



Sheikh Saeed Halls 1-3 and
Trade Centre Arena,
Dubai World Trade Centre, UAE

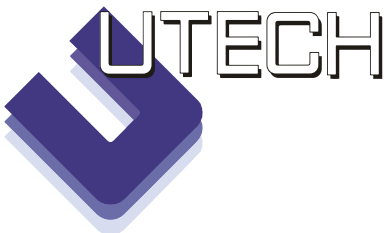
www.mefpu.com



15-17
September 2025

UTECH MIDDLE EAST FOAM AND POLYURETHANE EXPO BROCHURE 2025

4th EDITION
MIDDLE EAST FOAM & POLYURETHANE
EXPO & ADHESIVES SEALANTS AND
BONDING EXPO MIDDLE EAST



ORGANISED BY



CO-LOCATED WITH



WHERE FOAM AND POLYURETHANE REDEFINE TOMORROW!

The UTECH Middle East Foam & Polyurethane (MEFPU) Expo 2025 is the largest platform for leading brands as well as emerging players from technical foam and polyurethane sectors from the MEA region to meet suppliers of raw materials, components, machinery, and other technologies.

Since our inception, the aim - that we have successfully reached in the last 3 editions - has been to bridge the gap between exhibitors and visitors, including manufacturers, suppliers, and buyers of technical foam and polyurethane materials, products, technologies & services under one roof.

The Middle East Foam & Polyurethane Conference that runs alongside the show provides a platform for focused discussions with international subject matter experts from the industry sharing information and insights on the current market. This platform will also offer the international community including the exhibitors, visitors, and conference attendees great networking opportunities.

With an overwhelming response to the 2024 edition, Crain Communications and Media Fusion are thrilled to announce the return of UTECH MEFPU Expo in 2025, set to take place from **September 15-17, 2025 at the Dubai, UAE**. The upcoming 4th edition promises bigger innovations, more cutting-edge technologies, a 3-day conference and an unparalleled opportunity for attendees and exhibitors to explore new markets, grow their businesses, and experience the next level of the PU Foam industry.



EXHIBITOR PROFILE

Manufacturer, Traders,
& Distributors of:

- Polyurethane Spray Foam
- Rigid & Flexible Polyurethane Foam Systems
- Specialists Foam Packaging
- Spray Foam Insulation
- Casting & Molding Technology
- PU Footwear Technology
- Automation & Control
- Types of Machinery & Equipment
- Manufacturers of Adhesives and Sealants
- Tape Manufacturers
- Machinery, Equipment & Treatment Solutions for Adhesives and Sealants
- Raw Material Suppliers/Manufacturers for Adhesives and Sealants

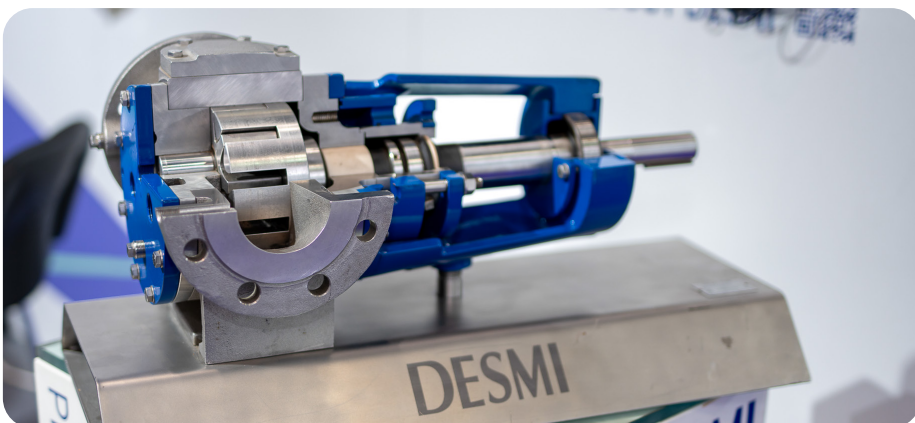
VISITOR PROFILE

Sandwich Panel Manufacturers

- Insulation Companies
- Thermal Insulation Manufacturing Companies
- Refrigeration Companies
- HVAC Companies
- Construction Component Manufacturing Companies
- Water Proofing Material Companies
- PU Coating Companies
- PU Applicator Companies
- Cold Storage Companies
- Water Tank Insulation
- Ice Box Manufacturers
- Rigid Foam Manufacturers
- Mattress Producers
- Flexible Foam Producers
- Footwear Component Manufacturers
- Rubber Manufacturers
- Automotive Components Manufacturers
- Construction Material Manufacturers
- Bedding & Furniture Manufacturers
- Woodwork & Joinery
- Surface Treatment & Coatings



4 KEY REASONS TO EXHIBIT AT UTECH MEFPU EXPO 2025



Business Growth: Build new partnerships and explore new markets by connecting directly with your buyers.

Meet the Right Customer: Meet with key visitors who can give you the right business.

Networking Opportunities: Meet peers, competitors and visitors from the Middle East, Africa and other nearby regions from your industry in one place.

Insightful Conference: Participate in and attend the insightful sessions at the 3-day conference, where industry stalwarts will take centre stage.

BOOTH RATES



*Depiction of a shell scheme stand

Stand bookings for MEFPU Expo 2025 are now open! Don't miss the chance to be part of the region's most influential technical Foam and Polyurethane event.

BOOK YOUR BOOTH TODAY!

IZZAH KHAN

izzah@mediafusionme.com

+971 52 1942326

Visit: www.mefpu.com

RAW SPACE

Only raw space will be provided. Octanorm panels, carpet, power, fixtures and furniture are not included.

