



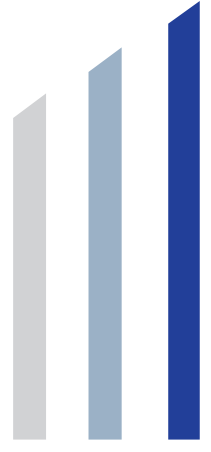
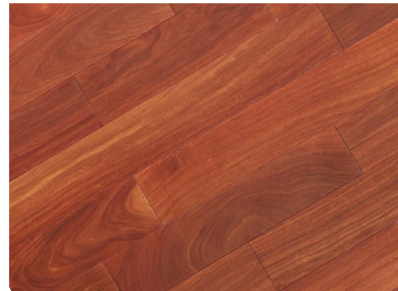
29 November to 3 December



SPM
Fair
ORGANIZER

Forum de
Beyrouth

Ideas & Trends for Home Furniture
Interior Decoration, Design,
Architectural & Engineering Services



Art of Living 2017

Connecting You to the World of Design and Interiors

Art of Living / 2017



Generate sales leads and develop business with your target

Good Concepts

Good Products

Good Business

Art of Living /2017 is the yearly Home Design Furniture and Decoration Exhibition shows the current atmosphere.

KNOW NEW OPPORTUNITIES

A unique annual Show to generate new sales leads and network with your Industry, and to develop relationships with buyers and clients.

A new opportunity, with about 19,000 visitors, traders and professionals from the furniture and design industries.

The Art of Living/2017 has the mission to be the first launching platform for the Furniture Industry and Home Equipment, one that connects people with trends and innovation, and one to inspire new ideas and fresh business opportunities. Famous, for being an excellent meeting opportunity to find new wholesale customers, distributors and representatives and to meet decorators, architects and engineers. Five days to network, connect, build, buy, decorate, furnish and equip your home.

Under one roof, Art of Living/2017 is the must-attend event of the year for furniture suppliers seeking a robust trading platform and looking to expand their global footprint. Everything to expand your customers base, increase sales lead and opportunities to improve your profits is waiting for your right here.



Event Profile

Divided in sectors, we welcome suppliers of Home Furniture, Furnishing, Interiors Architects, Designers, Antique, Beddings, Mattresses, Flooring, Lighting, Textiles and Fabrics, Wallpapers and Decoration, Wooden, Stones, Doors, Kitchens and Bathrooms, Aluminum and PVC Cover Production, Fire places, Finished products, Paintings, outdoor, Interior Construction, Eco Solution, Landscaping, Weddings Ideas, Objects, Artisanal Crafts from around the world with numerous Embassies and the famous Avenue for the Artists and Painters.

What is NEW, This year Art of Living/2017 will honor the "Best of the Best" with the Best Presentation and Furniture Excellence Award for the best Interior Architect, the most Creative Furniture and the best Painting.

Exhibitors Profile

Furniture, Outdoor Furniture, Furnishing

Modern, Contemporary, Classical furniture, Antique, Bedroom furniture, Kids furniture, Bedding, Mattresses, Office furniture, Decorative Paints, Fire places Feng Shui harmonizing everyone with the surrounding environment, Outdoor space and furniture, Woods works and Weddings planning

Architectural and Design Services

Interiors Architects, Designers, Landscaping service providers, Fit-out Contractors, Real Estate developers

Various International Pavilions

Presenting their dedicated products

Textiles, Fabrics

Curtains, Textiles, Blinds and Accessories, Hand-made Carpets and Rugs, Fabric and Leather Upholstery, Wallpaper, Home Linens, Indoor and Outdoor Protection Systems

Kitchen and Bathroom products

K & B design solutions, K & B furniture and accessories, Appliances Ceramics, Sanitary Ware and Fittings, Green Solutions, Home Appliances and Kitchen Tools.

Lighting, Automation

Lighting Design and Solutions, Automation, Chandeliers and Outdoor Lighting, LED, Home Theater, Pro Lighting

Flooring, Construction

Design solutions, Wooden floor, Flooring accessories, PVC, Stone, Glass & Metal Industry, Doors and Windows profiles, Surfaces, Solar and Energy Solutions

Accessories and Focus on Avenue of of Painters and Artists

Decoration elements, Art, Picture frames, Mirrors, Books, Universities, Painters and Sculptors



Why exhibit in "Art of Living"

Exhibitor benefits

- Showcase your latest collections to a captive visitor audience of high-spending buyers
- Perfect platform to present your products and services to key trade professionals across 5 days
- View the latest products and services in the design market, gain knowledge and market insight and keep up to date with the latest trends
- Maximize your brand exposure
- Experience face to face interaction with key Decision-makers, Architects, Designers, Distributors, Consultants, Retailers, Hoteliers and Project Directors
- Network with your industry and develop relationships with buyers and clients

Best reasons to Visit Art of Living/2017

- Lifestyle introducing more interior and life-style products
- Know great deals
- Unique opportunity to discover the latest industry design trends
- View the latest global design products and services and gain knowledge and insight into your market, a variety of products can be seen and also purchased directly at the fair.
- Arrange exclusive face-to-face appointments with key manufacturers, suppliers and decision-makers
- Art of Living/2017 introduces new elements to the event, giving it a distinctively fresh take: Artisanal-focus on artisanal craftsmanship from different world talents
- Network and connect with the design industry
- Receive expert consultation and advice on current business challenges
- Meet and connect and learn from keynote speakers and design experts
- Learn how to grow your business from design industry professionals

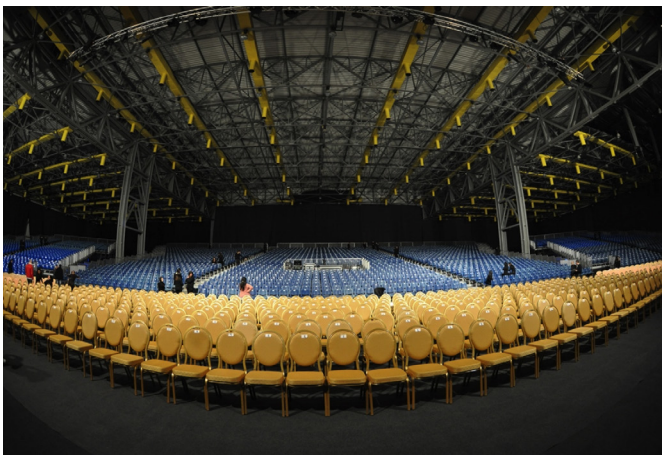
MEDIA CAMPAIGN, marketing, advertising

An extensive advertising and PR campaign, designed to promote awareness of the event to the core target visitor audience in the region and beyond. The campaign includes : **Trade Newspapers and Magazines, Editorials, Social Medias, TV advertising, Radio advertising, Email marketing, PR campaign, Direct and VIP mail, SMS broadcast campaign, Unipoles, LED screens, Billboards, Flyers, Show catalogue**

The Venue

Forum de Beyrouth is the first and largest exhibition hall in Beirut where big various events ordinarily are held.

Strategically located at the capital's major crossroads, within minutes from Beirut International Airport, Port and major hotels, Forum de Beyrouth figures among the largest permanent multipurpose centers in the Middle East and measures up to the key role of economic and cultural exchange which Lebanon is regaining.



Contacts - Book Your Space

S.P.M. Fair (Salon - Promotion - Marketing)

Phone: +961 3 627607

+961 76 812292

Fax: +961 1 285539

Email: spmfair@inco.com.lb

