

المعرض الدولي للعقارات والا استثمار

15<sup>th</sup>  
edition

IREIS

International Real Estate & Investment Show



Invest Smart, Invest Now

Capitalize on today's property market trends.

[www.realestateshow.ae](http://www.realestateshow.ae)



Organized by:

دوم للمعارض  
**DOME**  
EXHIBITIONS

# The Ultimate Real Estate Investment Platform in the UAE

The International Real Estate & Investment Show (IREIS 2026) is the premier Real estate exhibition in the UAE, bringing together all Emirates under one roof along with international property development from US, Europe, Asia Pacific. Scheduled for DATE at ADNEC, Abu Dhabi, the Expo connects developers, investors, agents and industry leaders to explore high-value opportunities across luxury, commercial, and mixed-use real estate.

This edition will give investors access to premium residential properties, iconic commercial development, and sustainable urban projects. All Emirates will showcase exclusive off-plan launches, investment-ready opportunities, and special incentives, attracting both regional and international investors.

Attendees can enjoy real-time consultations, networking sessions, and market insights, while developers benefit from a curated audience of High-Net-Worth Individuals (HNWIs) and institutional investors seeking long-term, profitable partnerships.

DATE	EXHIBITING AREA	VENUE	EXPECTED VISITORS
<b>DATE</b>	<b>3,500</b>	<b>LOCATION</b>	<b>3,000</b>
10 AM - 7 PM	SQM	ABU DHABI, UAE	2026





# About IREIS

Launched in 2006 in Abu Dhabi, IREIS was created to provide a dedicated platform connecting real estate developers, investors, and end-users globally. From its inception, IREIS has bridged the gap between local property markets and international capital, enabling direct engagement, investment opportunities, and knowledge sharing.

Over the years, the show has expanded from a few local developers to over 80 plus international and regional participants, covering luxury residential, commercial, and mixed-use developments. Today, IREIS attracts thousands of attendees, including HNWIs, institutional investors, real estate advisors, and government representatives, making it one of the UAE's most significant property shows.

Abu Dhabi offers a secure, prosperous, and stable environment for real estate investment. With world-class infrastructure, transparent governance, and a tax-free investment climate, Abu Dhabi has become a hub for capital growth and wealth preservation. Major investors - including HNWIs, family offices, and sovereign wealth entities - focus on long-term, high-value assets offering stable income and sustainable growth.



# Highlights of IREIS 2025

The 14th edition of IREIS, held 12–14 September 2025 at ADNEC, marked record-breaking success:

- 3,000+ investors participated
- 40 developers showcased projects
- AED 2.78 trillion (US\$ 758.79 billion) in active projects

Media coverage included:

- Gulf News: Abu Dhabi's resilient economy and Vision 2030 impact
- Khaleej Times: Developer participation and project pipeline
- Arabian Business: Housing demand surge and apartment price growth
- Zawya: 39% Year-Over-Year increase in real estate transactions
- Etihad: Investor-friendly policies, Golden Visa program, and safety rankings

Official data revealed a 39% Year-over-Year rise in transaction value in H1 2025, driven by local and international buyers. The exhibition emphasized sustainable urban development, smart-city initiatives, and investor incentives, boosting global interest.





