



**YOUR GATEWAY TO THE
MIDDLE EAST HUNTING MARKET**

MIDDLE EAST HUNTING EXPO 2027

**22-26 APRIL 2027
DUBAI EXHIBITION CENTRE
EXPO CITY DUBAI, UAE**



www.mehuntingexpo.com



WELCOME TO THE MIDDLE EAST HUNTING EXPO

The Middle East Hunting Expo (MEHEX) is the region's premier exhibition for hunting enthusiasts, professionals, and businesses. We are thrilled to bring together a wide range of exhibitors and visitors from across the world to showcase the latest hunting equipment, accessories, and apparel, and to provide a platform for discussions and networking opportunities.

The exhibition offers a unique opportunity for hunting and shooting sports community to interact with manufacturers, suppliers, and experts in the hunting industry, learn about the latest trends, and discover new products that are essential for a successful hunt. Our exhibitors represent a diverse range of companies, from small startups to large corporations, all focused on delivering the best products and services for the hunting community.



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THE ORGANISERS

ABOUT THE DOMUS GROUP



Domus Group is a leading international events specialist with over 30 years of experience in exhibitions and conferences.

Headquartered in Dubai, with a branch office in Shenzhen, China, the company delivers high-impact events that drive collaboration and business growth across industries. Our mission is to deliver consistently high-quality events through expertise, strict operational standards, and close attention to detail.

Domus Group is led by Mr. Abdulla A. Abulhoul, whose 40+ years of exhibition management experience and industry insight continue to shape the company's success.



ABOUT THE VENUE



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DUBAI EXHIBITION CENTRE, EXPO CITY

The Dubai Exhibition Centre is the ultimate venue for the Middle East Hunting Expo 2027, combining state-of-the-art facilities with cutting-edge technology to deliver a flawless event experience.

Situated inside Expo City Dubai, just steps from the iconic Expo 2020 site, the centre offers a prime location with seamless access to nearby hotels, major transport links, and all the facilities and services exhibitors and visitors need for a smooth and hassle-free experience.

With advanced security and specialist infrastructure, the venue is perfectly equipped for showcasing hunting weapons and outdoor equipment, providing a safe, professional, and unforgettable experience for all attendees.

DUBAI EXHIBITION CENTRE

DEC

مركز دبي للمعارض

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WHO SHOULD EXHIBIT



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Firearms Manufacturers



Ammunition Manufacturers



Optics & Scopes Manufacturers



Hunting Equipment Manufacturers



Hunting Knife Manufacturers



Outdoor Gear Suppliers



Wildlife Conservation Organisations



Archery Equipment Providers



Tactical Gear Suppliers



Safety and Survival Gear Suppliers



Hunting Apparel Manufacturers



Hunting Footwear Suppliers



Civilian & Official Security Equipment



Hunting Related Travel Services

WEAPON SECTORS



CIVILIAN WEAPONS



TACTICAL WEAPONS

The Middle East Hunting Expo (MEHEX) caters to both civilian and tactical defense weapons—50% civilian and 50% tactical. This balanced focus ensures that you reach your ideal audience and connect with the right buyers, maximizing your brand exposure and business opportunities.

WEAPON CATEGORIES



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FIREARMS

- Handguns
- Rifles
- Shotguns
- Submachine Guns
- Assault Rifles
- Machine Guns
- Sniper Rifles

HUNTING WEAPONS

- Hunting Rifles
- Crossbows
- Compound Bows
- Air Rifles
- Knives
- Machete
- Ammunition

CIVILIAN WEAPONS

- Antique Firearms
- Semi-automatic Pistols
- Revolvers
- Compact Pistols
- Shooting Sport Guns
- Target Shooting Rifles
- Tasers

TACTICAL WEAPONS

- Combat Knives
- Tactical Shotguns
- Tactical Pistols
- Tactical Rifles

AIRGUNS

- Spring-powered Airguns
- PCP Airguns
- CO2 Airguns
- Pump-action Airguns

ACCESSORIES

- Scopes & Optics
- Holsters
- Gun Parts & Upgrades
- Range Equipment

WHY YOU SHOULD EXHIBIT AT MEHEX 2027



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WHY YOU SHOULD EXHIBIT



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EXPAND YOUR MARKET IN THE MIDDLE EAST

The Middle East has long been a key market for the hunting and weapons industry, driven by cultural traditions, government investments in security, and growing interest in outdoor sports. The region boasts a high demand for firearms, hunting equipment, and tactical gear, making it an ideal market for international manufacturers and suppliers.

