

The UAE's first and only outdoor,
adventure and camping show

POST SHOW REPORT

معروض المغامرات والتخييم
ADVENTURE
AND
CAMPING EXHIBITION

30 - 03
اكتوبر 2024 نوفمبر
OCTOBER NOVEMBER

إكسبو الذيد، ا.ع.م

Expo Al Dhaid - UAE



Organised by:



Supported by:



Show Sponsor:



www.adventurecamping.ae



All the GEAR at one place

FACTS & FIGURES

الأيام

Days

5

الأوقات والدخول

Timings / Entry

الدخول ومواقف السيارات مجاني
11 am to 10 pm (Fri: 3 pm to 11 pm)
FREE Entry & Parking

العارضين

Exhibitors

60+

العلامات التجارية والمنتجات

Brands / Products on display

200+ brands 200+ علامة تجارية
10,000+ أكثر من منتجات
over 10,000 products

الزوار

Visitors

10,000+

(40% increase over 2023)

المساحة

Gross Occupied Space

2800 sqm

(Indoor + Outdoor)

Inaugurated by:

Sheikh Majid bin Sultan Al Qasimi

Head of the Department of Suburbs and Villages
Affairs in Sharjah



Highlight

100% electric vehicle display by
RIDDARA
(Designed for off-roading, adventure and camp-
ing enthusiasts)



Car / Motorbike Parade



On display

wide range of adventure, outdoor &
camping products & equipment



Dedicated Products Showcase

Backyard Zone



Grilling tools and accessories
Cookware | Utensils Grill replacement parts
Carts and tables | Food prep and serving
Cutlery & knife sets | Coolers

Biking Zone



Helmets | Gloves | Boots | Jerseys
Pants | Jackets | Goggles

Run Zone



Trail and road running footwear
Apparel Accessories

Dune Bashing Zone



Adventure vehicles
Towable trailers | Motorhomes

Travel Zone



Adventure Travel Companies
Camping Tour Operators

Camping Zone



Travel gear | Camping Accessories
Backpacks Camp Kitchen | Sleeping Gear
Safety and Survival kits



VISITORS PROFILE

- o Camping & Adventure enthusiasts
- o Safari lovers
- o Royal family members, VIPs, dignitaries, prominent personalities
- o General Public
- o Media & Press

PARTICIPATING BRANDS



RIDDARA



SHOW SPONSOR: RV Bin Lahej



GLIMPSES OF THE SHOW



AN AGGRESSIVE MARKETING and PR CAMPAIGN

Social Media/ Digital Marketing

Reach : **5M+**

Impression : **9M+**

Outdoor Advertising

Campaigns value
AED 270,000

Influencer Marketing

audience of over
60 million
followers

Radio Promotion

Radio spots in
major radio channels

Press Release Campaign

advertising value of over
USD 750k

Press Coverage

175 Arabic
35 English publications
within the UAE

Online Event Listing Distribution

promoted on **13** UAE
event listing sites / publishers
Online Audience:
2.3 Million

Instagram Contest Gift

iPhone
15 Pro max

Visitor Promotion Email Campaigns

500,000+ emails
2500+ VIP E-invitations

Visitor Promotion SMS Campaigns

600,000+
SMS

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THANK YOU

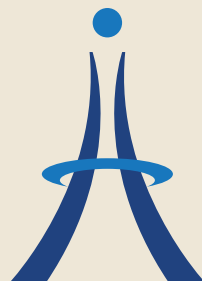
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مركز اكسبو الشارقة
EXPO CENTRE SHARJAH

Host Venue:



اكسبو الذيد
EXPO AL DHAID

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Supported by:

Media Partner:



Al Dhaid Municipality



Sharjah Police



Sharjah General Directorate of Civil
Defense



Sharjah Chamber of Commerce
& Industry



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AND
CAMPING EXHIBITION

29 OCT - 2 NOV
2025

Expo Al Dhaid, UAE



BOOK YOUR STAND | ENQUIRE NOW

For more information or to reserve your booth location, contact the team.

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