

Arabian Dreams

...a journey from ancient to modern.

A GREAT PRESENTATION FOR A STUNNING CITY!



Arabian Dreams

Experience **the Dubai feeling** through this realistic **exhibition in shopping centres, museums, airports and venues** all over the world!

Create a desire to visit Dubai
with an amazing backdrop and in a relaxed atmosphere and make it a desirable travel destination!

**CULTURE &
TRADITION**



**BEACH &
DESERT**



**SHOPPING &
MODERN CITY**



BE INSPIRED BY....

- **Individual stations** representing the multifaceted country
- Information boards giving the most **important facts about Dubai**
- Interactive **stand-alone games** possible



Overview

YOU'LL FIND PLENTY TO DO IN THIS THEMED EXHIBITION...

The stations have a modular structure enabling them to be used either separately or arranged in one area.

Click here for the virtual tour!



Total area required:
approx. 500-800 m²



8. BUILDINGS

7. SHOPPING MALL

9. AIRPLANE

6. DESERT

5. BEACH

4. OIL

3. CULTURE

RELAX AREA

2. SOUK

1. HENNA TATTOO

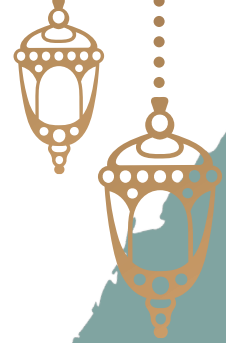
1. Henna-Tattoo

Get your own **individual** henna tattoo in an oriental tent. Ornate patterns with **removable tattoos** made of metallic gold and silver or simple black are applied on the skin with the help of our automatic tattoo printer or you can rely on our artist, who will paint your hand individually with traditional materials.

- Oriental tent
- Traditional henna tattoo
- Individual designs possible
- Area required: approx. 12 m²

Optional:

- Tattoo artist



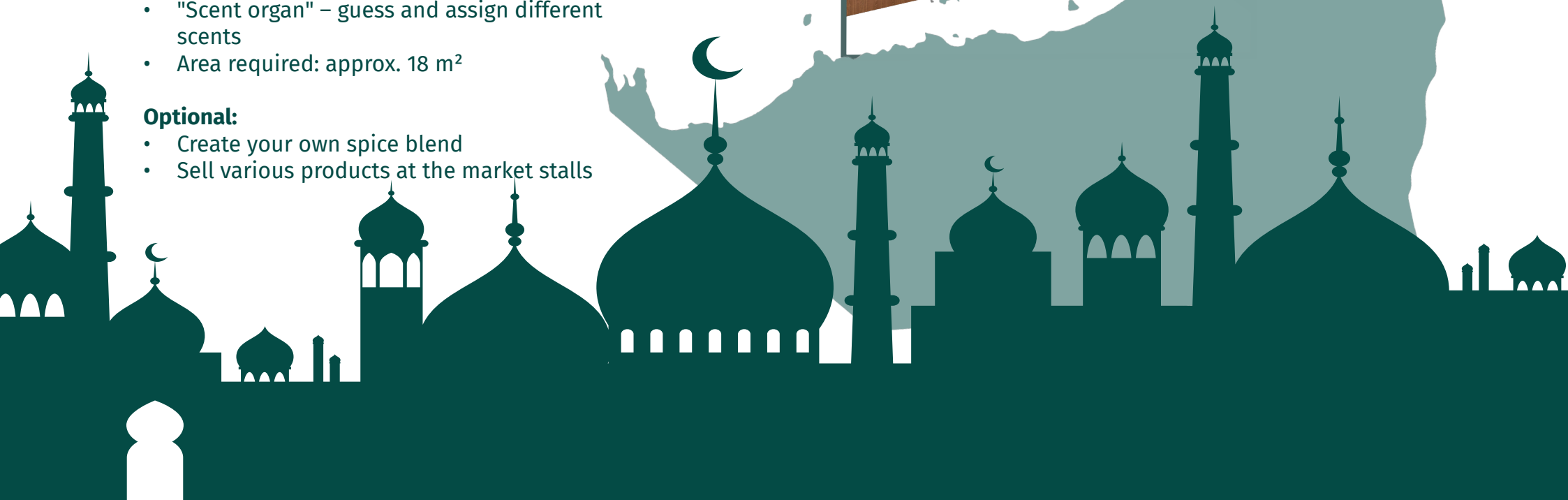
2. Souk

Mmmmh... what smells so delicious? Be enchanted by the many **compelling smells** and **vivid colors**. You have to guess and assign different scents in the souk. Here you can also learn something about the **Arabic cuisine** and the most famous **spices** like paprika, pepper, cinnamon, cardamom, cumin, and saffron.

