



watch locator

The Only Pre-Owned Luxury Watches

Exhibition in the Middle East

May 30-June 1, 2025 | Arjaan by Rotana, Dubai

*“Partner with the region’s
premier luxury event”*

Overview

After the success of our first pre-owned luxury watch exhibition, **we're back with a bigger, bolder, and more ambitious second edition.**

Watch Locator is dedicated to showcasing pre-owned luxury watches, catering to an affluent and discerning audience of collectors, enthusiasts, and connoisseurs.

This unique event is designed to create a high-end, sophisticated environment where exhibitors can engage directly with a targeted demographic seeking unique, high-quality timepieces.



What Happened

Target Audience

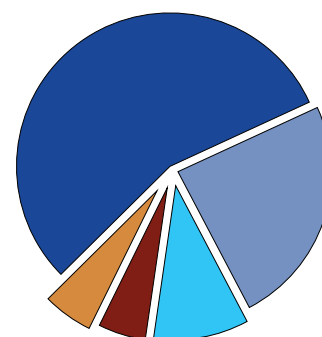
The inaugural edition of our pre-owned luxury watches exhibition proved to be a remarkable success, attracting the perfect audience of discerning watch collectors and high-net-worth individuals. With nearly 1,000 visitors, including locals, expats, and tourists, the event created a vibrant atmosphere that celebrated the artistry and value of fine timepieces.

Exhibitors expressed great satisfaction with the event, as it provided them with unparalleled access to a new and engaged customer base, leading to impressive sales of their exceptional watches.

Total Visitors



Male 89% | 11% Female



- 55% UAE Nationals
- 24% Expats
- 10% Arab Expats
- 6% Other GCC Nationals
- 5% Undisclosed

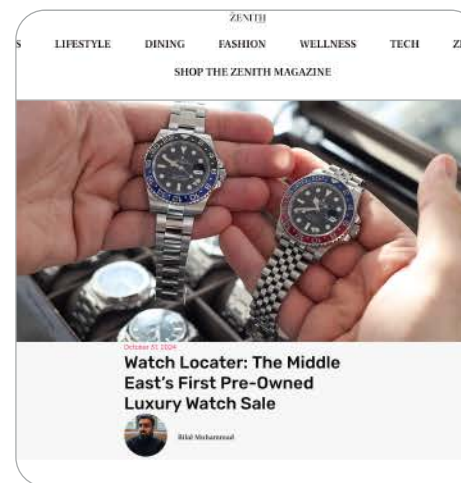
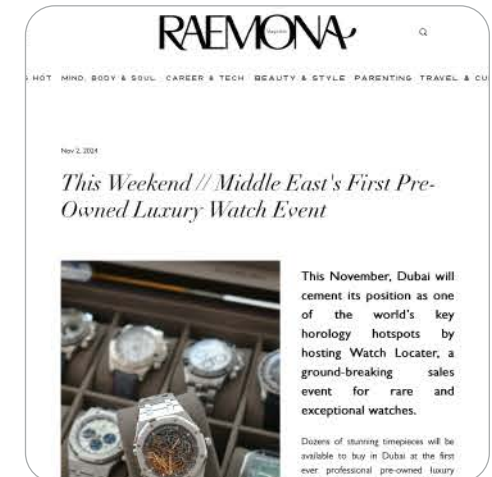
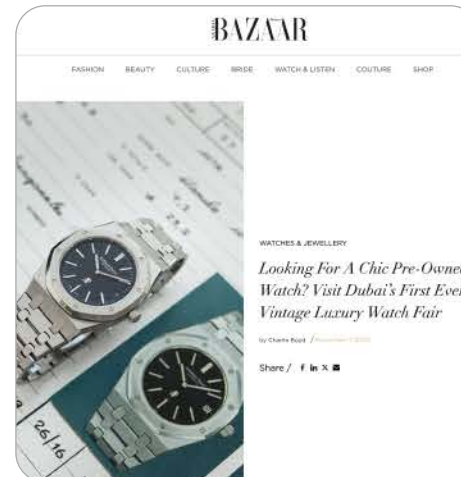
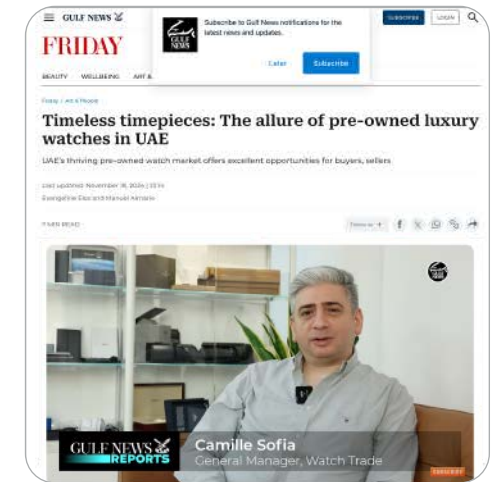


What Happened

Media Coverage

The event garnered outstanding media coverage, with features and stories published by leading publications both online and offline. From in-depth articles in prestigious magazines to dynamic digital write-ups, the exhibition captured the attention of the press.

