

# Registration for inaugural Dubai ad festival opens

Delegate registration is now open for the first Dubai International Advertising Festival. Presented by Cannes Lions International Advertising Festival together with its regional partner Motivate Publishing, the festival is held with the support of Dubai Media City and in association with the UAE Chapter of the International Advertising Association.

The three-day event will be take place 31 March – 2 April 2008 at the Sheikh Rashid Hall at the Dubai International Convention and Exhibition Centre. The festival will incorporate the second Dubai Lynx Awards, the Middle East and North Africa advertising awards for honouring creative excellence in TV/cinema, print, outdoor, radio, direct marketing, media and interactive advertising. High-profile international jurors will award the Dubai Lynx trophy to establish the definitive standard for creative excellence in the MENA region.

Attendees will be able to enjoy a lineup of seminars and workshops presented by the best in the business from across the globe addressing both regional and international industry issues. And while judging takes place on site, delegates can view all the competing work from the Middle East and North Africa at the various exhibitions and screenings.

## Creative inspiration

The launch of the Dubai International Advertising Festival will offer creative inspiration, a learning experience and a networking opportunity for both local and international visitors. As well as a three-day registration, the festival is introducing an academy registration package for the under-23s, enabling the creatives of the future to participate in this unique experience.

The festival will culminate in the 2nd Dubai Lynx Awards Ceremony on 2 April 2008. Tickets to the awards dinner and ceremony, which was attended by over 1200 guests at the launch earlier this year, can be purchased separately or added to the full three-day or academy registration packages.

To register attendance and for information on a wide range of hotels near the festival venue, go to [www.dubailynx.com](http://www.dubailynx.com).