- Traditional souk
- Market stalls with a variety of products
- "Scent organ" – guess and assign different scents
- Area required: approx. 18 m²

Optional:

- Create your own spice blend
- Sell various products at the market stalls



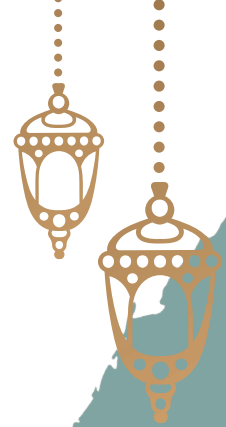
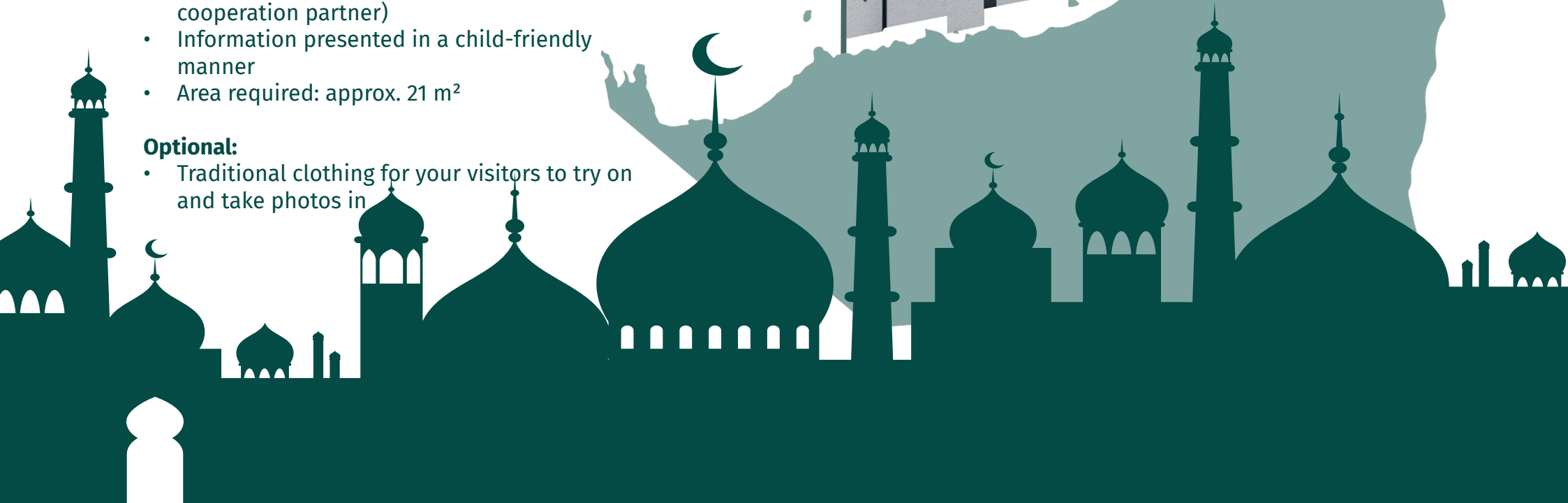
3. Culture

"As salam aleykum" and "Welcome to the Orient"!
Sitting in a replica of a mosque, you can watch a film about the **fascinating culture** and **religion** of the Arab countries.