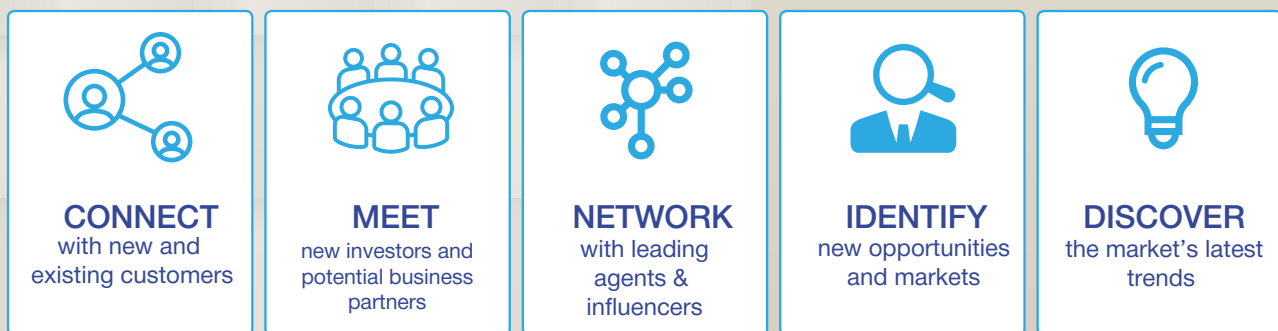
# Exclusive Campaign IREIS 2026

IREIS's campaign connects you with serious buyers, investors, and elite real estate professionals from the Middle East and beyond. Leveraging 25+ years of experience, our bilingual strategy (English & Arabic) engages a high-value audience to maximize visibility and ROI.

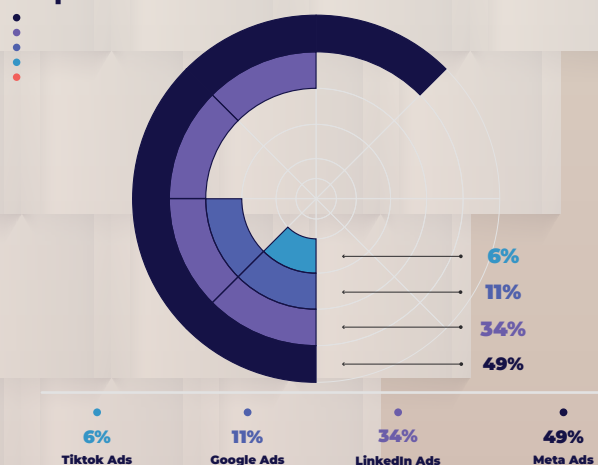
The multi-channel promotional strategy includes:

- High-profile print ads and media coverage
- Targeted digital campaigns via social media, email, and SMS
- Cross-promotion at industry events
- TV, outdoor advertising, and direct VIP invitations

This 360° approach ensures strong brand exposure and measurable results.



## Social Media Impressions



# Why Abu Dhabi ?

## The Capital of UAE

Abu Dhabi has established itself as the investment powerhouse of the UAE, home to some of the region's most influential and active real estate investors. The emirate's High-Net-Worth Individuals (HNWIs), family offices, and sovereign wealth entities play a major role in shaping the regional and global real estate landscape. These investors focus on long-term, high-value assets that deliver both stable income and sustainable growth.

Driven by Abu Dhabi's Vision 2030, local investors have expanded their portfolios beyond the UAE, targeting prime properties in London, New York, Paris, and Asia while continuing to support luxury, mixed-use, and sustainable developments within the emirate. Their investment approach is guided by financial stability, strategic diversification, and commitment to innovation, making them trusted partners for developers worldwide.

Abu Dhabi investors are particularly drawn to opportunities offering strong yields, transparency, and long-term appreciation, both locally and internationally. With tax-free advantages, secure regulations, and a government encouraging global partnerships, real estate investors from Abu Dhabi represent not only financial strength but also vision and reliability - driving the UAE's position as a global investment leader.





# Why Exhibit at IREIS 2026

IREIS is a must-attend platform for the global real estate and investment community. It brings together all links of the value chain—from development and financing to marketing and property management—offering a one-stop destination for networking, collaboration, and business growth.