WHY YOU SHOULD EXHIBIT



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DUBAI AS THE GLOBAL COMMERCIAL HUB

Dubai is globally recognized as a commercial hub, offering unparalleled access to international buyers, investors, and decision-makers. With its world-class infrastructure, strategic location, and business-friendly policies, this location provides you an instant exposure to high-value markets across the Middle East, Africa, and Asia.

WHY YOU SHOULD EXHIBIT



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CONNECT WITH B2B, B2G & B2C ATTENDEES

Our exhibitors have the unique opportunity to connect with a diverse range of B2B, B2G, and B2C attendees. Connect directly with traders, wholesalers, distributors, and government agencies, enabling you to engage with key decision-makers or sell directly to high-net-worth individuals, hunting enthusiasts, and serious buyers.

WHY YOU SHOULD EXHIBIT



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SHOWCASE YOUR UNIQUE INNOVATIONS

The Middle East Hunting Expo (MEHEX) is the premier platform to showcase your product innovations. We offer an exclusive private royal gallery, providing you with the unique opportunity to present and sell your products directly to Royal Families and VVIPs, ensuring maximum exposure to high-net-worth individuals.

EXCLUSIVE ADVANTAGES OF JOINING MEHEx 2027



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EXCLUSIVE ADVANTAGES



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GOVERNMENT-SUPPORTED EVENT

The Middle East Hunting Expo (MEHEX) is supported by major UAE government entities such as The Dubai Police, The Ministry of Defense, and The Ministry of Interior. The event was also honoured by the visit of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai, both in its 2024 and 2025 editions.

EXCLUSIVE ADVANTAGES



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WEAPON LICENSING PLATFORM

We have a dedicated weapon licensing platform at the Middle East Hunting Expo, allowing buyers to apply for licenses directly on-site. The platform is designed to make the process quick, seamless, and stress-free, so visitors can focus on exploring the exhibition and securing their purchases with ease.

EXCLUSIVE ADVANTAGES



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LOGISTICAL SUPPORT

With the support of our official logistics partners, we guarantee seamless transportation and handling of your products. We also assist exhibitors in obtaining the necessary approvals and permits for importing weapons to the exhibition, ensuring a smooth and hassle-free experience.

EXCLUSIVE ADVANTAGES



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MARKETING OPPORTUNITIES

We provide a range of powerful marketing opportunities to ensure your brand stands out. Through media coverage, public relations, social media, email newsletters, and integrated marketing campaigns, we position your brand in front of key attendees, decision-makers, and industry leaders in the Middle East.



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EVENT HIGHLIGHTS

MEHEX 2024 & 2025



EVENT HIGHLIGHTS

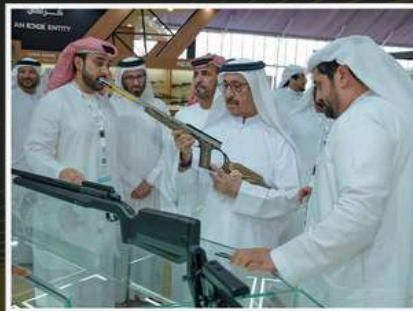


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MIDDLE EAST HUNTING EXPO 2024

The Middle East Hunting Expo 2024 was honoured by the visit of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai.

The four-day exhibition welcomed over 10,000 attendees, including the royal family members, government officials, VIP private buyers, dealers and distributors of hunting products, as well as representatives from the police, military, and other government sectors.



