a different creative on each pillar, you can tell your company's story in a dynamic way, ensuring consistent exposure at one of the first touchpoints of the event.



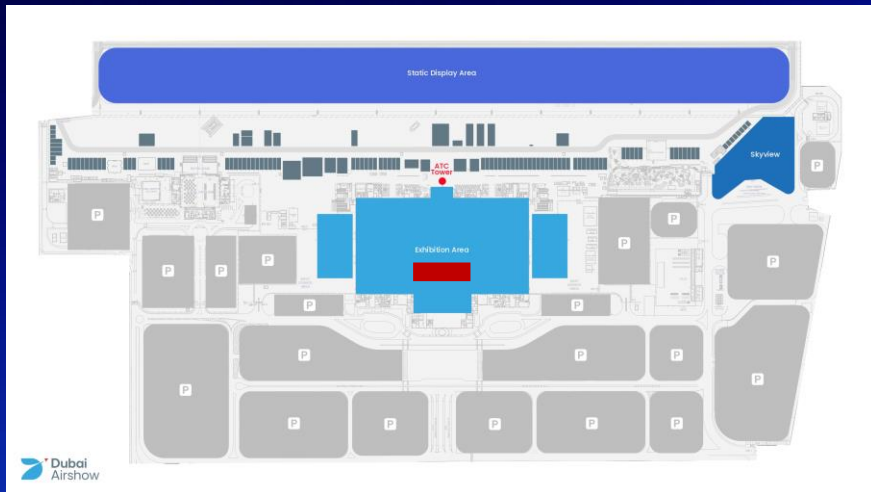
5.95m W x 8m H



Pillars After Search Booth

6

Maximise your brand's impact by branding 6 Pillars after the search booth, a high-traffic area where every attendee will see your message as they pass through. With the opportunity to showcase a different creative on each pillar, you can tell your company's story in a dynamic way, ensuring consistent exposure at one of the first touchpoints of the event.



2.7m W x 0.85m H

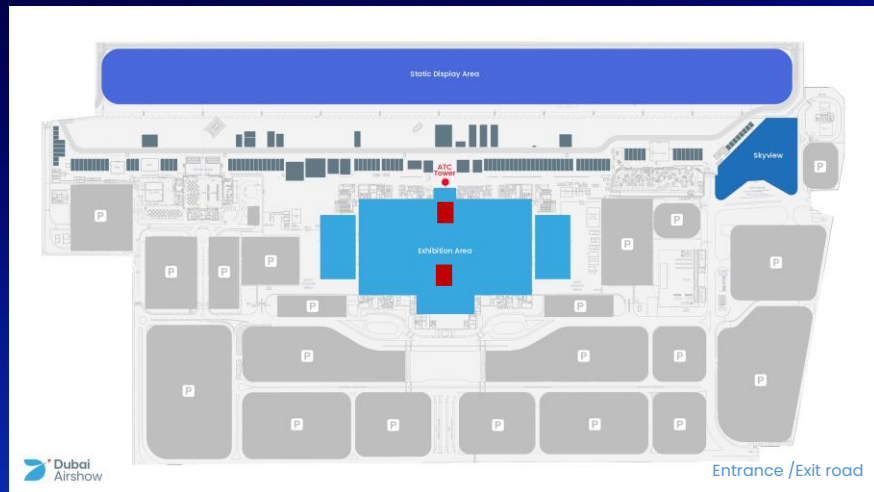


Hall Floor-Map

Set of 2

USD 16,000

Sponsor the hall floor-maps and guide visitors seamlessly throughout the venue with these large, eye-catching floor plans. Not only do they provide essential navigation, but they also offer a unique branding opportunity, placing your message directly underfoot for constant visibility and engagement as attendees move through the hall.



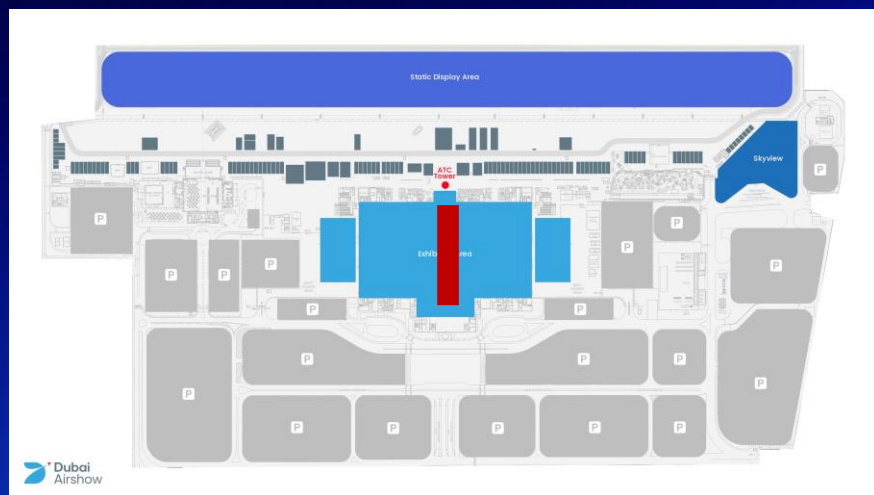
4m W x 3m H



Carpet Stickers Centre Aisles Hall

Set of 10

Get creative with the Centre Aisles Hall Carpet Stickers, offering multiple and consistent branding opportunities throughout the entire hall. This high-visibility package ensures your brand is seen continuously by attendees as they navigate key areas, making a strong impact across the exhibition floor.

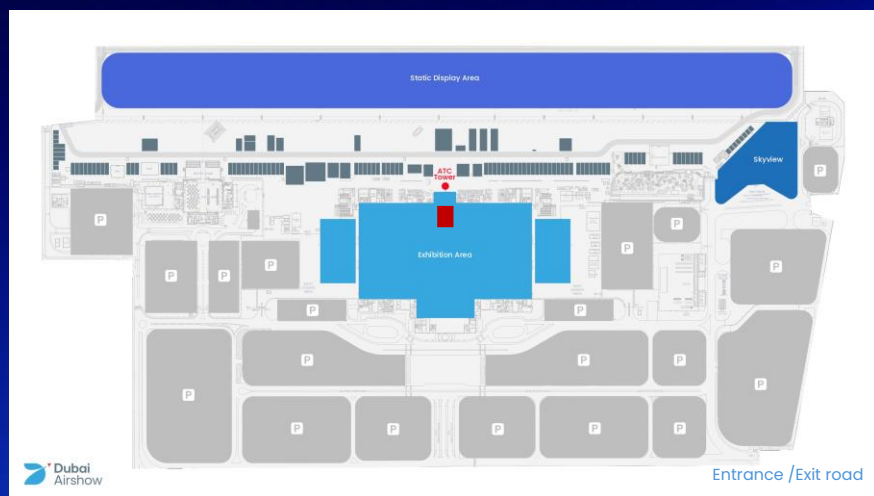


2m W x 1m H



Pillar Branding

Customise your brand's visibility with Pillar Branding, allowing you to choose from various strategic locations within the main hall across different sectors. This ensures your message is placed directly in front of the right audience, maximizing exposure in areas most relevant to your target attendees.