Exhibitors benefit from:

- Access to local emirati investors and high networth Expatriate communities from 30+ countries
- Engagement with local and international agents, media, and HNWIs
- Comprehensive support, including stand design, logistics, and post-event exposure
- Spot Registration and high sale volume

## Visitor Profile

IREIS attracts a diverse, high-profile audience, including:

- VIPs and HNWIs
- Expatriates seeking buy-to-live and buy-to-let properties
- Investors and investment groups
- Government officials, real estate consultants, brokers, and agents
- Commercial real estate investors, architects, designers, and planning firms
- Press and media representatives

## Exhibitor Profile

IREIS provides a global platform for local and international companies to showcase projects, products, and services to a high-calibre audience. Participants include:

- UAE project developers, builders, and property owners
- International property development from US, Europe and Asia Pacific
- Construction companies and contractors
- Banks, leasing companies, and financial institutions
- Real estate funds, REITs, and investment houses
- Research, valuation experts, property auctioneers, and rental agencies

# Exhibiting Opportunities

## Shell Scheme Stand

US\$ 450/Sq.m (min. 9 sq.m)

*Includes: 1 table, 2 chairs, 1 counter, 3 spotlights, 13 Amp socket, carpeting, Octanorm panels, fascia with company name*



## Space Only Stand

US\$ 400/Sq.m (min. 24 sq.m)

*Empty floor space for custom-designed stands reflecting brand identity. Utilities like electricity or internet are ordered separately*



**Shell Scheme Stands** are ideal for first-time exhibitors or small businesses seeking a cost-effective, ready-made booth. Provided by the organizer, these stands come with an aluminium frame, wall panels (approx. 2.4m high), fascia board with your company name, carpet, basic lighting, and a power socket. This turnkey setup is quick to customize with graphics or branding, and exhibitors can add optional upgrades like graphic panels, screens, or extra furniture.

**Space Only Stand** for experienced exhibitors or larger brands seeking maximum design flexibility. Only the floor area is provided - no structures - allowing you to build a fully bespoke stand aligned with your branding and marketing objectives. Exhibitors must arrange their own contractors, utilities, and obtain approvals for their designs, making this best for those comfortable managing custom construction.

To Book a Space  
Contact: Arun Bose  
Mobile: +971 52 570 2847  
Email: [arun.bose@domeexhibitions.com](mailto:arun.bose@domeexhibitions.com)

For Stand Design & Contracting Assistance:  
Contact: Rejo Abraham  
Mobile: +971 50 328 8596  
Email: [rejo@domeexhibitions.com](mailto:rejo@domeexhibitions.com)



# Sponsorship Packages

We offer a range of sponsorship packages designed to meet your marketing objectives and budget. Each package provides unique benefits, including but not limited to:

## Platinum Package

Premium Presence

Platinum sponsors enjoy extensive brand expo sure, including a large exhibition space, prominent logo placement on all marketing materials, multiple speaking slots, VIP networking opportunities, and exclusive branding rights at the venue.

## Gold Package

Enhanced Exposure

Gold sponsorship provides significant brand visibility with a generous booth space, logo placement on event collateral, speaking opportunities, targeted networking sessions, and branding rights for selected event zones or activities.

## Silver Package

Shining Spotlight

Silver sponsors receive a well-positioned exhibition space, logo visibility on event materials.







# IREIS- CONFERENCE 2026

- **Panel 1**  
Abu Dhabi: The Powerhouse of Real Estate Investors in the GCC
- **Panel 2**  
Banking on Growth: The Role of UAE Financial Institutions in Real Estate Expansion
- **Panel 3**  
Sustainable Infrastructure: Building the UAE's Green Future
- **Panel 4**  
Fractional Ownership and PropTech: The Rise of Digital Real Estate Investment
- **Panel 5**  
Attracting Global Capital: UAE's Evolving FDI Landscape
- **PANEL 6**  
Beyond Oil: Real Estate as the Cornerstone of the UAE's Economic Future
- **Panel 7**  
Europe Calling: Exploring Real Estate, Energy & Tech Investment Corridors from the UAE
- **Panel 8**  
The New Era of Sales: Empowering the Next Generation of Real Estate Brokers in the UAE









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