

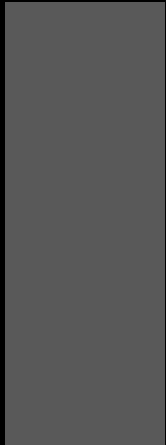


ARTAAJ
How are you doing?



**Under the Patronage of
HH SHEIKH MANSOOR BIN MOHAMMED BIN RASHID AL MAKTOUM**

Big Boys Toys: The Ultimate Playground



Drive



Lifestyle



Marine



Digital



Aviation



Wellness



Adventure



Offroad



Fashion



Rides



Big Boys Toys: The Ultimate Playground



Product Profile

Performance | Custom | Muscle Cars

Auto Accessories | Kits | Decors

Motorsport

Concept Cars

Tuning

Foiling

Related Products & Services

DRIVE

Big Boys Toys: The Ultimate Playground



Product Profile

Luxury Décor

Boutique Properties

Golfing Equipment

Tools

Luxury Pool Tables

Related Products & Services

LIFESTYLE

Big Boys Toys: The Ultimate Playground



Product Profile

Boats

Power Cats

Sailing

Scuba Equipment

Surfing Equipment

Marine Accessories

Watersport

Related Products & Services

MARINE

Big Boys Toys: The Ultimate Playground



Product Profile

Digital Entertainment

Home Automation

Gaming Technologies

Digital Home Equipment

GPS & Tracking systems

Mobile Phones

Video Games

Wireless Devices

Related Products & Services

DIGITAL

Big Boys Toys: The Ultimate Playground



Product Profile

VIP Charter Services

Gliders

Jet Units

RC Aircrafts

VIP Private Jet Services

Rotorcrafts

Related Products & Services

AVIATION

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Product Profile

Exercise Equipment

Sports Gear

Men's Grooming Products

Spa Services

Men's Health Products

Related Products & Services

WELLNESS

Big Boys Toys: The Ultimate Playground



Product Profile

Adventure Tourism

Extreme Sports

Bespoke Luxury Travel

Hiking Equipment

Whitewater | Kayaking | Canoeing
Equipment

Related Products & Services

ADVENTURE

Big Boys Toys: The Ultimate Playground



Product Profile

Cycles

Motorcycles

Motorcycle Accessories

Related Products & Services

RIDE

Big Boys Toys: The Ultimate Playground



Product Profile

High Street Fashion

Branded Accessories

Bespoke Tailoring

Related Products & Services

FASHION

Big Boys Toys: The Ultimate Playground



Product Profile

4X4 Accessories and Equipment

4X4 Vehicles

Dune Buggies

Quad Bikes

All Terrain Vehicles

Luxury RV

Related Products & Services

OFF ROAD



Review: 2009/2011/2012

ARTAAJ
How are you doing?

Review: 2009/2011/2012



	2009	2011	2012
Date	30 th April to 2 nd May	16 th March to 19 th March	9 th February to 11 th February
Venue	ADNEC, Abu Dhabi	ADNEC, Abu Dhabi	Atlantis The Palm, Dubai
Inaugurated by	Sheikh Mohammed Bin Hamdan Bin Zayed Al Nahyan	HH Sheikh Ahmed Bin Hamdan Bin Mohammed Al Nahyan	HH Sheikh Mansoor Bin Mohammed Bin Rashid Al Maktoum
No. of Days	4	4	3

Review: 2009/2011/2012



	2009	2011	2012
Number of Countries	7	10	19
Retained Exhibitor Numbers	0	2	27
Value of Media Campaign	AED 9.2 Million	AED 30 Million	AED 18 Million
Visitor Count	16, 403	27,545	28,125



HH SHEIKH MANSOUR BIN ZAYED AL NAHYAN
UAE Deputy Prime Minister and Minister of Presidential Affairs





HH SHEIKH NAHYAN BIN MUBARAK AL NAHYAN

Minister of Higher Education





HH SHEIKH MANSOOR BIN MOHAMMED BIN RASHID AL MAKTOUM

Son of the Vice President and Ruler of Dubai



Review: 2009/2011/2012



HH SHEIKH SULTAN BIN KHALIFA BIN SHAKHBOOT AL NAHYAN

Member of the Ruling Family of Abu Dhabi





HH SHEIKH MOHAMMED BIN HAMDAN BIN ZAYED AL NAHYAN

Member of the Abu Dhabi Ruling Family





HH SHEIKH HAMAD BIN MOHAMMED AL SHARQI

Crown Prince of Fujairah





HH SHEIKH MOHAMMED BIN MAKTOUM BIN JUMA AL MAKTOUM

Member of the Royal Family of Dubai





HH SHEIKH KHALID BIN FAISAL BIN SULTAN AL QASSIMI

Member of the Ruling House of Al Qassimi Who Rule the Emirates of Sharjah and Ras Al Khaimah



