

OVERVIEW

Cityscape Abu Dhabi 2010, the premier business-to-business real estate development and investment event – under the patronage of His Highness Sheikh Mohammed bin Zayed Al Nahyan Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces – concluded on a high note. During the event there were many exciting announcements and developments including the coming to life of the Abu Dhabi 2030 vision providing true transparency for the real estate industry.

Focused on networking and creating the perfect platform to conduct business, the international real estate industry descended on the Abu Dhabi National Exhibition Centre with over 34,000 participants from over 85 countries attending. Participants included: government bodies, master and private developers, architects, consultants, real estate investors, developers, financiers, corporate end users, major retailers, to name but a few.

The four days of Cityscape proved to be a dynamic environment for key industry professionals to network and create cutting-edge strategies driving the industry forward. Cityscape Abu Dhabi has always offered an unparalleled opportunity to meet and establish relationships with key players in the industry and this year was no exception and included the following forums:

- Cityscape Abu Dhabi exhibition
- Real Estate Investment and Development Conference
- Cityscape Awards – Real Estate, MENA
- CEO Networking Lunch
- Investor Round Tables
- Cityscape Abu Dhabi Golf Classic
- Cityscape Cultural Evening
- Cityscape Abu Dhabi Cocktail Party

Cityscape Abu Dhabi continues to go from strength to strength and has reinforced its position in the event calendar as a "must attend" for those in the real estate industry. As the delivery and completion of projects and developments continue in Abu Dhabi, it proves there are still many great opportunities for the real estate industry in this exciting market.



HH General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, expressed satisfaction in Cityscape Abu Dhabi, saying the overwhelming attendance of international investors, designers, developers and decision makers was testimony to its success.

SHOW PROFILE

Number of years show has run:
4 years

Venue:
Abu Dhabi National Exhibition Centre, UAE

Date:
18 – 21 April 2010

Floor space occupied 38,000 sqm

Number of Exhibitors 306

Number of Participants 34,251
Exhibitors 5,355
Visitors 28,096
Conference Delegates/Speakers 800

Participating Countries 85

Average Days Attended 1.4

THANK YOU TO OUR CITYSCAPE ABU DHABI 2010 SPONSORS

Headline Sponsor



Platinum Sponsors



Associate Sponsor



CEO Networking Lunch Sponsor



Awards Associate Sponsor



Awards Sponsors



Cocktail Party Sponsor



Cultural Evening Sponsor



EXHIBITOR PROFILE

Real Estate Developers:

Residential
Office
Commercial
Hotel & Leisure
Retail
Industrial

Real Estate Investors:

Banks
Financial Institutions
Investment Companies
Pension Funds
REITs
Venture Capitalists
Insurance Companies
Hedge Funds
Fund Management Companies
Private Equity Investors,
Asset Management Companies
Sovereign Wealth Funds
Private Investors

Cities and Regional Authorities:

Investment Promotion Agencies
Economic Development Authorities
City Promotion Agencies and Authorities
Location Marketing Agencies
Regional Development and Investment Zones
Inward Investment Organisations

Real Estate Owners

Property Advisors
Real Estate Solution Providers
Real Estate Development Consultants
Architects
Designers
Urban Planners
Consulting Engineers
Contractors
Construction Companies
Project Management Companies
Corporate End Users
Retailers



EXHIBITORS BY COUNTRY



Reasons for Exhibiting:

- 89.3% To meet new clients
- 78.6% To raise profile of company / organization
- 35.7% To look for investors
- 32.1% To show completion and delivery of your projects
- 28.6% To meet partners for joint ventures
- 21.4% To establish a presence in a new market
- 17.9% To seek immediate business

Success of Exhibitors:

- 89.3% of exhibitors would recommend exhibiting at Cityscape Abu Dhabi
- 82.1% of exhibitors considered Cityscape Abu Dhabi to be the leading event of its kind in the region
- 46.4% of exhibitors stated that by exhibiting at Cityscape Abu Dhabi, their business prospects in the region or internationally have improved



"This is the first time that we are exhibiting at Cityscape Abu Dhabi, although we were regular visitors previously. I think it's a good event to promote your brand, network and catch up with the industry, and we are looking forward to the rest of the show."

Andreas Bräuer, Associate Director – **PKF The Consulting House**



"We always participate at Cityscape Abu Dhabi – it's important to be seen in front of all our key clients."