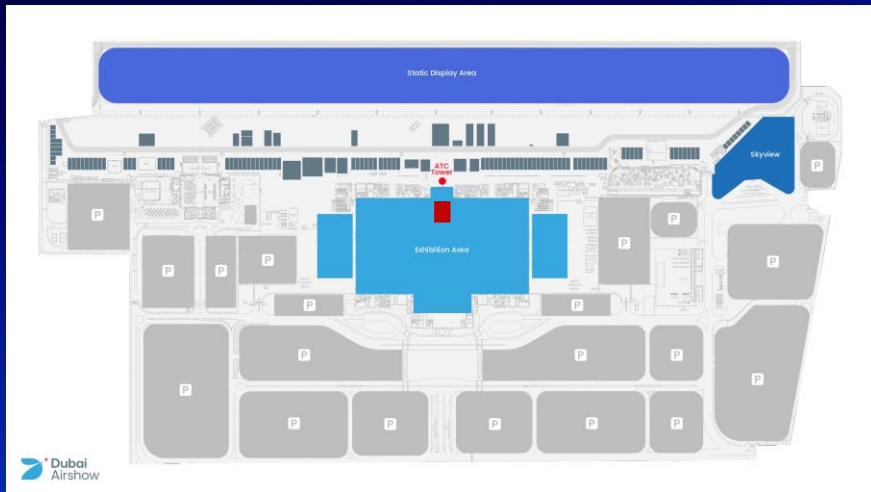


6m W x 8m H



Aisles Marker Banners

Maximise your brand's visibility with the highly visible aisle marker banners, strategically placed to take full advantage of the venue's high ceilings. These prominent signs ensure your brand is seen by every attendee as they navigate the exhibition, making a lasting impression in a high-traffic area.



3m W x 6m H

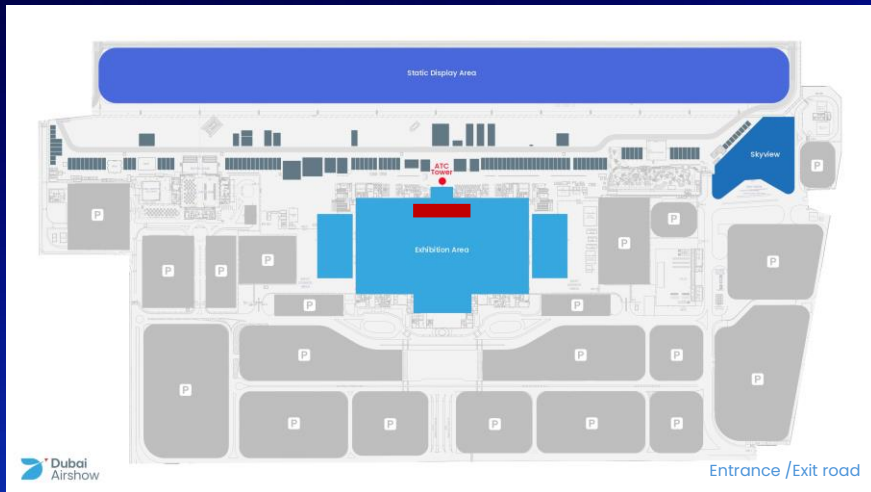


Large Banner

Above Central Exit

SOLD

Large banner above the central exit, offering prominent visibility as a backdrop to the heart of the show, the ATC tower. Positioned in this high-traffic area, the banner is unmissable to all attendees heading to the static display, ensuring your brand makes a lasting impression as they move through one of the event's busiest zones.



30m W x 5m H

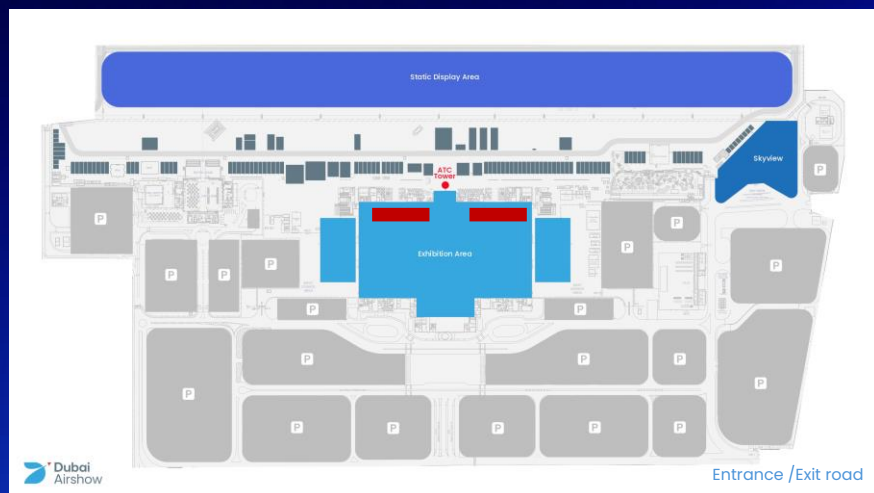


Large Banners Above Side Exits

Inside, East & West

EAST SOLD

Position your brand for maximum impact with large static banners, strategically placed at both the East and West entrances and exits to the Static Display and Chalets. These high-foot-traffic areas, with direct line of sight to attendees moving between the main hall, static display, and chalets, ensure your message reaches key decision-makers and the highest-profile attendees as they navigate through these popular gathering points.