Review: 2009/2011/2012



HH SHEIKH AHMED BIN HAMDAN BIN MOHAMMED AL NAHYAN

Member of Royal Family



Products Review: 2009/2011/2012



Products Review: 2009/2011/2012



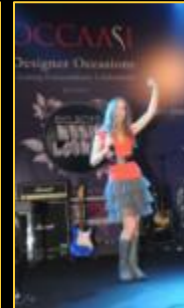
Products Review: 2009/2011/2012



Products Review: 2009/2011/2012



Products Review: 2009/2011/2012



Media Coverage Worth AED 18 Million +



Media Coverage Worth AED 18 Million +



Media Coverage Worth AED 18 Million +



Television Advertisements

OSN TV		
Channel	TVC Duration	Total
Osn First SD	30"	100
OSN Comedy	30"	100
Discovery / Travel Channel / ETV / Lifestyle	30"	60
OSN Movies HD	30"	40
OSN Premiere	30"	60
OSN Cinema	30"	60
OSN Movies Action	30"	60
OSN Movies Action HD	30"	60
OSN Sports HD	30"	60
OSN Sports 2	30"	100
OSN Sports 4	30"	100
Total:		800

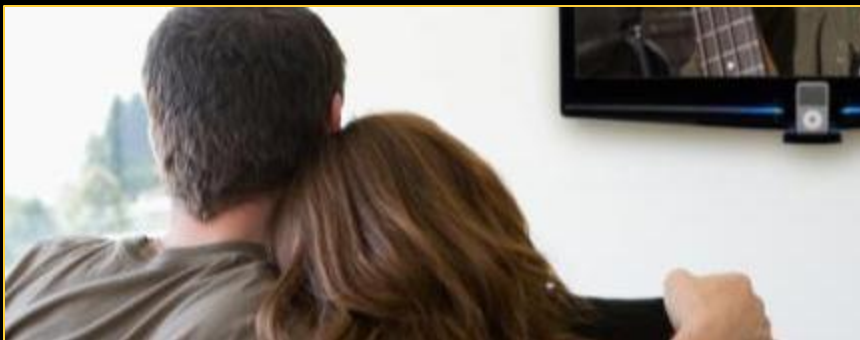
Zee TV		
Media	Duration	Frequency
Zee TV	30 seconds each	40
Zee Cinema	30 seconds each	40
Total:		80

Premium Pehla

Channel	Duration	Frequency
Cricone	Non-Live	50
NDTV 24x7	10 Days	50
Total:		100

Star TV

Channel	Duration	Frequency
Like OK ME	6th - 10th Feb. Time band – 12:00hrs – 00:00hrs	50
Star Plus	6th - 10th Feb. Time band – 12:00hrs – 00:00hrs	50
Total:		100



Media Coverage Worth AED 18 Million +



Radio Advertisements

ARN Radio - Radio Spots		
Media	Duration	Frequency
Al Khaleejiya	30 sec spots	148 (26th Jan. - 11th Feb.)
Radio Shoma	30 sec spots	118 (26th Jan. - 11th Feb.)
Virgin Radio	30 sec spots	91 (26th Jan. - 11th Feb.)
City 101.6	30 sec spots	91 (26th Jan. - 11th Feb.)
Total:		448
ARN Radio - Radio Competition		
Media	Frequency	
Big Boys Toys Radio competition to take place on morning and evening primetime spots on various and channels.		
No. of competition per channel per day	2	
No. of channels (Al Arabia, Al Khaleejiya, Dubai Eye, Dubai 92, City FM, Virgin Radio, Radio Shoma)	8	
No. of days (4 Channels one week, 4 channels the next)	10	
Total No. of competition across the 2 weeks	80	
Noor Dubai - Radio Spots		
Media	Duration	Frequency
93.9 Noor Dubai	45 sec. spots	18 (8th Feb. - 9th Feb.)

Media Coverage Worth AED 18 Million +



Newspaper Advertisements

BIG BOYS TOYS
THE PREMIER LIFESTYLE EXHIBITION
FROM THE CONCEPT TO THE FINISHED PRODUCT & EXPERIENCE
8 - 11 FEB, 2012
ATLANTIS
THE PALM JCT, DUBAI

GEAR UP FOR A THRILLING RIDE!