Additionally, it achieved significant visibility across social media platforms, with extensive coverage by influencers and attendees alike, creating a buzz that amplified its reach and showcased its success to a global audience.



What to Expect this Year

CURATED EXHIBITOR LIST

A carefully selected group of exhibitors, ensuring access to the best luxury pieces Dubai can offer through professional vetted vendors.



AN UNPARALLELED COLLECTION OF LUXURY TIMEPIECES

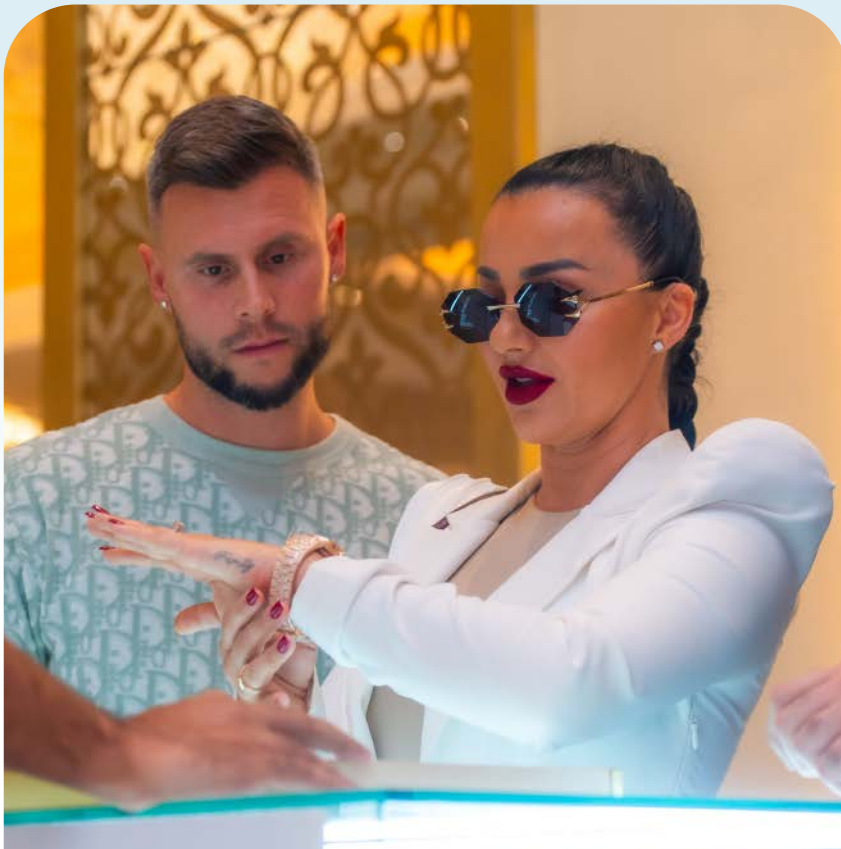
The exhibition will showcase over 1,000 luxury watches, featuring vintage treasures, rare gems, highly sought-after models, and iconic pieces unavailable even in authorized boutiques.



What to Expect this Year

THE RIGHT PROFILE ATTENDEES

The event is expected to attract a significant crowd of high-net-worth individuals and avid collectors, providing a vibrant and engaged audience for exhibitors.



GREAT VENUE

The event will be held at the prestigious One & Only Royal Mirage, offering a luxurious setting and exceptional accessibility for our target audience. With efficient parking and valet services, the venue ensures a seamless and sophisticated experience for all attendees.



Target Audience

Attendance Goals

- Targeting 1,300+ visitors over the exhibition weekend with a curated, exclusive audience
- Focus on high conversion rates for exhibitors by attracting qualified buyers and collectors.

Primary Audience: Emirati Luxury Enthusiasts

- Affluent Emirati men and women with a strong appreciation for fine craftsmanship and heritage.
- Individuals seeking rare, high-value pre-owned luxury watches as status symbols or investment pieces.
- High-net-worth individuals (HNWIs) attracted by exclusivity and bespoke experiences.