25m W x 5m H



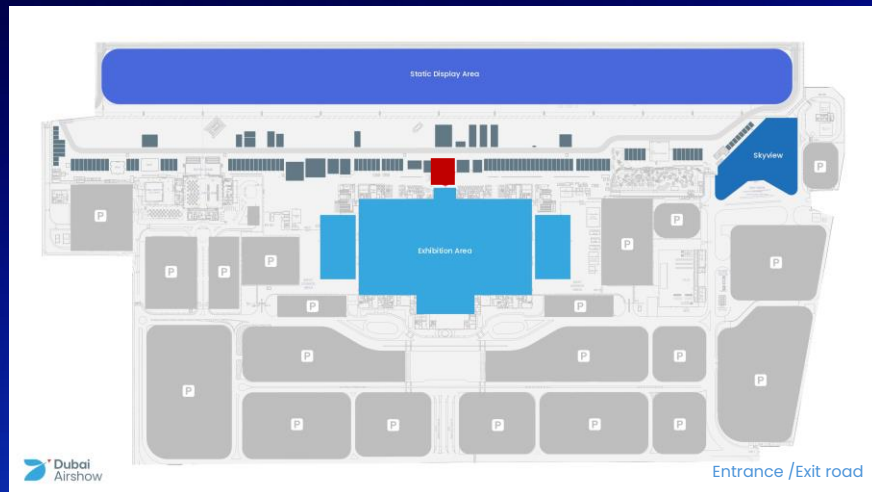
Static

Reception Package

XXL Glass Banners & 4 Pillars

SOLD

Showcase your brand with a commanding large banner that spans the entire side wall of the reception building, ensuring visibility for all attendees as they enter and exit the show site. Positioned in clear line of sight and directly facing VIP priority guests at their dedicated entrance, this prime location guarantees maximum exposure and a powerful impression.



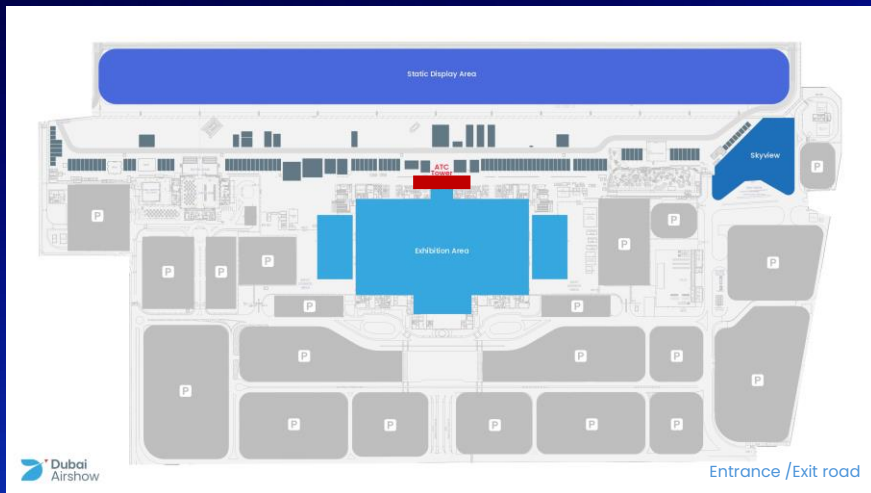
23m W x 6m H



Banner from Hall to Static Outside – Central Exit

ON HOLD

Position your brand at the center of the action with a banner located next to the busy entrance connecting the main hall to the external Chalets and Static Display. This high-visibility placement ensures your message is seen by a constant flow of attendees navigating key areas of the exhibition.



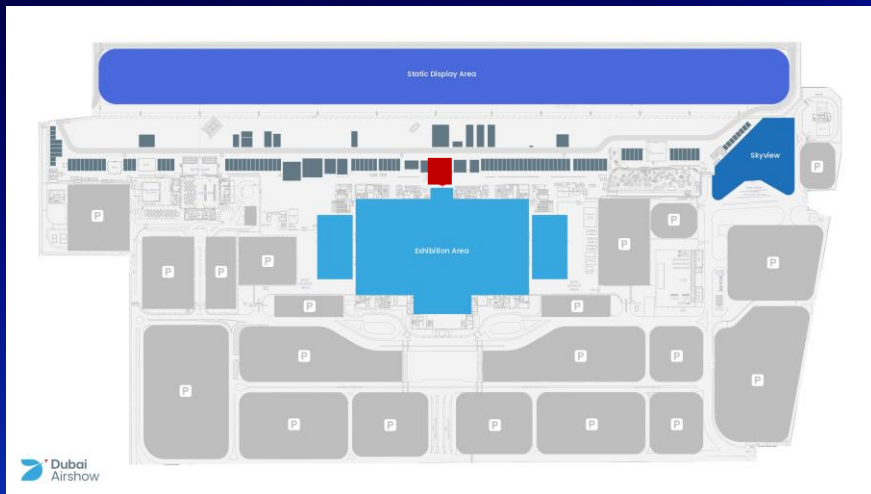
8m W x 4m H



Air Traffic Control Tower

SOLD

Maximise your brand's visibility with the highly visible aisle marker banners, strategically placed to take full advantage of the venue's high ceilings. These prominent signs ensure your brand is seen by every attendee as they navigate the exhibition, making a lasting impression in a high-traffic area.



