

WHAT'S ON
AWARDS 2017 ABUDHABI

ABU DHABI
OCTOBER 24 2017

WHAT'S ON
AWARDS 2017 DUBAI

DUBAI
NOVEMBER 8 2017

 **MOTIVATE**

WHAT'S ON AWARDS 2017

ABUDHABI

overview

The What's On Abu Dhabi Awards highlight the strengthening food and entertainment scene that is developing in the UAE's capital city. Each year there is a greater level of new additions to the Abu Dhabi categories than our Dubai event, showing that these industries are seeing strong growth in this city. The Abu Dhabi awards are now in their ninth year and with over 90,000 votes in 2016, this years event looks to be the strongest ever.

attendees profile

With over 400 attendees to the awards evening, these awards are amongst the biggest in the industry in Abu Dhabi. This event is fast becoming one of the be-seen-at events of the city, with the who's who of the hospitality, entertainment, nightlife and PR industries all in attendance.



WHAT'S ON AWARDS 2017

DUBAI

overview

The What's On Dubai Awards are in their 16th year in 2017 and remain the largest food and entertainment industry awards in the UAE. Each year the competition gets stronger, rivalry grows deeper and with the advent of social media, we saw votes ramp up to over 300,000 last year. The Dubai event is hotly anticipated by the industry.

attendees profile

These awards have grown in line with the burgeoning hospitality industry growth in the emirate with over 1000 attendees planned for the 2017 event. With the events unique outdoor venue, the What's On Dubai Awards hosts Consul Generals, Managing Directors, Marketing and PR professionals, bloggers and other media.



categories

ENTERTAINMENT CATEGORY

- Favourite Bar
- Favourite Nightclub
- Favourite Ladies' Night
- Favourite Concert
- Favourite Festival
- Favourite Sporting Event
- Favourite Day Out

LEISURE CATEGORY

- Favourite Spa
- Favourite Nail Bar
- Favourite Hair Salon
- Favourite Fitness Club

RESTAURANTS (BELOW DHS400)

- Favourite Brunch
- Favourite Café
- Favourite Healthy Eating Restaurant
- Favourite Business Lunch
- Favourite Pub Grub
- Favourite Middle Eastern Restaurant
- Favourite British Restaurant
- Favourite Chinese Restaurant
- Favourite French Restaurant
- Favourite Indian Restaurant
- Favourite International Restaurant
- Favourite Italian Restaurant
- Favourite Japanese Restaurant
- Favourite Modern European Restaurant
- Favourite Pakistani Restaurant
- Favourite Pan-Asian Restaurant
- Favourite Seafood Restaurant
- Favourite Steakhouse
- Favourite Thai Restaurant
- Favourite The Americas Restaurant
- Favourite Food Trucks and Pop-ups (Dubai only)

RESTAURANTS (ABOVE DHS400)

- Favourite Brunch
- Favourite Café
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- Favourite Seafood Restaurant
- Favourite Steakhouse
- Favourite Thai Restaurant
- Favourite The Americas Restaurant



nomination process



JUNE 30

VOTING OPENS & NOMINEES DISPLAY MARKETING COLLATERAL

SEPT 15

ONLINE & PAPER VOTING CLOSES AT 5PM

OCT 11

SHORTLIST ANNOUNCED & INVITATIONS SENT OUT

OCT 16-17

TROPHIES PRESENTED AND PHOTOGRAPHS TAKEN

OCT 24

WINNERS ATTEND THE WHAT'S ON AWARDS ABU DHABI CEREMONY

NOV 8

WINNERS ATTEND THE WHAT'S ON AWARDS DUBAI CEREMONY



sponsorship

PRE-AWARDS BENEFITS CAN INCLUDE

- Logo on all event collateral, plus media plan worth over US\$1,200,000
- Logo on event invitations, website (incl. 250-word company profile) and e-mail campaigns
- 1 full page advertorial in What's On magazine
- 1 EDM sent to What's On database