Secondary Audience: Wealthy Russian Residents

- Russian expatriates residing in Dubai with a taste for opulent lifestyle and luxury goods.
- Collectors and investors seeking pre-owned watches with significant value and provenance.
- High spenders often present at Dubai's exclusive events and luxury showcases.

Tertiary Audience: High-Income Western Expats

- Affluent professionals and executives with disposable income and an appreciation for timeless luxury.
- Individuals familiar with pre-owned luxury watch markets and keen on expanding their collections.
- Connoisseurs who value sustainability and the unique narratives behind pre-owned timepieces.

This audience segmentation ensures the exhibition delivers maximum value to sponsors by connecting them with a diverse and affluent clientele.

Marketing Strategy Alignment

- Over 60% of marketing efforts and budget dedicated to appealing to the Emirati market through culturally resonant campaigns, high-end activations, and strategic collaborations.
- Customized messaging for Russian and Western expat communities through niche channels, exclusive invitations, and targeted social media campaigns.

Marketing & Promotion

Collaboration with PLATINUMLIST

The Event will be listed on Platinumlist with an aggressive campaign promoting the event digitally and on all Platinumlist social media channels



Press

2 press releases (English & Arabic). One will be focused on announcing the event and the second one will be during the event with updates on happenings and news. Daily pitching to key media in English & Arabic for features, news pieces - across all Arabic and English online, print and broadcast

Dedicated Event Website

A dedicated, search engine-optimized website designed to attract and capture organic traffic

Targeted Digital and Social Media Advertising

Utilize Google and Meta platforms Instagram and Facebook, in addition to TikTok, LinkedIn, and Platinumlist to reach potential customers in Dubai based on demographics, interests, and behavior.

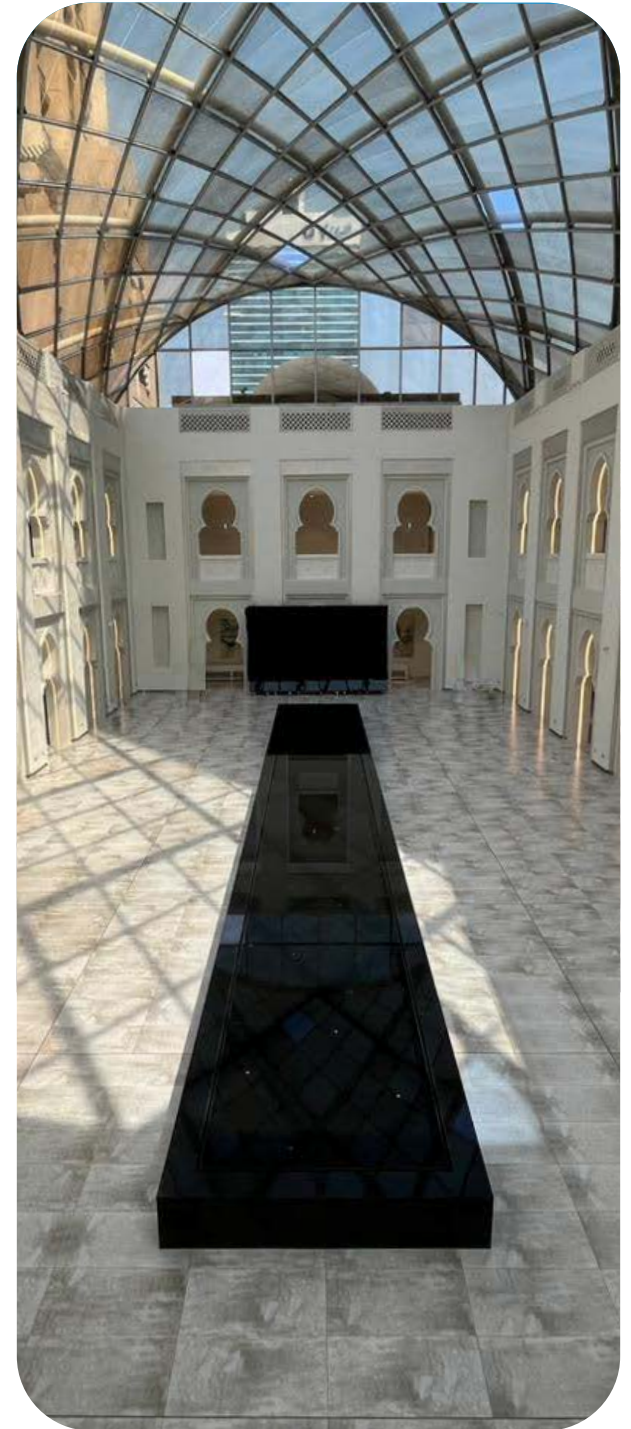
Social Media Influencers' Engagement

Collaboration with a relevant UHNWI mover & shakers, luxury lifestyle, watch, jewelry and collector-based influencer profiles. A dedicated team and budget to manage invitation of all profiles to attend the event. 4 major influencers campaigns across the 30 days prior to the event.