Steven Coates, Head of UAE – **Davis Langdon**

VISITOR PROFILE

Institutional Investors
Banks and Financial Institutions
Real Estate Investors
High Net Worth Individuals
Commercial Residential Real Estate Dev.
Real Estate Owners
Real Estate Advisors
Investment Promotion Agencies
Archation Providers
Project Managers and Directors
Municipal & Regional Govt. Authorities
Construction Companies

Senior Executives of key organisations involved in the design and construction of:

Hotel and Leisure Developments
 Office Towers
 Residential Developments
 Marina and Waterfront Projects
 Development Projects
 Government and Civic Buildings
 Leisure and Theme Parks

VISITOR FEEDBACK

Interesting Statistics

97.1% of visitors intend to visit again next year
83.4% of visitors stated that the event attracts high-quality/industry-leading exhibitors
76% stated that the event is a must-attend event and offers exceptional networking opportunities

What were the prime reasons for attending this event?

42.5% Keep up to date with projects and players in the market
14.9% To seek business opportunities
11.2% To meet service providers (architects, consultants, project managers, etc.)



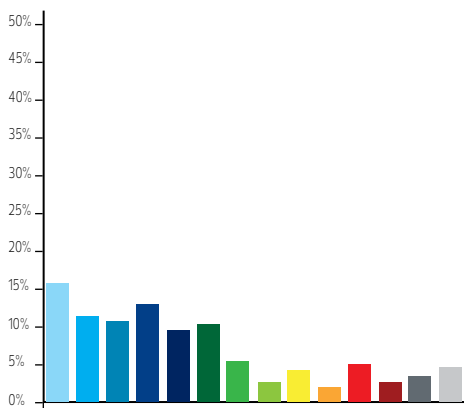
"Cityscape Abu Dhabi is definitely one of the keystone real estate events in the UAE business calendar and I will always make a point of attending. Working as part of the 'FD Gulf' real estate team, this is a great opportunity to meet with industry leaders and gain a greater insight into this fast evolving sector. This year was particularly interesting given the last 18 months market upheaval. The quality of delegates and networking functions organised each year have helped Cityscape mature into a highly respected real estate event within the UAE and wider GCC region."

Sue Hean, Senior Consultant – FD

VISITORS BY COUNTRY

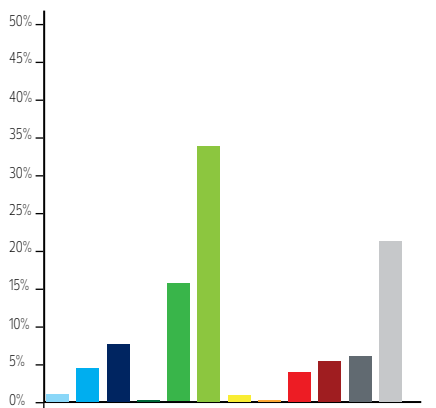


WHAT WERE VISITORS INTERESTED IN SOURCING FROM THE EXHIBITION?



Investment Opportunities	15.71%
Architectural Design	11.36%
Engineering	10.61%
Consultancy	12.94%
Contracting	9.49%
Project Management	10.30%
Joint Ventures & Partnerships	5.54%
Spatial Design	2.52%
Leasing Opportunities	4.12%
Franchising Opportunities	1.88%
Property Management	4.96%
IT Solutions	2.60%
Energy Management	3.40%
Other	4.57%

VISITORS BY JOB TITLE



VIP/President/Sheikh	1.0%
Owner/Partner/Principal/Proprietor	4.4%
Board Member/Chairman/Director	7.6%
Government Official/Embassy Officials	0.2%
CEO/GM/MD	15.6%
Senior Manager/Director/Heads/Manager	33.8%
Investor	0.8%
Developer	0.2%
Engineer	3.9%
Architect/Interior Design	5.3%
Consultant/Advisor	6.0%
Other	21.2%

VISITORS' NATURE OF BUSINESS

Real Estate Developers	9923
Commercial	2810
Residential	2918
Retail	1233
Industrial	821
Hotel & Leisure	1256
Other	885
Real Estate Investment	5339
Private Equity	945
Banking	824
Funds	433
REITS	427
Corporate End Users	301
Retailers	320
Private Investors	1748
Other	341
Real Estate Services	8125
Architects	1517
Consultants	1629
Engineers	1236
Project Management	1095
Interior Design	785
Law Firms	210
Facilities Management	475
Real Estate Agents/Brokers	566
Other	612
Building and Construction	4566
Construction Companies	1505
Contractors	1290
Suppliers	1123
Other	648
Cities and Regional Authorities	143



NETWORKING FUNCTIONS

Cityscape Abu Dhabi Golf Classic

The event, which is a key activity within the Cityscape portfolio of special events proved to be a fantastic opportunity for senior industry professionals to get together in a relaxed atmosphere, away from the office, and develop new and lasting relationships with industry colleagues.

