

## DATE & SCHEDULES

Exhibition Date - 20~23 September 2007  
Exhibition Hour - 11:00 am~6:00 pm  
Venue - Direction Exhibition & Convention Center (DECC)  
4<sup>th</sup> Floor, United World Trade Center,  
Tripureswor, Kathmandu

## EVENT PROFILE:

**Home & Décor Expo 2007** is a must see mega event for all furniture and furnishing retailers, interior designers, interior decorators, architects and consultants. The Expo features more than fifty interior and exterior related products and services. It is an exclusively conceived place to meet interior and exterior needs of every homeowner. Unique in every aspect, the Expo offers an extremely cost-effective medium to promote and advertise an array of interior and design accessories. We firmly believe that the Expo will act as a viable tool for exhibitors to give their brands optimum exposure in a highly efficient manner.

## EXHIBITOR'S PROFILE:

- **Exterior**
  - Paints & Colors
  - Construction materials
  - Real estate
  - Housings and Apartments
  - Gardening / furniture
- **Interior**
  - Furniture - wood, glass, metal
  - Furnishing –
  - Flooring - carpet, parquet, tiles, marble, traditional tiles,
- Home appliances
- Electronic appliances/ gadget
- Decorative items
- Lights
- Paints & Colors
- **Services**
  - Construction companies
  - Architectures
  - Interior Designers
  - Counselors – Vastu / interior consultants

## VISITOR'S PROFILE:

- **Practicing Professionals:**
  - Architects
  - Interior Designers / Decorators
- **Institutional Buyers:**
  - Hotels
  - Hospitals
  - Restaurants
  - Shopping Centers
- Property Developers
- **Trade Channels**
  - Wholesalers
  - Distributors
  - Manufacturer
  - Importers / Exporters
  - Agents
  - Consumers

## MEDIA COVERAGE:

One of the basic tenets of the program is Media Coverage too. We are quite conscious about the significance of robust media coverage to march ahead in today's information-driven world. As the event is going to be organized in a grand manner, it is sure to attract substantial public attention.

Official media outlets will include a **daily newspaper**, a **related magazine** and a **popular FM station**. Additional media activities will consist of our own **web site**, **TV programs (Nepal Television)** and **interviews on various FM stations** apart from strategic placement of five **hoarding boards** at important localities of the Valley. No stone will be left unturned to ensure nationwide media coverage so that your image will be carved indelibly in consumers' psyche.

## ABOUT VENUE:

Direction Nepal has commenced holding exhibitions, seminars, workshops and other activities at its sophisticated as well as customized Exhibition Hall at the newly constructed United World Trade Centre located at Tripureswor, Kathmandu. We have set a target to convene two events every month, with each event lasting three days.

The hall offers an exhibition space of 12,000 square feet and guarantees provision of facilities and services that truly meet international standards. From reliable telephone and internet connections, convenient capsule lifts and escalators, to ample parking space for 250 cars and 300 motorcycles - we have it all.