12m W x 5m H / 5m W x 3m H

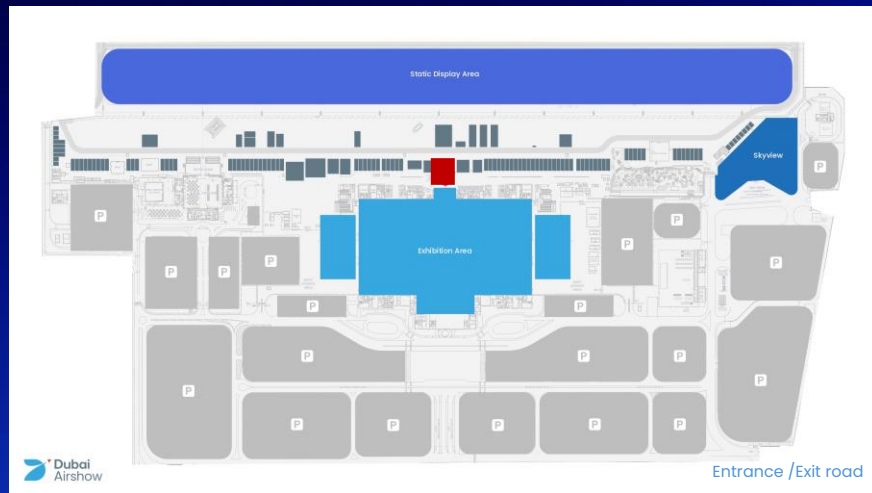


Static Cubes

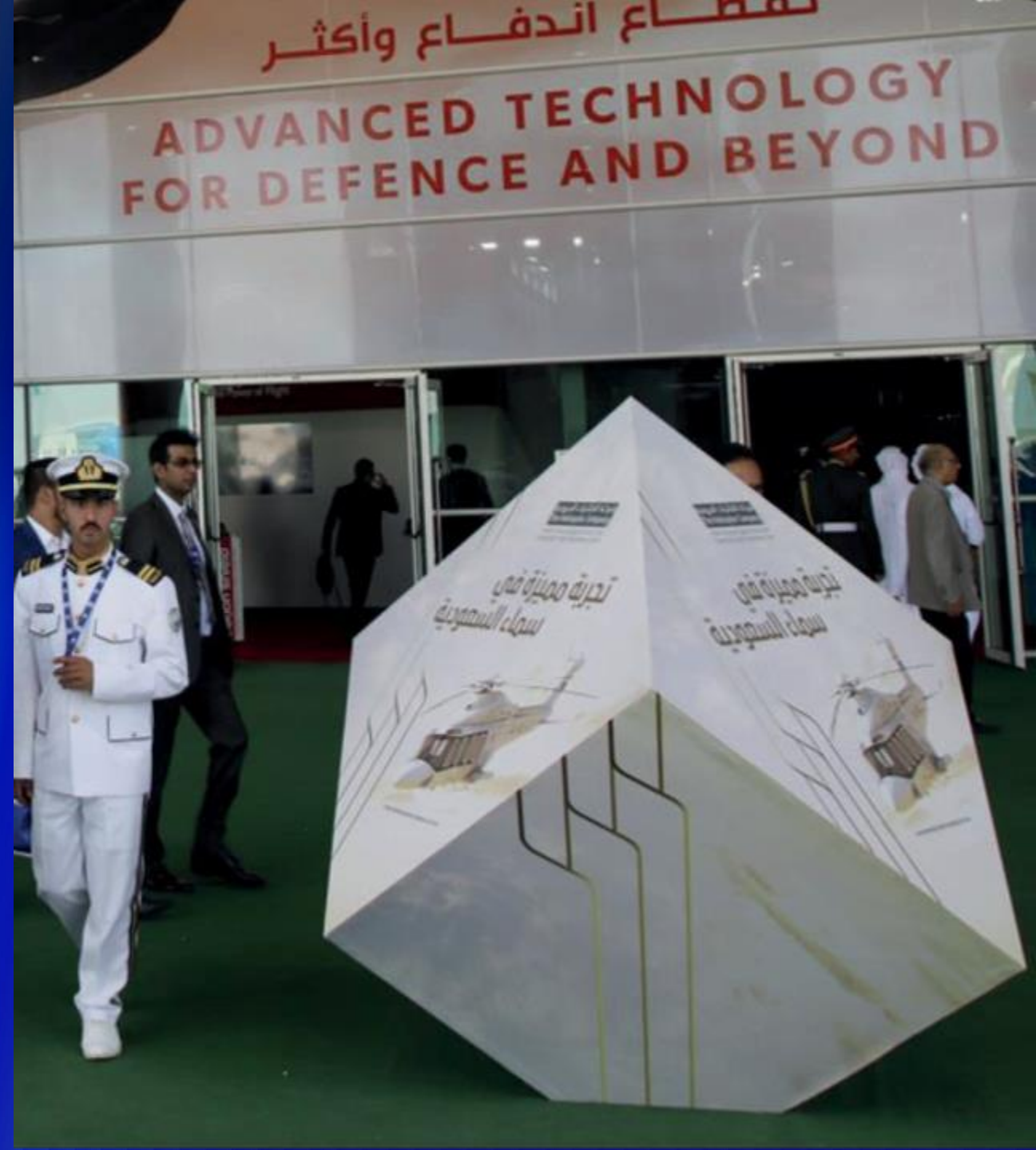
Set of 6 around ATC Tower

ON HOLD

Branding the set of 6 Static Cubes and choose your ideal positioning to maximise visibility, whether at the external entrance for a strong first impression or near the ATC tower on the way to the static park. These visually striking cubes are guaranteed to stand out, with the option to display different creatives on each side, further amplifying your brand message in a high-traffic area



1.2m W x 1.2m Cube (x6)

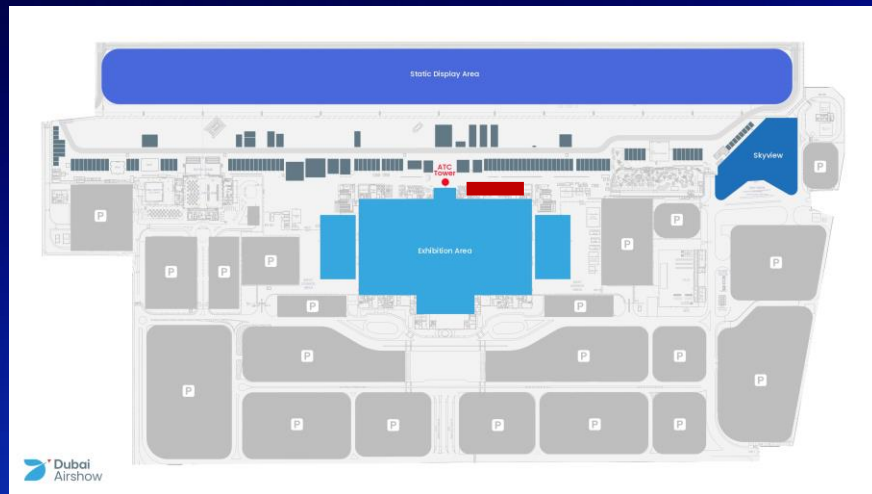


Large Banners Above Static Exit Outside

East

SOLD

Position your brand for maximum impact with two large static banners, strategically placed at both the East and West entrances and exits to the Static Display and Chalets. These high-foot-traffic areas, with direct line of sight to attendees moving between the main hall, static display, and chalets, ensure your message reaches key decision-makers and the highest-profile attendees as they navigate through these popular gathering points.