Winners

- Malcolm Milne (International Trade Development Consultant, Ontario Ministry of Economic Development & Trade)
- Alexis Dijksterhuis (Senior Business Development Manager, Mubadala Real Estate & Hospitality)

2nd Place

- Oliver Higgins (Investment Manager, Matrix Property Middle East)
- Mark Cunningham (Senior Cost Consultant, Cyril Sweet International)

3rd Place

- Rabih Sfeila (Publishing & Commercial Printing Manager, Al Nisr Publishing LLC)
- Ronan McCarthy (Partner, Exiles Real Estate Services Abu Dhabi LLC)

Nearest the Pin (6th Hole)

- Jonathan Hayes (Senior Project Manager MEP, Tishman Construction Corporation)

Longest Drive (7th Hole)

- Simon Chambers (Associate Partner, Godwin Austen Johnson)

Straightest Drive (14th Hole)

- Jonathan Hayes (Senior Project Manager MEP, Tishman Construction Corporation)

Putting Challenge

- Ian Mackie (Managing Director, Ridge Solutions International Holdings)

Nearest the Pin (17th Hole)

- Robert Lee



Cityscape Awards – Real Estate, MENA

The Awards rewarded excellence in the real estate industry by recognising projects that have shown outstanding designs, performance, vision and achievement in the region. Industry professionals attended to celebrate and acknowledge those who have surpassed the already high standards of the industry.

To decide which projects were worthy of winning the Awards and seals of distinction, a judging panel consisting of high profile international judges carefully deliberated each and every entry.

The winners of the 2010 coveted Cityscape Awards for Real Estate in the Middle East & North Africa region were:

Best Mixed Use Built Development

Burj Khalifa & Downtown Dubai Development by Emaar Properties
Nominated by: Hyder Consulting

Best Mixed Use Future Development

Al Nasseem, Al Ain by Al Qudra Real Estate
Nominated by: Al Qudra Real Estate & X-Architects

Best Residential Built Development

Loft 1, Istanbul, Turkey by Akfen Holding
Nominated by: Tabanlıoğlu Architects

Best Residential Future Development

Baniyas/South Wathba Revitalisation, Abu Dhabi by Abu Dhabi Urban Planning Council

Best Commercial, Office, Retail Built Development

The Yas Hotel, Abu Dhabi, UAE by Aldar Properties PJSC

Best Commercial, Office, Retail Future Development

Yas Island Development, Ferrari World Abu Dhabi by Aldar Properties PJSC

Best Sustainable Development

King Abdullah International Gardens, Riyadh, Saudi Arabia by Dr. Ibrahim Aldjain
Nominated by: The Barton Willmore: Buro Happold joint venture – sponsored by the Municipality of Riyadh



Architecture – Best Urban Design & Master Planning

Framework Plan for the City to Complete the Historic Eastern Harbor, Alexandria, Egypt by Emaar Properties & Ministries of Culture Egypt

Nominated by: Skidmore, Owings & Merrill LLP (SOM)



Cityscape Abu Dhabi Cultural Evening

Cityscape guests and VIP's were treated to a fantastic evening of culture and Arabic entertainment at the Traders Hotel by Shangri-La Qaryat Al Beri.

Sponsored by **UT Technology**, guests were treated to a banquet of gourmet food from, belly dancing and lively Arabesque 'Dabke' dance numbers. The drums banged and the fruit cocktails flowed as guests networked through the evening.

Undoubtedly, another highlight of Cityscape Abu Dhabi, the evening proved to be another outstanding networking opportunity whilst guests uncovered all the flavors of the region and experience authentic Arabian hospitality.

Cityscape Abu Dhabi Cocktail Party

The Cityscape Abu Dhabi Cocktail Party, sponsored by **TEKA KÜCHENTECHNIK UAE LLC**, was a memorable evening of cocktails, music and relationship building.

Guests headed to the Plaza Bar & Spa Beachfront of the Shangri-La Qaryat Al Beri, Abu Dhabi to shake it up to the music and rhythms of Latin sounds and dances.