- Large screen – simply press the button to start the film
- Topics: Islamic tradition, local culture and heritage, traditional clothing, celebrations and festivities (film and content provided by the cooperation partner)
- Information presented in a child-friendly manner
- Area required: approx. 21 m²

Optional:

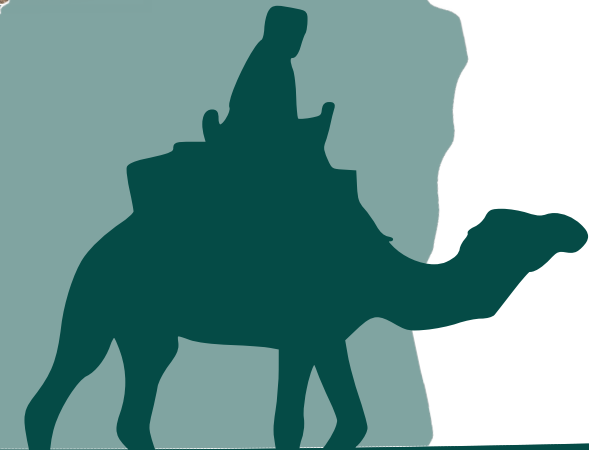
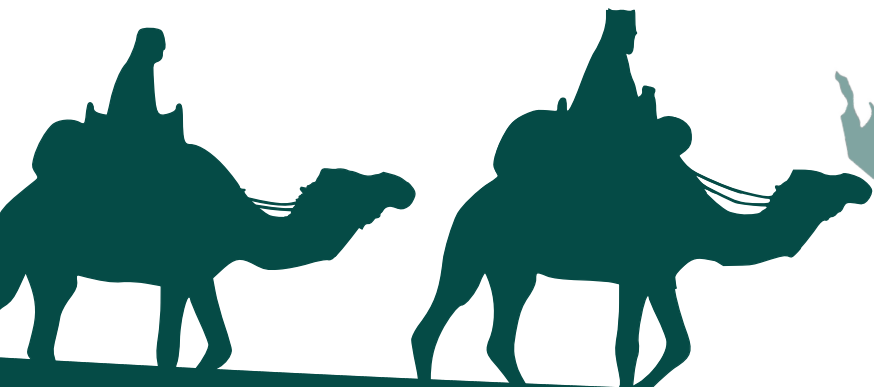
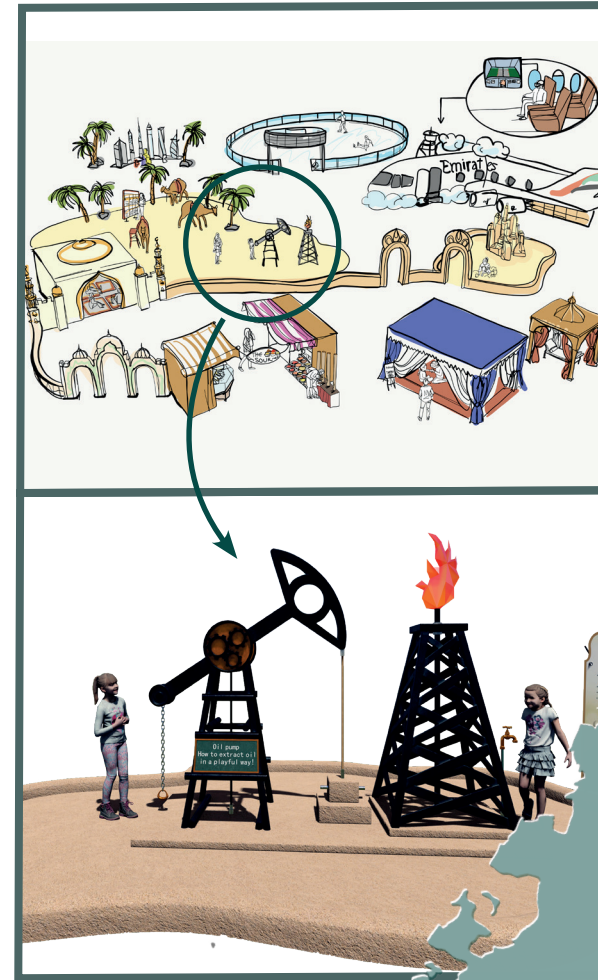
- Traditional clothing for your visitors to try on and take photos in



4. Oil

This **black gold** plays an immense role in our lives. You can **playfully** learn about oil extraction by using a hand-operated oil pump. In the quiz you have to guess which items contain crude oil which will leave you astonished!