25m W x 5m H

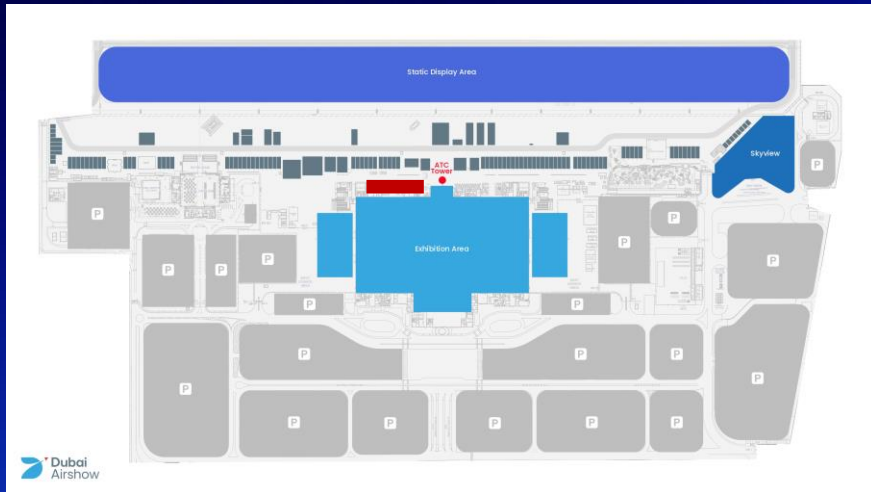


Large Banners Above Static Exit Outside

West

ON HOLD

Position your brand for maximum impact with two large static banners, strategically placed at both the East and West entrances and exits to the Static Display and Chalets. These high-foot-traffic areas, with direct line of sight to attendees moving between the main hall, static display, and chalets, ensure your message reaches key decision-makers and the highest-profile attendees as they navigate through these popular gathering points.

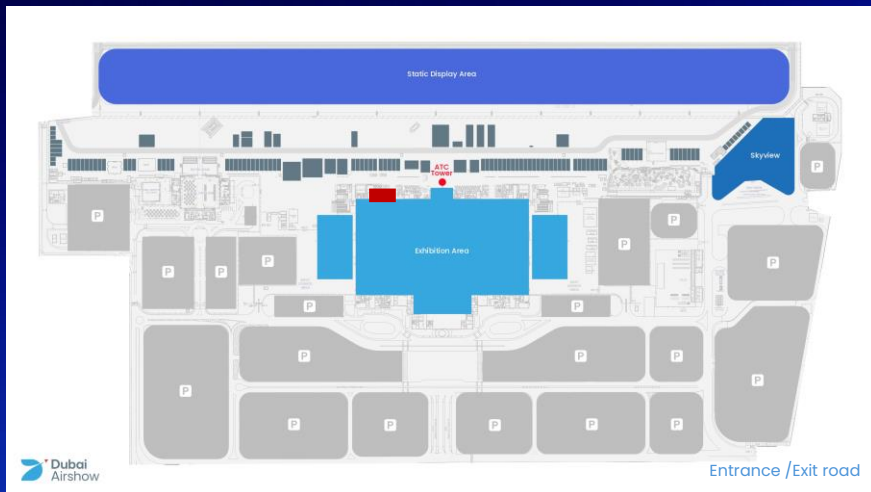


25m W x 5m H



Banners Next to Side Static Exit 2 East

Make a bold statement with a banner frame on the main hall east exit to the Chalets and Static Park, a bustling area connecting key show attractions. Positioned near a popular restaurant, this original portrait branding ensures your message reaches a steady flow of attendees in a high-visibility, high-traffic zone.

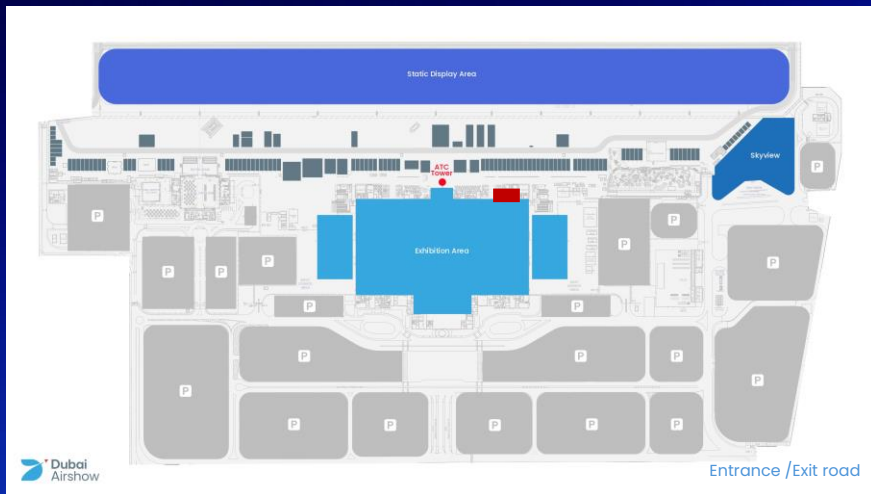


5m W x 9m H



Banners Next to Side Static Exit 2 West

Make a bold statement with a banner frame on the main hall east exit to the Chalets and Static Park, a bustling area connecting key show attractions. Positioned near a popular restaurant, this original portrait branding ensures your message reaches a steady flow of attendees in a high-visibility, high-traffic zone.



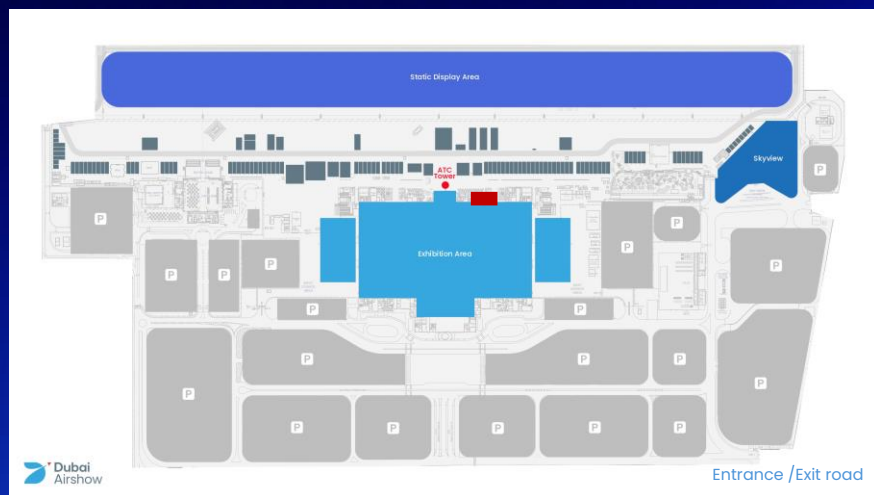
5m W x 9m H



Large Banner above Central Café

Left

Make a bold statement with a banner frame on the main hall east exit to the Chalets and Static Park, a bustling area connecting key show attractions. Positioned near a popular restaurant, this original portrait branding ensures your message reaches a steady flow of attendees in a high-visibility, high-traffic zone.