The evening was unquestionably another astounding success – bringing together people from inside the region and beyond, shaking it up while building relationships and enjoying the evening.



CONFERENCES

More speakers and more networking opportunities than ever before.

50 conference sessions, 162 speakers, 638 delegates, more than 25 countries represented.

Theme: 'Transparency, Investment Strategy and Project Delivery' which wound its way firmly throughout the conference programme.

Keynote speaker Ahmed Al-Shareef, **Undersecretary** of the Department of Municipal Affairs highlighted Abu Dhabi's unique position in the regional economy and the importance of the 2030 plan in developing a strategy for sustainable social and economic growth in the Emirate.

Other notable speakers contributing at the event included John Thomas of Mubadala, John Bullough of Aldar, Gurjit Singh of Sorouh, Don Lam of VinaCapital, Frank Eder of Newport Coast Capital Management, Philip Blumberg of Blumberg Capital Partners, Jurgen Herre of Hines, Joseph Bonner of Prudential Real Estate Advisors, Omar Al Kadi of Injaz Development Co., and Jonathan Herps of Abu Dhabi Capital.

Key conclusions from the discussions included the need for transparency in regulation in order to attract investment into the region, keen interest in the Obama administration's policies on regulation in the financial markets with general consensus that there is a need to allow private equity to flow back into the markets to stimulate recovery and that there is currently an accumulation of capital getting ready to flow back into the market with the hopes that an upward turn is nearer than many forecasts indicate.



"Arguably the best conference in Abu Dhabi on hotel and real estate; a showcase for all stakeholders in the industry!"

Elie Younes, Rezidor Hotel Group
– VP for Development

INVESTOR ROUND TABLES

Across the four days of Cityscape Abu Dhabi 2010 more than 80 senior level real estate investors and developers participated in the exclusive Investor Round Tables and discussed issues affecting today's real estate market in key regions or market sectors.

The following Investor Round Tables took place:

- Abu Dhabi Investor Round Table
- Saudi Arabia Investor Round Table
- Hotel & Tourism Investor Round Table
- Residential Markets Investor Round Table
- Distressed Investments Investor Round Table
- MENA vs. Global markets Investor Round Table

These sessions were attended by senior level representatives from companies including:

Accor Hospitality	Hines	SinoGulf
Alaman	Jones Lang LaSalle MENA	Starwood Hotels & Resorts
Aldar	Majlis Partners	Worldwide
Allied Investment Partners	Matrix Property Middle East	Tasees Capital
Citi Private Bank	Mubadala	Tasweek
Cushman & Wakefield	Noor Financial Investment	TDIC
Cyril Sweet Middle East	Company	Unifund Capital
DMA	Prudential Real Estate Investors	Union National Bank
Emirates Holdings Group	RS Capital	UPC
Emirates NBD	Samsara Capital	Windtower Partners



CEO NETWORKING LUNCH

The CEO Networking Lunch provided an exclusive networking opportunity for CEOs and from different fields within the real estate market. More than 50 CEOs and senior level representatives attended this informal gathering from companies including:

Abu Dhabi Capital	DMA	Palm Hills
Al Habtoor Trading Enterprises LLC	Doran Capital Partners	Developments
Alaman	Embassy of France	RMJM
Aldar	Equirus Capital	RS Capital
Ata Invest Dubai	First Abu Dhabi	SEBA Properties
Bayanat Airports Engineering & Supplies LLC	Independent Consultant	Simmons & Simmons
Bloom	Iskandar Investment Berhad	Sorouh
Capitala	Jones Lang LaSalle MENA	Summit Capital
Credit Suisse	Meedar	Tasweek
Cushman & Wakefield	Milestone Capital	VE Solutions Group
Cyril Sweett International Limited	Mubadala	VinaCapital Real Estate
Darat Jordan Holdings	Newport Coast Capital Management	Windtower Partners
		UPC

MARKETING & PROMOTION

Cityscape Abu Dhabi was more than just a four day event. Our marketing campaign began 12 months prior to the event and an extensive marketing plan was executed with precision. A wide variety of mediums were used to further promote and enhance the presence of Cityscape Abu Dhabi. This led to significant media coverage prior, during and after the event. The total marketing and PR campaign value for the year 2010 was valued at over **\$7,500,000**.