- Hand-operated oil pump
- Functionality: visitors can pull the rope to start the pump. After a while, they can see how the oil rises and falls in a measuring glass.
- Interesting facts about "black gold"
- Amazing landscaped desert
- Area required: approx. 30 m²



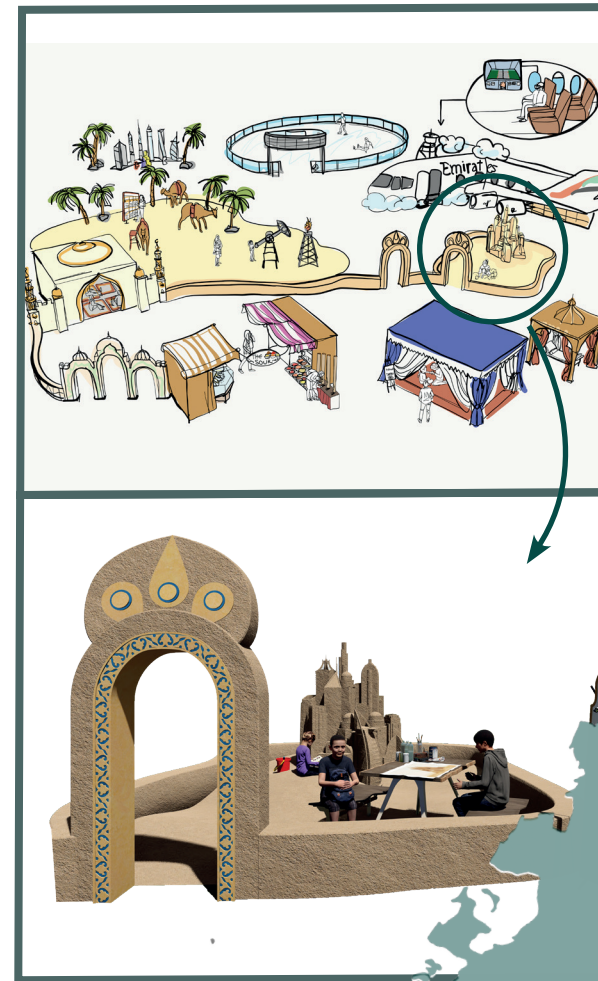
5. Beach

SAND – BEACH – SEA! Sandy feet ahead!
How about playing in a **big sandpit** surrounded by an amazing **beach backdrop**? Get the **beach feeling** and enjoy building sandcastles!

- Beach feeling
- Impressive setting
- Create sand pictures on an illuminated LED panel
- Pure sand inside
- Area required: approx. 25 m²

Optional:

- Sand artist for impressive sand sculptures



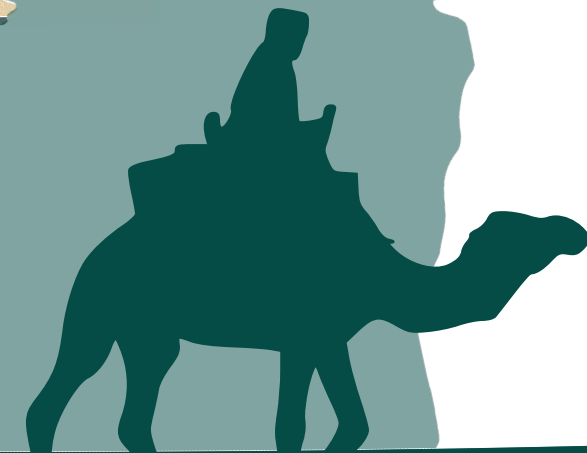
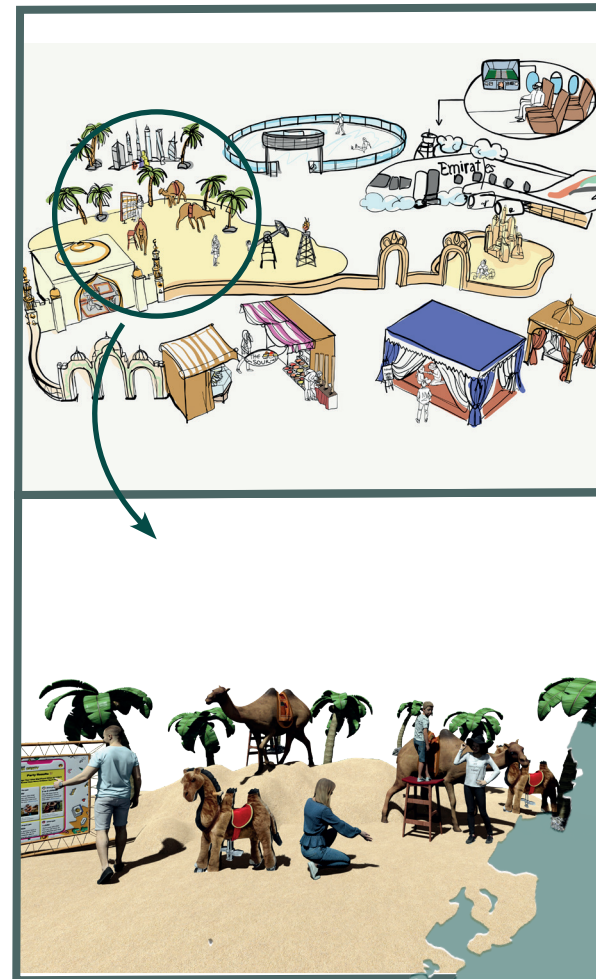
6. Desert

Haven't you always wanted to **ride on a camel**?
Become a camel rider and take a great **photo** in a
desert setting surrounded by palm trees and sand.

- Desert safari
- Amazing photo spot
- 4 camels
- Area required: approx. 49 m²

Optional:

- Animatronic camels which can move and make typical sounds



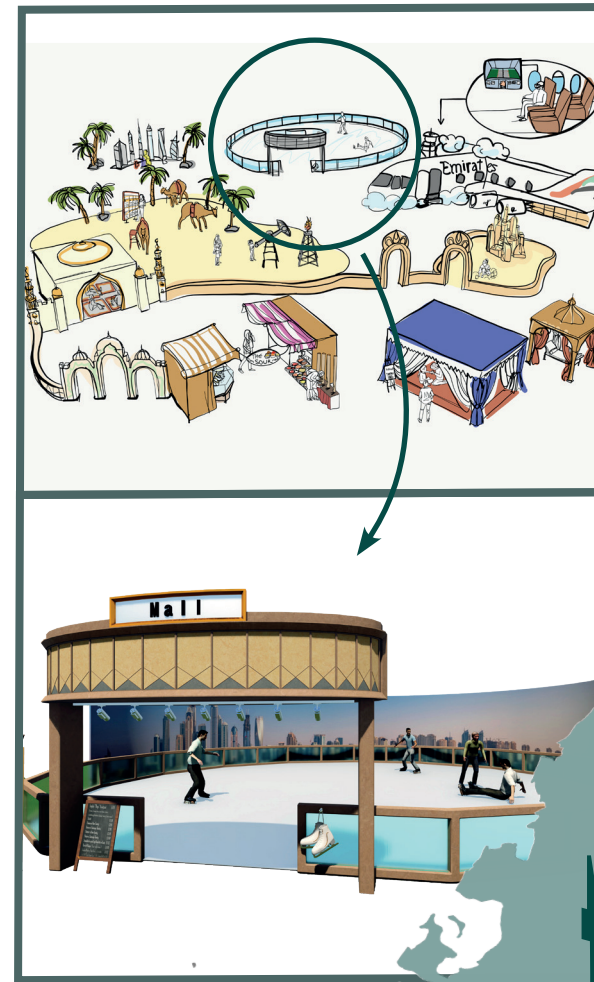
7. Shopping Mall

An **ice rink** in a mall? How does that fit together? **Shopping** in Arab countries is an **experience**, and it is not uncommon for aquariums, ice rinks or even indoor ski slopes to be found here! Skating on a mobile ice rink will help give you this unique shopping experience!