RATE: \$431/m2 + \$150 Online Media Fee + 5% VAT

*SHELL SCHEME

A 9 sq. m. (3x3) booth includes:

- Aluminium Sodem profile structure with white forex infill panels.
- Company name and stand number printed in vinyl cut-out lettering
- Exhibition-grade carpet
- 3 Spotlights
- 1 x 3-pin UK standard electrical socket
- 500 Watts power supply
- 1 x Arc table, black
- 3 x Iso chairs, black
- 1 x Lockable counter, white
- 1 x Literature rack
- 1 x Waste bin

RATE: \$512/m2 + \$150 Online Media Fee + 5% VAT

SPONSORSHIP PACKAGES

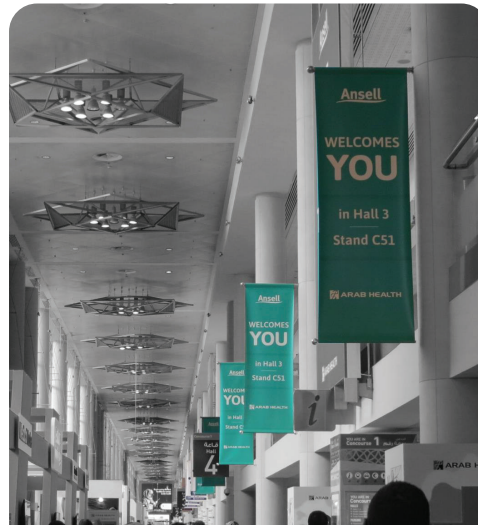
Maximize your brand visibility and make a lasting impact at MEFPU Expo 2025. Various sponsorship packages are available to ensure your brand gets the attention it deserves. Connect with us to explore these opportunities and tailor a package that suits your business needs

SPONSORSHIP TYPE	COST	Logo on show website from the time of signing till the show ends	Sponsorship announcement on social media platforms	Logo on regular emailers released during the marketing campaign from the time of signing till the show ends	Logo on the pre-registration "Thank You" message with a link to the sponsor's website	Full page colour advertisement in the digital show catalogue	Company's logo on the Conference Backdrop	Opportunity to speak at the conference with a dedicated slot	Company MD/CEO to be part of the inuaguration as a VIP	Logo on indoor signages at the venue	Exclusive visitor bag branding	Exclusive Visitor Badge Branding	Exclusive VIP Lounge Branding	Exclusive Lanyard Branding	Exclusive Registration Desk Branding	Three-sided Tower Box (1)	Flag - Exhibitor Plaza (1)
PLATINUM SPONSOR	USD 17,100	✓	✓	✓	✓	✓	✓	✓	✓	✓						✓	✓
GOLD SPONSOR	USD 12,500	✓	✓	✓	✓	✓	✓	✓		✓						✓	✓
SILVER SPONSOR	USD 9,625	✓	✓	✓	✓	✓				✓						✓	✓
CONFERENCE SPONSOR	USD 9,200	✓	✓	✓			✓	✓									
BAG SPONSOR	USD 6,900	✓	✓	✓							✓						
REGISTRATION DESK	USD 5,000	✓	✓	✓											✓		
LANYARD SPONSOR	USD 10,000	✓	✓	✓										✓			
BADGE SPONSOR	USD 10,000	✓	✓	✓								✓					
VIP LOUNGE SPONSOR	USD 8,050	✓	✓	✓									✓				

VENUE BRANDING



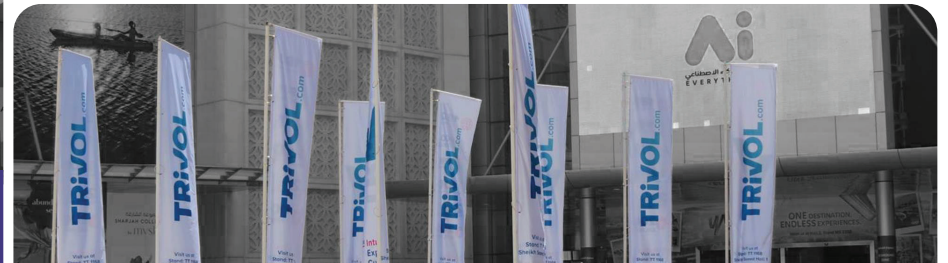
THREE-SIDED TOWER BOX
USD 1,700



DOUBLE-SIDED
HANGING BANNERS
USD 1,500



SQUARE INDOOR LED 1 & 2: USD 4,200



FLAGS - EXHIBITOR PLAZA: USD 1,300



CUBE
USD 2,500



OUTDOOR TOWER BOX
USD 2,800



METRO GLASS BRANDING
USD 16,500

FOR EXHIBITION & SPONSORSHIP OPPORTUNITIES

MIDDLE EAST, AFRICA & INDIA

Izzah Khan
izzah@mediafusionme.com
+971 52 194 2326

INTERNATIONAL SALES & SOUTH KOREA

Matthew Barber
mabarber@crain.com
+44 77 39 302081

NORTHERN EUROPE

Arthur Schavemaker
Arthur@Kenter.nl
+31 547 275 005

NORTH AMERICA & CANADA

Keith Smith
keith.smith@crain.com
+1 979 215 7167

SOUTHERN EUROPE

Roberto Gallino
roberto.gallino@mediapointsrl.it
+39 010 5704948

CHINA

Winnie Song
songwei@wkexpo.com
+86 10 885 75061

SOUTH EAST ASIA & KOREA

Ms Jan Tan
events@epc.com.sg
+65 97357683 / +65 63776588

ORGANISED BY

www.mefpu.com



MEDIA FUSION
PUBLICATIONS • TRADE SHOWS • EVENTS

Urethanes
TECHNOLOGY
INTERNATIONAL