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EVENT HIGHLIGHTS



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MIDDLE EAST HUNTING EXPO 2025

The Middle East Hunting Expo 2025 again received the esteemed presence of His Highness Sheikh Mohammed bin Rashid Al Maktoum, with other members of the royal family also attending the event. The exhibition drew over 12,000 visitors, featuring government dignitaries, VIP buyers, dealers and distributors of hunting equipment, along with representatives from the military, police, and key public institutions, further cementing the expo's status as the region's premier hunting event.





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MIDDLE EAST HUNTING EXPO 2024 & 2025 SPONSORS



CORE VISITOR SEGMENT



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Royal Families &
Private Buyers



Hunting Enthusiasts &
Outdoor Adventure Seekers



Dealers & Distributors of
Hunting & Outdoor Products



Police, Military &
Government Officials



Public Interested in Hunting
& Outdoor Equipment



Industry Professionals &
Corporate Agents



Journalist and Media
Representatives



Institutional
Investors & Banks



Weaponries and
Taxidermy Collectors

WHY PEOPLE VISIT



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Meet Hunting Enthusiasts

Meet and connect with like-minded individuals who share the same passion for hunting and outdoor activities



Shop Hunting Equipment

Purchase the latest hunting and outdoor equipment and gain insights about product developments and innovation

WHY PEOPLE VISIT



Connect with Suppliers and Manufacturers

Interact directly with hunting manufacturers and suppliers to ask questions and get expert advice



Enhance Hunting Skills

Enhance hunting skills and knowledge through hands-on experiences and practical demonstrations



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EXHIBITION RATE & SPONSORSHIPS

MEHEX 2027



EXHIBITION STAND OPTIONS



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SPACE ONLY

Only bare space provided.
Minimum booth space of 18 sqm.

Price per SQM: US \$350 (+5% VAT)



SHELL SCHEME BOOTH

Normal stand includes carpet, chairs, table, counter, waste bin, spotlight and power socket.
Minimum booth space of 9 sqm.

Price per SQM: US \$400 (+5% VAT)

READY BOOTH

Lightbox stand with printed background includes carpet, chairs, table, counter, waste bin, spotlight and power socket.
Minimum booth space of 9 sqm.

Price per SQM: US \$480 (+5% VAT)



LIGHTBOX STAND SAMPLE



LIGHTBOX STAND SAMPLE



LIGHTBOX STAND SAMPLE



SPONSORSHIP PACKAGES



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The Middle East Hunting Expo offers various sponsorship opportunities to promote your brand in front of the entire MENA hunting and shooting community.

For more details about the sponsorship packages, please send email to ayman@domusgroup.ae



Diamond Sponsor



Platinum Sponsor



Gold Sponsor



Silver Sponsor

ADDITIONAL BRANDING & SPONSORSHIP OPPORTUNITIES



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A. EVENT LANYARD SPONSOR (EXCLUSIVE)

Your company logo prominently displayed on lanyards distributed to all attendees at the exhibition entrance

B. EVENT CARRY BAG SPONSOR (EXCLUSIVE)

Your company logo prominently displayed on official event bags; size and position agreed upon with organizers

C. SPORT SPONSOR/SHOOTING CLUB

- 20 Delegate Passes for Club members
- Sponsor logo listed on the event website with a link to the Institute website
- Logo inclusion on all industry-specific marketing and promotion campaigns
- Acknowledgement verbally during the Exhibition
- Listing on Event Show Guide flagged off as Sport Sponsor
- One Half Page sponsored article on the Event Show Guide

D. GIFT SPONSOR (EXCLUSIVE)

Branding opportunity to include a branded gift inside the event bags



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GET IN TOUCH WITH US!

For more information, bookings,
sponsorship, or any inquiries:

Email: info@domusgroup.ae

Phone: +971 4 241 7177

Website: www.mehuntingexpo.com



SCAN TO BOOK
YOUR SPACE