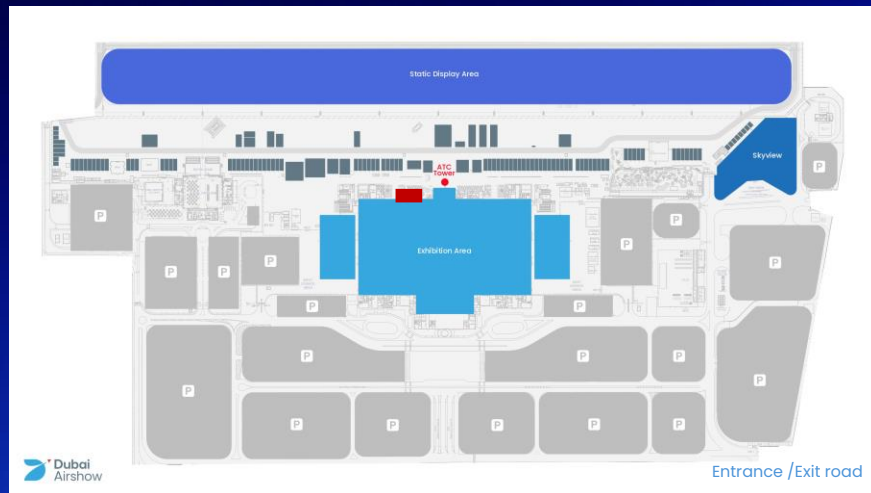


13m W x 5m H



Large Banner above Dubai Clinic

Make a bold statement with a banner frame on the main hall east exit to the Chalets and Static Park, a bustling area connecting key show attractions. Positioned near a popular restaurant, this original portrait branding ensures your message reaches a steady flow of attendees in a high-visibility, high-traffic zone.

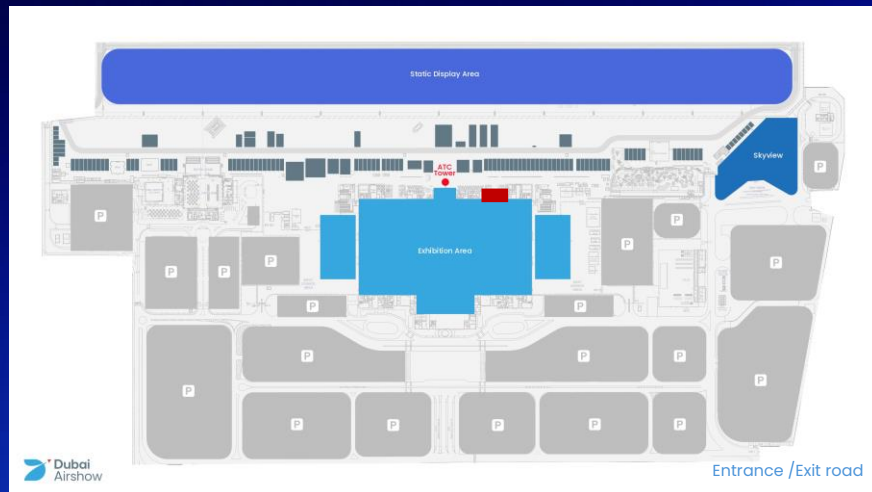


13m W x 5m H



Large Banner above Central Café

Make a bold statement with a banner frame on the main hall east exit to the Chalets and Static Park, a bustling area connecting key show attractions. Positioned near a popular restaurant, this original portrait branding ensures your message reaches a steady flow of attendees in a high-visibility, high-traffic zone.



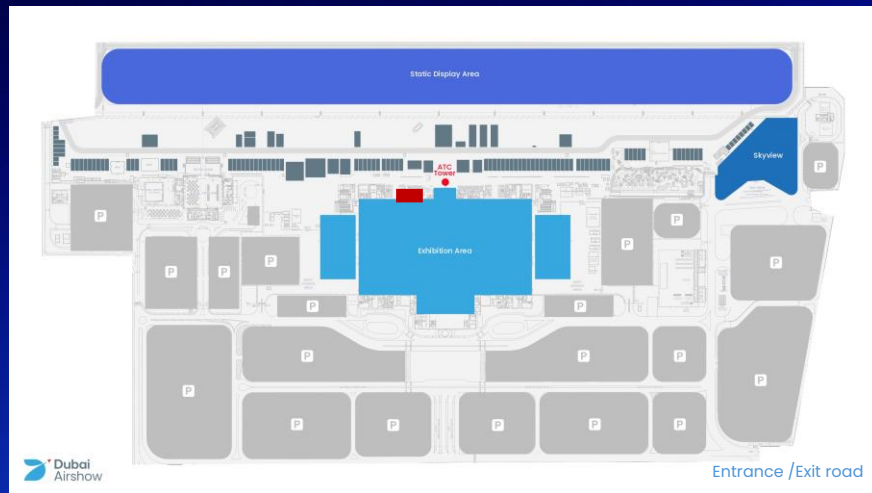
8m W x 5m H



Large Banner above DDF

SOLD

Position your brand prominently with a large banner in a prime location, facing the bustling static display, highly visited restaurant and Dubai Duty Free Shop and also the iconic control tower area (West). This highly visible spot ensures your message reaches a wide audience, making a lasting impression in one of the event's most popular zones.