Tickets: Adults: AED 77 & 99 | Kids: AED 49 & 69

Sponsored by: Visa Malaysia, Shaggy Team, am, etc.

BIG BOYS TOYS
EXHIBITION IS BACK!

Less up 10%

to profits

ATLANTIS

Tickets: Adults: AED 77 & 99 | Kids: AED 49 & 69

Sponsored by: am, etc.

BIG BOYS TOYS
EXHIBITION IS BACK!
MEN WILL BE BOYS!

Experience the ultimate playground

ATLANTIS

Tickets: Adults: AED 77 & 99 | Kids: AED 49 & 69

Sponsored by: am, etc.

BIG BOYS TOYS
GET READY FOR A BRAVED NEW WORLD

ATLANTIS

Tickets: Adults: AED 77 & 99 | Kids: AED 49 & 69

Sponsored by: am, etc.

BIG BOYS TOYS
EXPERIENCE LIFE IN THE FAST LANE

ATLANTIS

Tickets: Adults: AED 77 & 99 | Kids: AED 49 & 69

Sponsored by: am, etc.

BIG BOYS TOYS
ATLANTIS

ATLANTIS

Tickets: Adults: AED 77 & 99 | Kids: AED 49 & 69

Sponsored by: am, etc.

Media Coverage Worth AED 18 Million +



BIG BOYS TOYS EXHIBITION IS BACK!

9 Feb
Invitation only
10 - 11 Feb
Open to public
Tickets: AED 100/-
Time: 1pm - 10pm
BUY YOUR TICKETS NOW

BIG BOYS TOYS
THE ULTIMATE PLAYGROUND

9 - 11 FEB 2012
ATLANTIS
The Palm, Dubai

AN EVENT BY
ARTAAJ
How are you doing?

For more information please call: **055 77 46 99 8** or visit www.bigboystoyssae.com

Media partners: **Khaleej Times**, **Gulf News**, **Emirates**, **Al Jazeera**, **Al Arabiya**, **Al Jazeera English**, **Al Jazeera Arabic**, **Al Jazeera Sports**, **Al Jazeera News**, **Al Jazeera Documentary**, **Al Jazeera Investigative**, **Al Jazeera Current Affairs**, **Al Jazeera Business**, **Al Jazeera Health**, **Al Jazeera Education**, **Al Jazeera Environment**, **Al Jazeera Culture**, **Al Jazeera Arts**, **Al Jazeera Music**, **Al Jazeera Film**, **Al Jazeera Theatre**, **Al Jazeera Dance**, **Al Jazeera Fashion**, **Al Jazeera Beauty**, **Al Jazeera Food**, **Al Jazeera Travel**, **Al Jazeera Real Estate**, **Al Jazeera Finance**, **Al Jazeera Technology**, **Al Jazeera Science**, **Al Jazeera History**, **Al Jazeera Geography**, **Al Jazeera Politics**, **Al Jazeera Religion**, **Al Jazeera Sports**, **Al Jazeera News**, **Al Jazeera Documentary**, **Al Jazeera Investigative**, **Al Jazeera Current Affairs**, **Al Jazeera Business**, **Al Jazeera Health**, **Al Jazeera Education**, **Al Jazeera Environment**, **Al Jazeera Culture**, **Al Jazeera Arts**, **Al Jazeera Music**, **Al Jazeera Film**, **Al Jazeera Theatre**, **Al Jazeera Dance**, **Al Jazeera Fashion**, **Al Jazeera Beauty**, **Al Jazeera Food**, **Al Jazeera Travel**, **Al Jazeera Real Estate**, **Al Jazeera Finance**, **Al Jazeera Technology**, **Al Jazeera Science**, **Al Jazeera History**, **Al Jazeera Geography**, **Al Jazeera Politics**, **Al Jazeera Religion**.

BIG BOYS TOYS EXHIBITION IS BACK! MEN WILL BE BOYS!

Fast cars to sleek speedboats
Geeky gizmos to mean machines
Customised bikes to rides of the future
Many more never-before-seen lifestyle products for you to view and buy

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Media Coverage Worth AED 18 Million +



Transit Media Bus Branding

Media Coverage Worth AED 18 Million +



Car Rally

8 branded cars mobile in Dubai



BIG BOYS TOYS 2013

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How are you doing?