Television A key aspect of the overall Cityscape marketing strategy is a comprehensive pre-event advertising campaign on leading international and regional television channels, including CNN, BBC News and Al Arabiya, with a guaranteed reach of over 561 million households. Onsite, the event was covered by recognised international and local news channels ensuring strong event coverage during and after the show dates.

Radio Cityscape once again tied up with the country's most popular and widely heard talk and business radio stations, catering to both English as well as Arabic speaking audiences. These included Radio 2 106 FM and Emarat FM in Abu Dhabi as well as Dubai Eye 103.8 in Dubai. The radio campaign was instrumental in reaching out to the event's local target audience through 347 radio spots with 856,000 listeners in the form of advertisements, inter views, in addition to live broadcasts from the show.

Email Cityscape has built an opt-in database of over 350,000 investors and industry professionals spanning 160 countries. They are kept updated with event and industry information via e-bulletins, updates and reminders that are sent out on a regular basis.

901,689 emails were sent in various promotions including promotional emails sent out by our media partners to their subscribers, individually targeting segments of the target audiences with customised messages to suit the viewer's profile.

The email campaign was further supported by a viral marketing campaign, which not only allowed visitors to pre-register themselves as a visitor, but also invite colleagues to attend the event through automatically generated customised emails.

Print Advertising The Cityscape Abu Dhabi marketing strategy consisted of a print advertising campaign which extended itself across the leading international and regional trade publications, magazines and newspapers. A total of 60 advertisements appeared as part of the visitor promotion campaign, covering 41 of the most renowned titles with a cumulative circulation of 1,137,949. Some of the prominent titles that carried Cityscape Abu Dhabi 2010 advertisements included:

Newspapers:

- Gulf News · Alroya · Al Ittihad · The National
- Al Bayan

Exclusive:

Cityscape Abu Dhabi Newspaper Supplement taken out by Gulf News with a BPA audited circulation of 121,518 guaranteed readers.

Magazines:

- Al Benaar
- Al Iktissad · Amlak
- Amwal
- Architect Magazine
- Business Pioneer Magazine
- Business Islamic
- Capital Magazine
- CEO
- CIJ Journal
- Construction Week
- Ekaruna
- EMEA Finance
- Emporis
- Eurobuild
- Executive Magazine
- FIABCI Newsletter
- Global Mayors Forum
- Global Real Estate Institute
- Gulf Business
- Gulf Business Bahrain
- Gulf Business Qatar
- Gulf Property
- MONEYworks
- MONEYworks Al Arabiya
- Property Week
- Property Monthly
- OPP
- Osool
- Oxford Business Group
- RICS
- Russian Emirates
- Saudi Business Focus
- Saneou Al Hadath
- Trends
- The Middle East Magazine

Postal Mailings Cityscape invests heavily on ensuring that every record on our database is updated regularly, helping the marketing team to reach out to more than 350,000 unique records in a targeted and personalised fashion. Catering to the needs of right segment of audiences with the right message, Cityscape boasts one of the world's most advanced database management systems that supports the largest portion of Cityscape's strategic marketing campaign.

The mailing campaign for the 2010 edition of Cityscape Abu Dhabi 2010 comprised a variety of collateral:

- Postcard to internationals – Quantity: 8,900
- Visitor Tickets – Quantity: 35,042
- Letter with voucher to pre-registered visitors – Quantity: 2,500
- Postcard inviting non pre-registered – Quantity: 21,915
- Official VIP Invite – Quantity: 1,000
- Customised Postcards separately targeting major Investors, Architects and Developers/ Construction related companies internationally – Quantity: 2,513
- MoneyWORKS Conference post card insert – Quantity: 14,510

The Conferences marketing campaign reached out to more than 50,000 individuals via email, direct mail, print and online advertising and in addition invitations were sent to partnering associations, sponsors, exhibitors and speakers to further distribute to their clients and add more prominence to their participation at the show.



MARKETING & PROMOTION

Website The Cityscape website is one of the primary mediums through which the event is promoted all year round. The website keeps visitors up to date with details of the event and has an average website visitor count of 21,079 unique page views* per month, which includes 274,026 unique visitors* in total.

*source: Urchin

Online Advertising The Cityscape marketing team worked closely with leading business portals from around the globe to ensure the event reached their subscribers and visitors through web advertising and targeted email campaigns, contributing to 1,003, 351 page views the Cityscape Abu Dhabi website received in one year.