13m W x 5m H

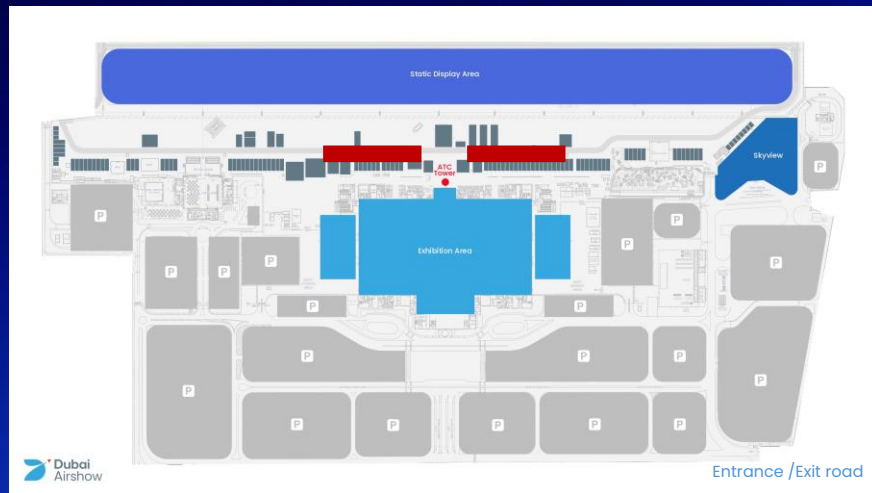


Chalet Walkway Banners

10 Poles

SOLD

Branding the Chalet Walkway banners ensures your brand is seen by all visitors as they navigate the chalet line and Static Park, including VIP stakeholders. This prime location offers consistent visibility to a high-profile audience, maximizing your exposure to key decision-makers and influential industry leaders.



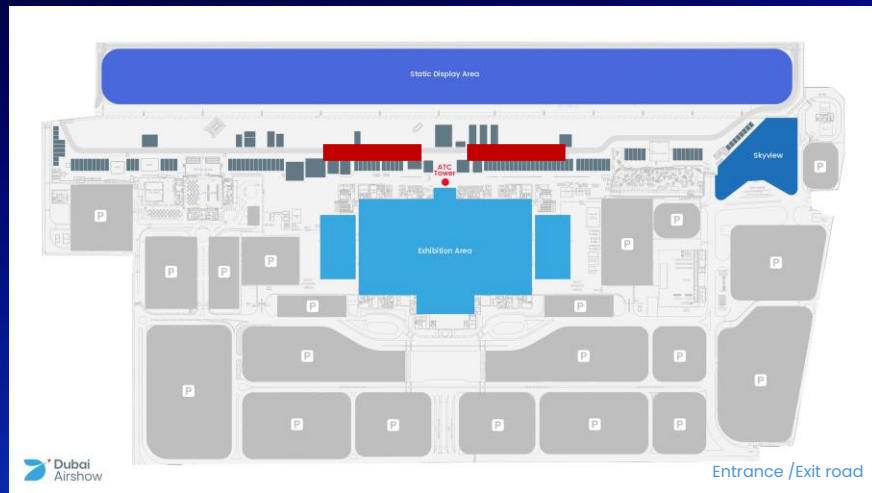
1m W x 2m H



Static Floor Stickers

Sticker

Increase your brand's visibility with Static Floor Stickers, strategically placed throughout high-traffic areas of the event. These eye-catching stickers guide attendees while offering continuous exposure as they navigate the show, ensuring your brand makes a lasting impression on a broad audience.



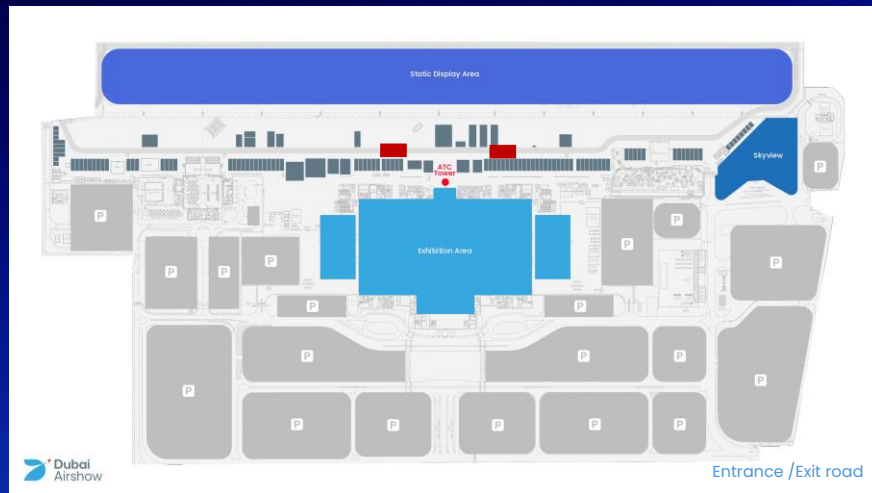
TBC



TV Towers Branding

Set of 4

Sponsor the TV Towers and take advantage of a dynamic branding opportunity along the static walkway. With three sides available for your message, this high-visibility location ensures your brand stands out to attendees, creating a lasting impact as they move through the event.



3m W x 2m (3 side branding)

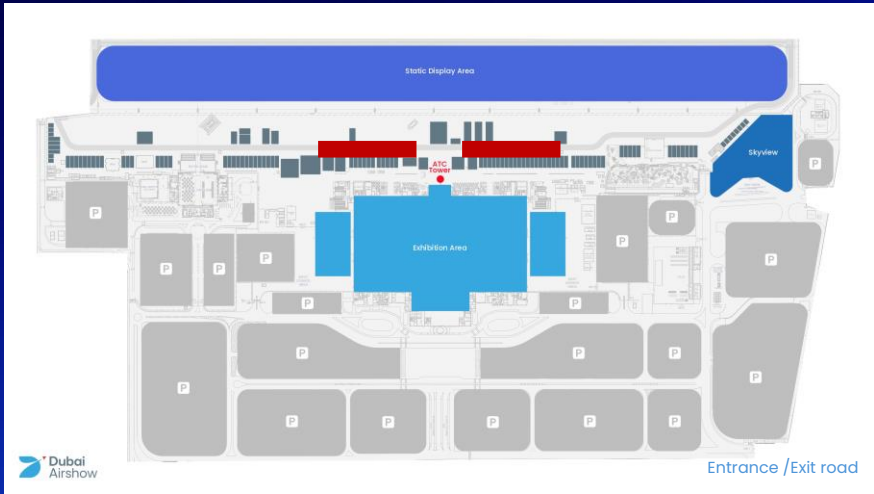


Flight line Seating

Set of 10

SOLD

Secure prominent visibility with Flight Line Seating, offering double-sided branding across the front of the static display—the most dynamic and engaging area of the show. This prime placement ensures your brand stands out to attendees as they experience the excitement of the flight line.