- Mobile ice rink
- Ice skates available in different sizes (provided by us)
- Area required: approx. 100 m²

Optional:

- LED wall as a border with the background of your choice



8. Buildings

Arab countries are known for their **fascinating buildings**, and did you know that the tallest building in the world (ca. 828 m) is situated in Dubai? Put the correct building blocks together to construct the right skyscraper.

- Impressive city skyline setting
- Explore the modern city by creating the buildings yourself
- Facts and information on the futuristic buildings
- Area required: approx. 25 m²

Optional:

- Trick art painting for photos – stand in front of, or on top of, one of the fantastic skyscrapers
- AR application: take your mobile device and be virtually transported to the most famous buildings



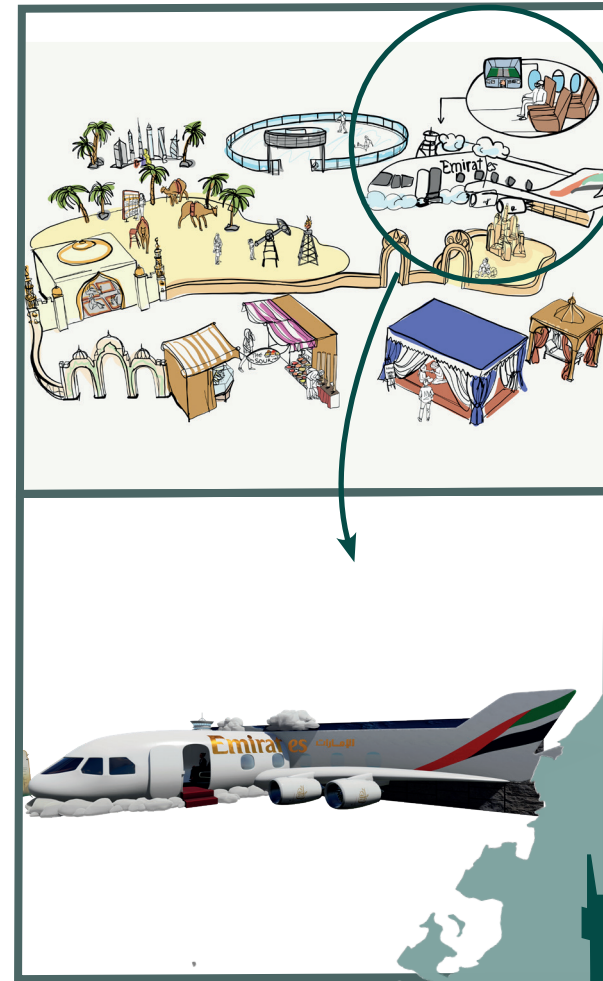
9. Airplane

“Please take a seat and fasten your seat belt!”
In a replica of an **airplane**, you can take a seat on board, experience a **simulated landing** through **vibrating seats** and take a look at a recreated cockpit.

- Landing simulation
- Realistic airplane
- Vibrating seats give you an authentic “airplane feeling”
- Detailed cockpit
- Area required: approx. 75 m²

Optional:

- Virtual reality application



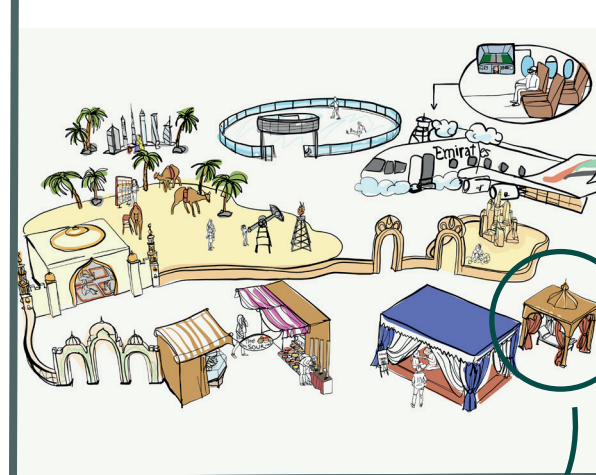
Relax Area

Time for a **break** or to **take a photo** of this unique experience? Then you are in the right place!
Have a break and read some interesting facts in travel brochures and magazines in one of the four relaxation areas distributed throughout the exhibition.