Projection: 2013



2013

Expected Number of Exhibitors

100

Expected Visitor Count

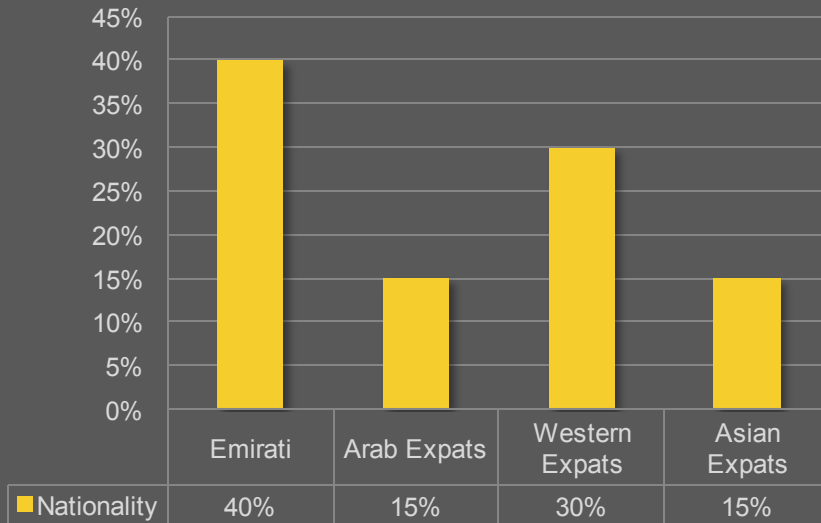
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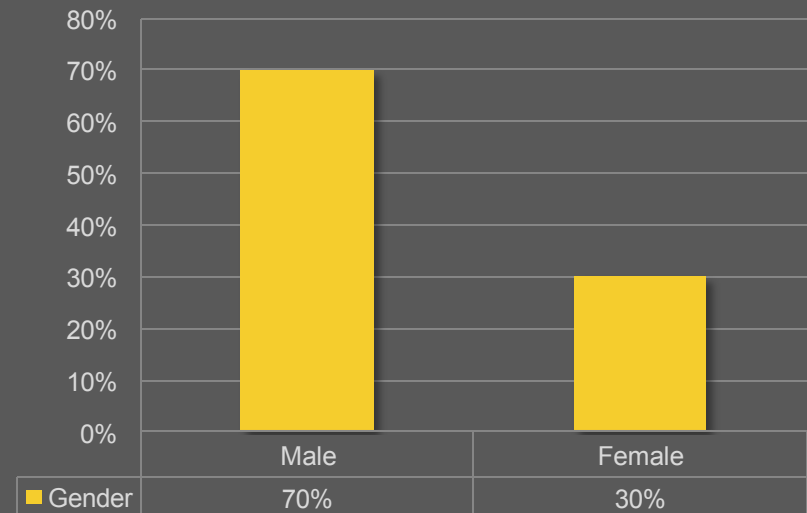
Targeted Visitors: 2013