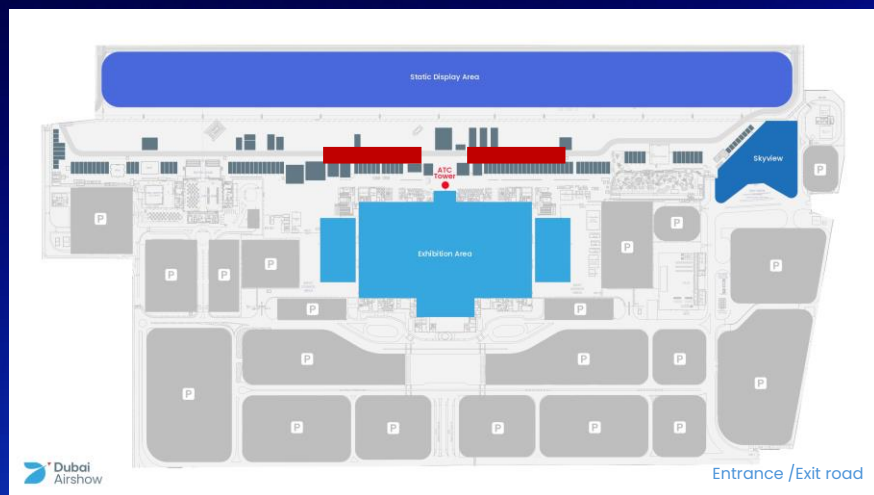
2.4m W x 0.85m H



Flight line Seating

Set of 10

Secure prominent visibility with Flight Line Seating, offering double-sided branding across the front of the static display—the most dynamic and engaging area of the show. This prime placement ensures your brand stands out to attendees as they experience the excitement of the flight line.



2.4m W x 0.85m H

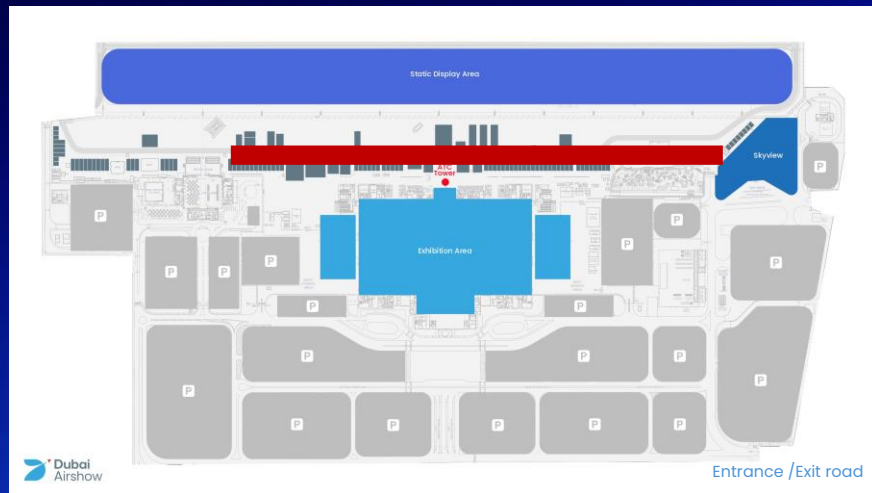


Static Buggy Lane Barriers

ON HOLD

200 Units Exclusive Takeover

Capture attention across the 1km stretch of the static walkway with Golf Buggy Fence Branding, strategically positioned along the buggy lanes for maximum visibility. These high-traffic areas connect the exhibition hall to the static display, ensuring your brand stands out to attendees, including VIPs and decision-makers, as they navigate the event.



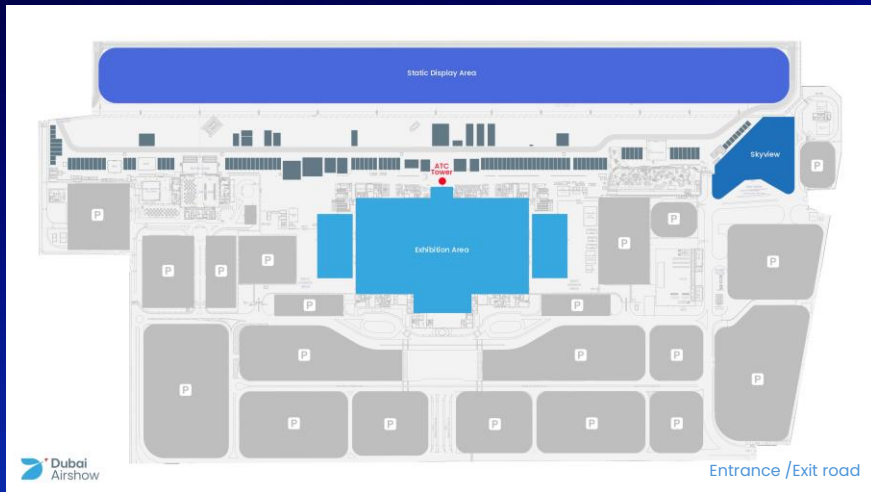
2.7m W x 0.85m H



Branded Golf Buggy

4 seater / 6 seater

At a large-scale event like this, golf buggies play a vital role in transportation, allowing attendees to navigate the busy chalet and static areas with ease. By branding your own golf buggy, your company will gain continuous visibility as visitors enjoy a complimentary and convenient ride, ensuring maximum exposure in high-traffic areas.



Company Logo



Taxi Golf Cars

Set of 5

At a large-scale event like this, golf buggies are a crucial form of transport, helping attendees navigate the crowded chalet and static areas. By sponsoring golf buggy branding, your brand will be seen by a constant flow of visitors as they enjoy a convenient free ride, ensuring maximum exposure in high-traffic zones.

Upgrade your package to include x2 VIP Golf Buggies

VIP golf buggies play an essential role in exclusively transporting distinguished guests and delegates efficiently through the busy chalet and static display areas. Branding these buggies offers a unique opportunity for your brand to gain continuous visibility among high-level attendees, ensuring strong exposure in key high-traffic zones—all while providing a seamless and exclusive ride experience.

**The Dubai Airshow logo shall be included in all applicable branding materials, subject to approval by the event organizers*

Company Logo



Contact details

 Simon.Collingwood.ae@informa.com

 www.dubaiairshow.aero

 **Follow us on**      



17 – 21 November 2025

DWC, Dubai Airshow Site