- 4 relaxation areas distributed throughout the exhibition area
- Photo spot
- Area required: approx. 4 m²

Optional:

- Digital displays provide current information and short promotion clips



Passport

As a memory of this adventure you will get a passport with the stamp of the UAE at the end. With this passport you can take part in a competition and have the opportunity to win great prizes.





Optional packages



WORKSHOPS AND ARTISTS FOR HIGHLIGHT DAYS

- Belly dance/oriental dance workshop
- Oriental cuisine workshop and many more

* Prices and dates on request (due the corona epidemic), depending on your country and V.A.T. specifications

INTERIOR DECORATION

Let the Arabian Dream become the **highlight** of the **entire event location**. We can provide appropriate interior decoration with additional interior decoration (plants, appropriate stickers on handrails, floors, etc.).

*Price depending on the scope



*"But first -
let me take
a selfie!"*

- All stations are **unique photo backdrops** and perfect eye-catchers, bringing that special extra to social media feeds.
- **Striking images** stick in one's mind – and so does your brand!
- Gain attention with **"instaworthy"** motifs.
- Your brand is **part of the backdrop**.
- The motifs **guarantee** the **success** of your visitors' cool social media content, thus **increasing brand awareness** on the net.
- No matter whether a photo or short video sequences: TikTok, Instagram & Co. are hungrily awaiting cool pictures for their social media feed.
- Due to the realistic photos, the followers of social media accounts get the impression that the user is in the country right now!



Advantages

- Perfect **interactive promotion** for your country.
- The visitors get a **great impression** of the country that they really **want to travel there**.
- Addressing **new target groups** in an **emotional way**.
- The content of the promotion remains **anchored** in your **customers' minds** for a long time through active discussion and an impressive backdrop.
- Promotion can be combined with a **competition** and thus **generates addresses**.
- The exhibition reinforces a **positive** image in a **relaxed atmosphere**.
- **Frequency usage** in shopping centers, exhibitions for museums or theme parks.

BRANDING:

- Integration of your brand in the optically **perfectly designed** partial **equipment** of the exhibition - **your brand is a part of the overall concept**.
- Adapting all decorative **information boards** (to impart knowledge) to your brand.
- Integration in all **marketing materials** and **printed matter**.
- **Branded truck** remains on site for the duration of the exhibition and also ensures sensational **outdoor advertising**.

*This makes your brand presentation an **eye-catcher** for all customers. Emotional brand loyalty becomes an **unforgettable experience**.*

Facts & Figures

- Information about the country, its fascinating culture and tradition.
- Entertainment paired with education, emotion and adventure.
- **Adventuretainment:** great decorations, fantastic impressions, all senses (hearing, sight, smell, touch and taste) should be stimulated.
- Interactive games to impart knowledge instead of lengthy information boards.
- Frequency generator instead of frequency operator. Paired with an innovative marketing campaign / social media campaign, the additional frequency is notably higher.
- **Exhibition period:** minimum one month.
- All planning is carried out in accordance with the Covid-19 prevention program.
- The stations have a modular structure enabling them to be used either separately or arranged in one area.
- Experience managers can be booked additionally to guide visitors through the exhibition in order to guarantee the best experience.
- It is possible to book individual modules of the exhibition.
- Stand - alone solution (no supervision necessary - perfect in times of Covid!).

Financing

Possible event package:

Exhibition duration 1 month in 10 shopping centers in 10 European countries (locations / countries selectable on request)

INVESTMENT COSTS:

Main cooperation partner

€380.000,- *

+ Costs per location
(stand fee, assembly and dismantling, service as required, transportation costs, experience managers)

*Refinancing possible through side cooperation partner

Side cooperation partner

Individual stations can be adapted to your brand.

Price depending on the scope and content of the station.

**erlebnis*
management**

WIR SIND SPIELEN

Das Erlebnismanagement GmbH
Schildbach 230, 8230 Hartberg
Umgebung, Austria
T. +43 3332 / 666 26-28
erlebnismanagement.com

*Better than a
thousand wishes*

Click here for the
virtual tour!