Nationality



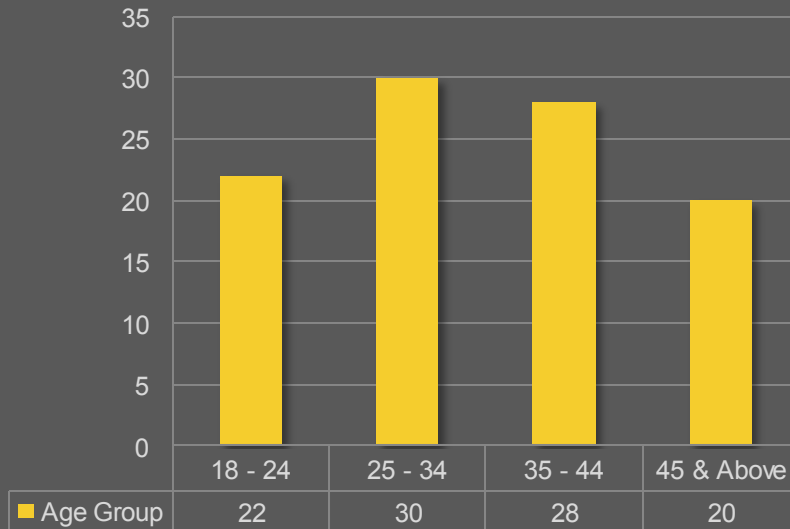
Gender



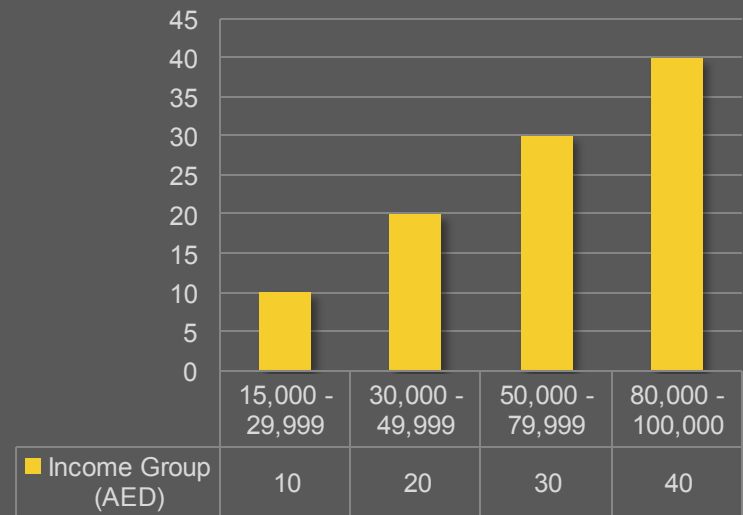
Targeted Visitors for 2013

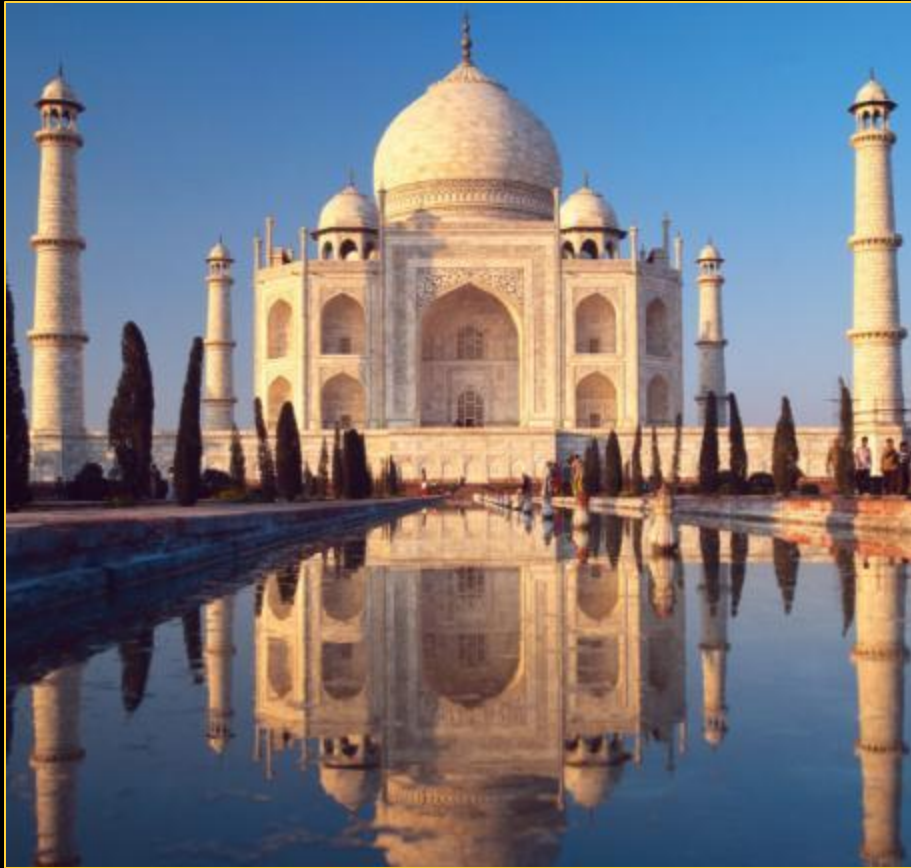


Age Group



Income Group (monthly)





Going Regional

Big Boys Toys to be launched in Kuwait, Qatar, and India by 2013

For more information, please contact:

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Email: raha.moradi@artaaj.com

www.bigboystoysuae.com

Artaaj Exhibitions

Abu Dhabi

Grandstand

Abu Dhabi National Exhibition Centre

P O Box 95015, Abu Dhabi, UAE

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Fax: +971 2 449 0808

Dubai

Mezzanine Floor, Jumeira Tower

Sheikh Zayed Road

P O Box 49525, Dubai, UAE

Tel: +971 4 321 4747

Fax: +971 4 321 4848

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How are you doing?