WHAT'S ON ABUDHABI
AWARDS 2017

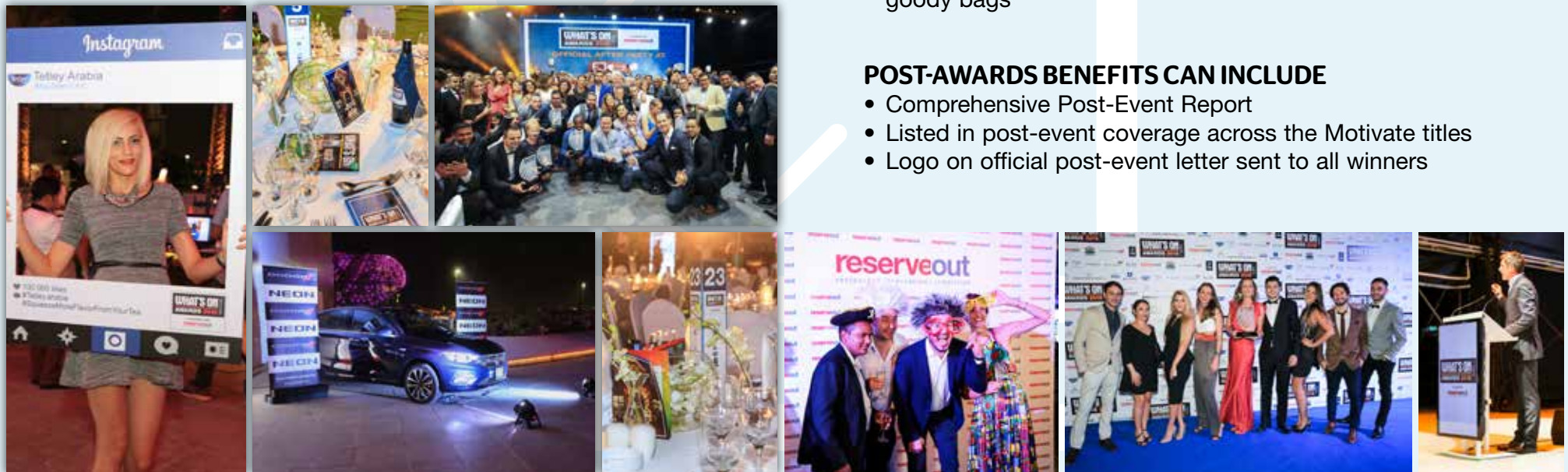
WHAT'S ON DUBAI
AWARDS 2017

AT THE AWARDS BENEFITS CAN INCLUDE

- Presentation of two awards (e.g. Favourite French Restaurant & Favourite Seafood Restaurant)
- Two tables of 10 to entertain clients
- Logo on all branding at the event, including (but not limited to) photo backdrop, welcome boards, outdoor banners, presentation screens and in the menu
- Full-page advertisement in the menu
- Dedicated space at each event (to be managed and produced by sponsor), where company representatives can educate guests about your brand
- Opportunity to insert gifts/promotional material in event goody bags

POST-AWARDS BENEFITS CAN INCLUDE

- Comprehensive Post-Event Report
- Listed in post-event coverage across the Motivate titles
- Logo on official post-event letter sent to all winners



WHAT'S ON

Bespoke packages can be tailored to meet your company objectives.
For more details, please contact:

David Burke
Publisher

davidb@motivate.ae

T +971 4 427 3000
D +971 4 427 3449
M +971 50 624 7697

Varsha Bhatia
Group Sales Manager

varsha@motivate.ae

T +971 4 427 3000
D +971 4 427 3436
M +971 50 657 0213

Violeta Popescu
Senior Sales Manager

violeta@motivate.ae

T +971 4 427 3000
D +971 4 427 3435
M +971 55 527 9305

Taran Singh
Senior Sales Manager

taran.singh@motivate.ae

T +971 2 677 2005
M +971 50 113 0250

Head Office
Media One Tower
PO Box 2331, Dubai, UAE
Tel +971 4 427 3000
Fax +971 4 428 2274

Dubai Media City
Office 508, 5th Floor,
Building 8, Dubai, UAE,
Tel: +971 4 390 3550
Fax: +971 4 390 4845

Abu Dhabi
PO Box 43072, UAE,
Tel: +971 2 677 2005
Fax: +971 2 677 0124
E-mail: editor-wo@motivate.ae

London
Acre House, 11/15 William Road, London
NW1 3ER, UK
Email: motivateuk@motivate.ae



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