Skylight Hall at Arjaan by Rotana

Located in the heart of Dubai Media City, the 4 star Arjaan by Rotana Dubai Media City features modern style luxurious home away from home comforts with world-class hospitality services; part of a multi-functional complex that includes an upscale office tower and a courtyard.

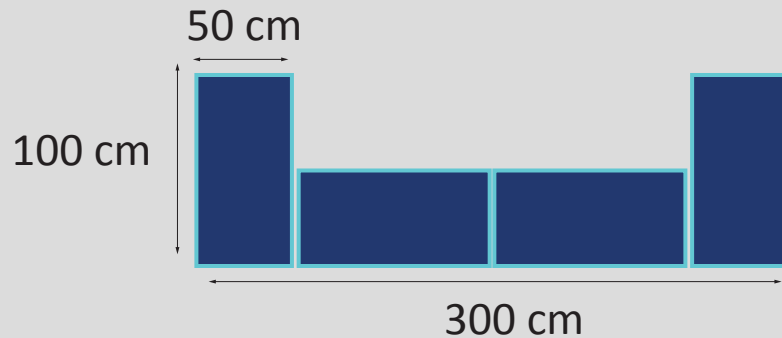
From private areas to open spaces, our facilities are specially designed to suit all business needs. An ideal choice for conducting your most important meetings, seminars, and conferences in Dubai. Add to it the pre-function area and the spectacular Skylight venue that can host up to 500 guests to celebrate weddings, private events, farewells, and cocktail receptions.





Stands Options

Standard Stand

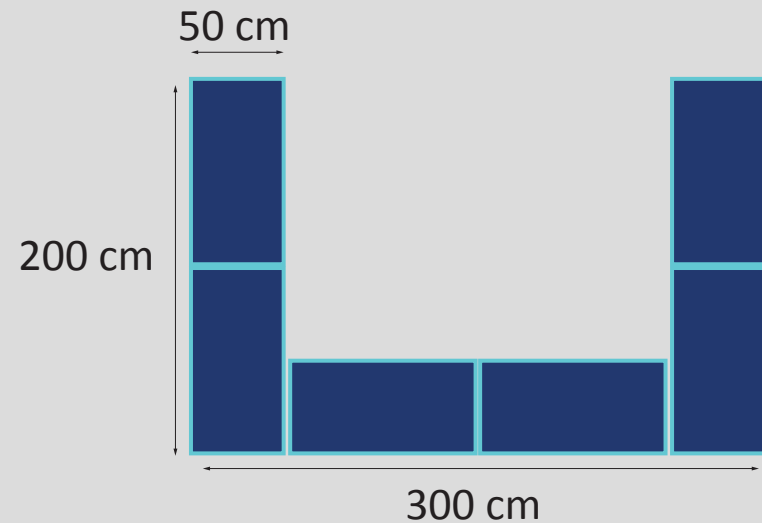


4 counters with locks and lights

Each counter:

- 100 x 50 cm
- Storage cabinet
- Include watch displays

Premium Stand



6 counters with locks and lights

Each counter:

- 100 x 50 cm
- Storage cabinet
- Include watch displays

Meet the Team



At Interlinx DMCC, we are driven by a passion for watches and jewelry and a commitment to delivering high-quality products and services. As a family-owned and operated business, we prioritize integrity, excellence, and dedication in every aspect of our work, with a strong focus on customer and partner satisfaction. Our team, bringing together decades of diverse experience from various industries and backgrounds, is dedicated to providing personalized service and fostering lasting relationships within our watch lovers' community.

For two generations, we have been committed to curating exceptional timepieces for our valued clients, treating each transaction with the utmost care. Whether it's your first purchase or an addition to a growing collection, we ensure a smooth, stress-free experience from start to finish.

As passionate watch enthusiasts, we understand the deep connection these intricate creations inspire. It brings us immense joy to see a watch find a new home and to witness the excitement of our clients with each new acquisition. Our service is delivered with care, integrity, and genuine pleasure, reflecting our dedication to the art of horology.



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For bookings and further information contact:
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