Outdoor advertising Cityscape Abu Dhabi marketed to the public 24 hours a day, seven days a week by the use of outdoor advertising to create brand awareness. The unipoles, mupis and lamp posts were strategically located on selected locations which had high volumes of traffic at all times.

Fax Based on the surveys conducted by Cityscape, many of the investors and senior real estate professionals in the emerging world like to receive information via fax to be able to quickly access and response to the information sent. For this reason we ensure that our information is also sent via a series of timely fax broadcasts.

A proven, yet popular means of quickly communicating the message directly to the right set of audience, the Cityscape Abu Dhabi 2010 message reached 20,555 unique contacts through the fax campaign in two stages, contributing significantly towards increasing awareness, and resultantly gaining additional visitor pre-registrations.



SMS Cityscape sends out regular updates to its opt-in database of mobile phone users via SMS broadcasts. With research showing 94% of all text messages sent are read, the campaigns proved to be an effective tool for keeping visitors up to date with the progress of the event. 54,717 messages were sent out reminding targeted audiences about their participation at Cityscape Abu Dhabi 2010.

Telemarketing Cityscape has a dedicated team of industry specific, knowledge rich telemarketers that personally invite key delegates and industry professionals to ensure their attendance. More than 15,000 top job titles, investors and decision makers were contacted via telephone prior to the event.

Social Media Social media sites have become extremely popular in today's digital age. Capitalising on this new, cost-free era, Cityscape Abu Dhabi has created a number of groups on sites such as LinkedIn and Twitter to facilitate discussion between senior-level real estate professionals and create brand awareness.



PRESS MEDIA RELATIONS

Cityscape employs one of the most recognised PR agencies in the Middle East. Together with the help of their global network of affiliate offices they manage the event's international and regional press activities.

The total value of media coverage received by the event in 2010 was \$5,907,689, with 1,720 clippings, which included:

Interviews and features before and during the event in:

Alroya Aleqtissadiya
Abu Dhabi Radio
Abu Dhabi TV
AMEinfo
BBC News
Cityscape TV
Dubai Eye
Freehold Monthly
Khaleej Times
The National

"Media Coverage of \$5,907,689"

Onsite presence of over 350 journalists and reporters to cover the event, representing leading names in print online and electronic media, including:

7 Days
Abu Dhabi TV
Akhbar Al-Arab
Al Anba
Al Arab Online
Al Arabiya TV
Alaswaq.net
Albawaba
Al Bayan
Al Eqtisadiyah
Al Fajr
Al Ittihad
Al Khaleej
Al Mustaqbal
Al Riyadh
Alrroya Aleqtisadiya Newspaper
Al Qabas
Al Ra'i
Al Rams
Al-Rayah
Al Yaum
Al Wahda
Awan
Al Wasat
Al Watan Daily
AME Info
Arabianbusiness
Arab Times
Arab News
Arej
BBC World News
Bernama
Bonah
breitbart.com
Building Press
Business-Intelligence Middle East
Business Maktoob
CNN

Construction Week
Dubai City Info
Dubai Chronicle
Emarat El Youm
Eye of Dubai
Emirates Construction Magazine
Emirates Financial News
Emirates Business 24/7
Europe Real Estate
Federation of Arab News Agencies
Finance News Online
General Secretariat of Abu Dhabi Executive Council
Gulfbase
Gulf News
Gulf Property
Gulf Times
Gulf Today
iStockAnalyst.com
Jordan Times
Khaleej Times
Kuwait Times
MENAFN.COM
Money works
Middle East Events
Muslims.net
mubasher.info
New Kerala
Property Week Online
Qatar News Agency
The Peninsula
Saudi Gazette
Sheikh Mohammed Bin Zayed Website
Taipei Times
The Edge Property
The National
Trade Arabia
UAE Economic Forum
UAE Interact
Wam.com
World News Network
Yahoo! News
Zawya.com



MEDIA PARTNERS

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Luxury Collection



Regional Media Partners



The Middle East's premier magazine for real estate and construction



The environmental magazine for Arab states



FUTURE DATES & VENUE

17 – 20 April 2011
 Abu Dhabi National Exhibition Centre
 UAE

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ORGANISER



Research Compiled by

All figures have been independently compiled by Info Salons. Info Salons is the leading provider of event technology solutions for the exhibition & events industry supplying solutions for all event database management, registration and marketing requirements, over 20 years of experience working with the most recognisable event organizers in the industry.

Cityscape Events:



Cityscape Products Include:

