



watch locator

The First Pre-Owned Luxury Watches Selling Event

in the Middle East

Dubai, 1-3 November 2024



About The Event

A prestigious exhibition dedicated to showcasing pre-owned luxury watches, catering to an affluent and discerning audience of collectors, enthusiasts, and connoisseurs.

For the first time ever in the region, this unique event is designed to create a high-end, sophisticated environment where exhibitors can engage directly with a targeted demographic seeking unique, high-quality timepieces.





Event Highlights

Curated Exhibitor List

A carefully selected group of exhibitors, ensuring access to the best luxury pieces Dubai can offer through professional vetted vendors.

The Right Profile Attendees

The event is expected to attract a significant crowd of high-net-worth individuals and avid collectors, providing a vibrant and engaged audience for exhibitors.

Daily Live Auction

Exhibitors can choose watches from their inventory to be auctioned by our guest auctioneer. Live auctions will be held daily.





Why Exhibit with Us?

HIGH-VALUE ATTENDEES

Connect with a niche market of serious buyers, including high-net-worth individuals, collectors, and industry insiders, all with a deep appreciation for luxury watches.

BRAND EXPOSURE

Increase brand visibility among a curated audience and strengthen brand presence within the luxury watch community.

NETWORKING OPPORTUNITIES

Build relationships with potential clients, other exhibitors, and industry leaders, opening doors for future business opportunities and collaborations.

SALES POTENTIAL

A prime opportunity to showcase your inventory and close high-value sales in an exclusive, high-traffic environment.



Marketing & Promotion

Extensive outreach to potential attendees through

Collaboration with PLATINUMLIST

The Event will be listed on Platinumlist with an aggressive campaign promoting the event digitally and on all Platinumlist social media channels



Press

2 press releases (English & Arabic) one will be focused on announcing the event and the second will be during the event with updates on happenings and news. Daily pitching to key media in English & Arabic for features, news pieces – across all Arabic and English online, print and broadcast

Dedicated Event Website

A dedicated, search engine-optimized website designed to attract and capture organic traffic.

Targeted Digital and Social Media Advertising

Utilize Google and Meta platforms Instagram and Facebook, in addition to TikTok, LinkedIn, and Platinumlist to reach potential customers in Dubai based on demographics, interests, and behavior.

Social Media Influencers' Engagement

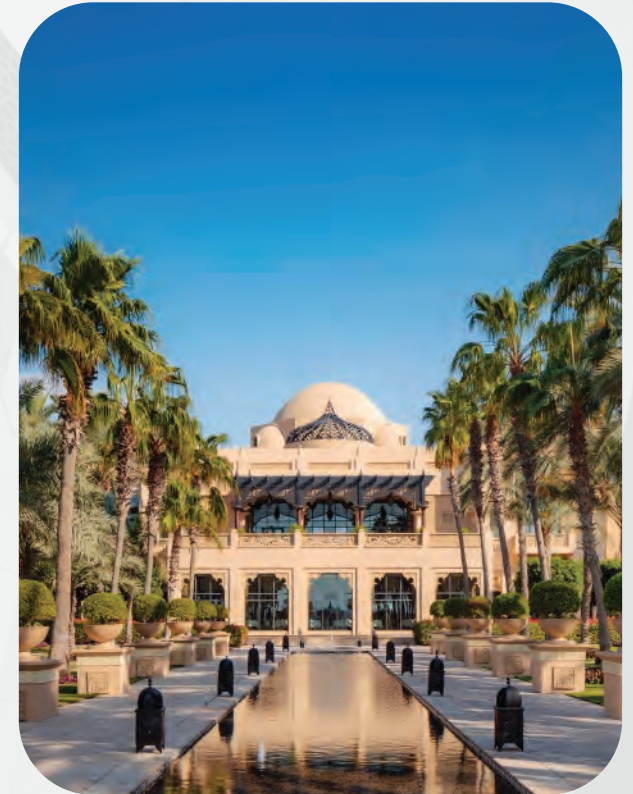
Collaboration with a relevant UHNWI mover & shakers, luxury lifestyle, watch, jewellery and collector based influencer profiles.
A dedicated team and budget to manage invitation of all profiles to attend the event.
4 micro (250-500K) and 2 (1M reach) influencer campaigns across a 30 day period.

 **The Venue**

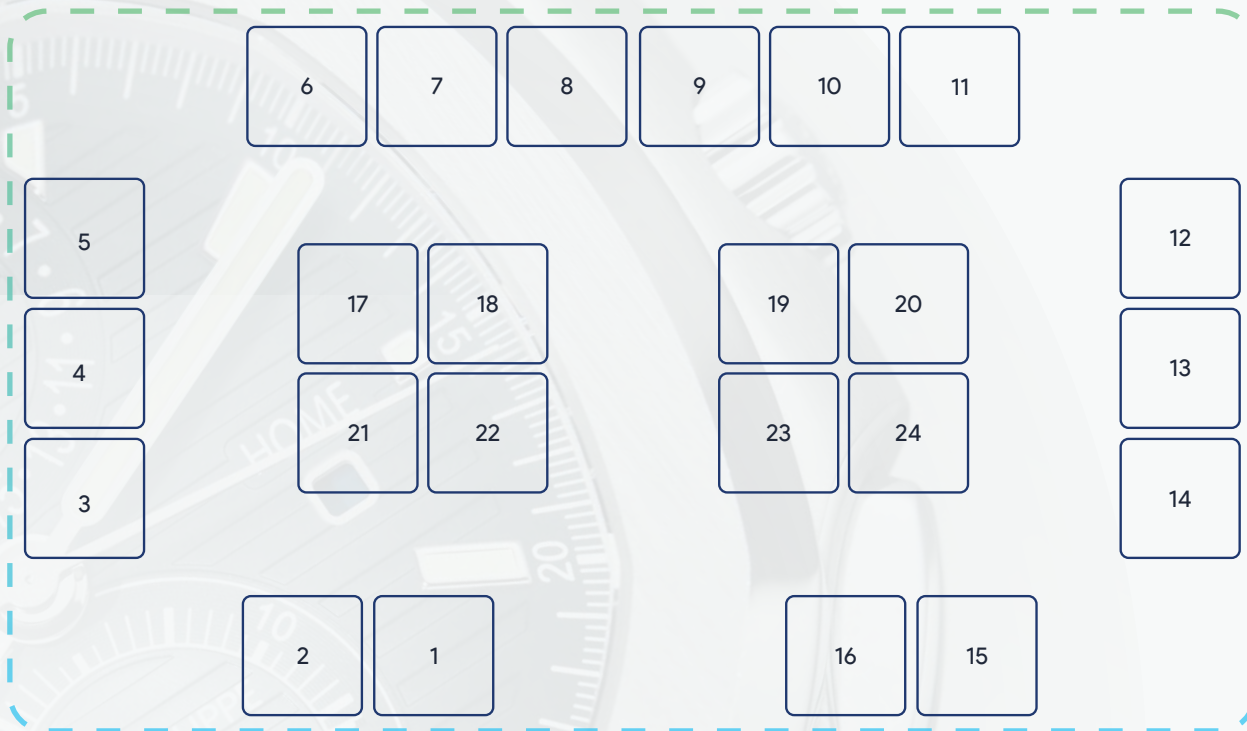
One&Only Royal Mirage The Royal Ballroom

The Royal ballroom, located within The One & Only Royal Mirage, exudes opulence and grandeur, designed to be the perfect setting for an exclusive luxury watch exhibition. The ballroom features soaring ceilings adorned with crystal chandeliers that cast a warm, golden glow over the space, highlighting the heritage details all over the walls and doors.

As guests enter, they are greeted by an ambiance of refinement and exclusivity. The ballroom's lighting is carefully curated to accentuate the exquisite craftsmanship of the luxury watches on display, with spotlights that delicately illuminate each timepiece, showcasing their brilliance. The atmosphere is one of understated elegance, with soft classical music playing in the background, enhancing the sense of sophistication. The ballroom, with its lavish décor and impeccable attention to detail, creates an unforgettable experience, making it the ideal venue for discerning collectors and enthusiasts to admire the world's most prestigious timepieces.



The Floorplan



24 booth spaces



Exhibitor Benefits

Prime Exhibition Space: Strategically designed booths and showcase areas to optimize visibility and engagement.

Support Services: On-site support for logistics, set-up, and exhibitor needs, ensuring a seamless experience.

24 hours security and surveillance

Booth Specification

Inclusions:

- (1x) 3x3m booth area
- (1x) Table
- (3x) Watch display counters
- (2x) Chairs

(2x) Branding

Participation Fee: 30,000 AED

*Special pricing options available for multiple booth rental





Meet the Team



At Interlinx DMCC, we are driven by a passion for watches and jewelry and a commitment to delivering high-quality products and services. As a family-owned and operated business, we prioritize integrity, excellence, and dedication in every aspect of our work, with a strong focus on customer and partner satisfaction. Our team, bringing together decades of diverse experience from various industries and backgrounds, is dedicated to providing personalized service and fostering lasting relationships within our watch lovers' community.

For two generations, we have been committed to curating exceptional timepieces for our valued clients, treating each transaction with the utmost care. Whether it's your first purchase or an addition to a growing collection, we ensure a smooth, stress-free experience from start to finish.

As passionate watch enthusiasts, we understand the deep connection these intricate creations inspire. It brings us immense joy to see a watch find a new home and to witness the excitement of our clients with each new acquisition. Our service is delivered with care, integrity, and genuine pleasure, reflecting our dedication to the art of horology.



BARG Events, armed with over 13 years of marketing and events mastery, is teaming up with Interlinx to unleash a luxury exhibition like no other!

This collaboration signifies a convergence of two stalwarts in the industry, promising a meticulously curated experience that epitomizes elegance and innovation. With a distinguished portfolio that includes orchestrating internationally acclaimed events such as Expo2020 and COP28, as well as executing flawless showcases for esteemed brands like Swarovski, Graff, and Chopard, BARG Events promises excellency.

Anticipate an event that transcends expectations, meticulously designed to immerse attendees in a world of opulence and refinement. Every aspect of this exhibition has been crafted with precision and finesse, ensuring an unparalleled experience that will undoubtedly become the talk of the region.



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For bookings and further information contact:

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