

نحن نصلك بالعالم  
We Connect You To The World  
#SharjahAirport

Reaching \*12.3m people  
traveling to the UAE



**Sharjah International Airport** is the third largest airport in the UAE and one of the quickest growing airports in the Middle East. With 57 airlines flying to and from 153+ destinations, in over 32 countries, Sharjah is in an ideal location between Dubai and the Northern Emirates and is ranked #3 in the UAE.



Advertising opportunities vary from custom built static and digital OOH displays integrated into the airport architecture, to opportunities for activations and events. We can create tailor made solutions and turn your brand's airport advertising into a unique showcase to over 12m people.

# PASSENGER & AIRPORT HIGHLIGHTS

## HIGHLIGHTS



3h. Dwell time



Captive Audience with  
100% engagement



Receptive mindset



Direct influence  
from conversion to  
purchase

**\*12.3 MILLION**  
passengers recorded in 2022 and  
expected to increase by 35% in 2023  
+76% increase vs 2021

**AIRPORT STATS:**  
Originating flights: 98.2%  
International: 63%  
GCC: 37%

# PASSENGER DEMOGRAPHICS



Leaders & C-Level

6%

Leaders & Top management in government & private sector co.



Tech Savvy

9%

Adopt new tech, always online, heavily invested in social media



Millennial Execs

11%

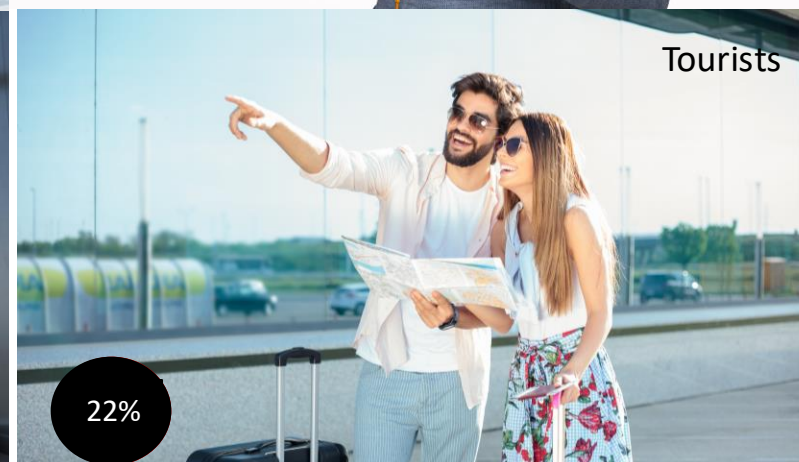
Young professionals in junior roles



Execs / Young Jetsetters

12%

Travel twice a year, enjoy shopping & entertainment



Tourists

22%

Tourists from all over visit Sharjah to get to see the UAE



Middle & Working Class  
(White Collar & Blue Collar)

40%

Working Class white & blue collar residents frequently use SIA

# PASSENGER DEMOGRAPHICS

**87%**

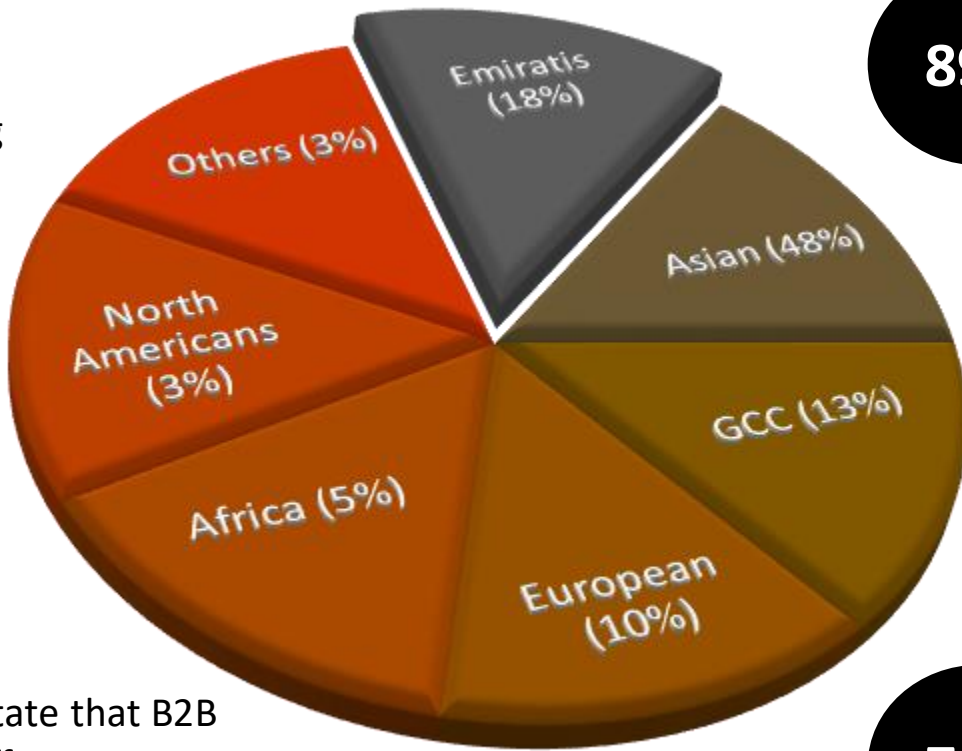
GCC Nationals pay attention to advertising while travelling

**22%**

are tourists visiting the UAE

**72%**

of business travellers state that B2B airport advertising is effective at reaching people like them



**89%**

GCC travelers state that advertising helps them know what's available

**31%**

Above average income of the local population held by International passengers

**71%**

of air travelers are engaged with airport advertising, offering brands great opportunities



# 1 ARRIVAL IMMIGRATION ARRIVALS ADVERTISING OPPORTUNITIES

JCDecaux

Intelligent Place Assets. In parking lots. It's not a substitute for your attention to the immediate surroundings.

Innovation that excites

Automated Lanes  
Singaporeans, Permanent Residents & Long Term Pass Holders

ALL PASSPORTS  
06 05

COUNTER CLOSED  
04 03

PASSPORTS  
02 01

ALL PASSPORTS  
11 09

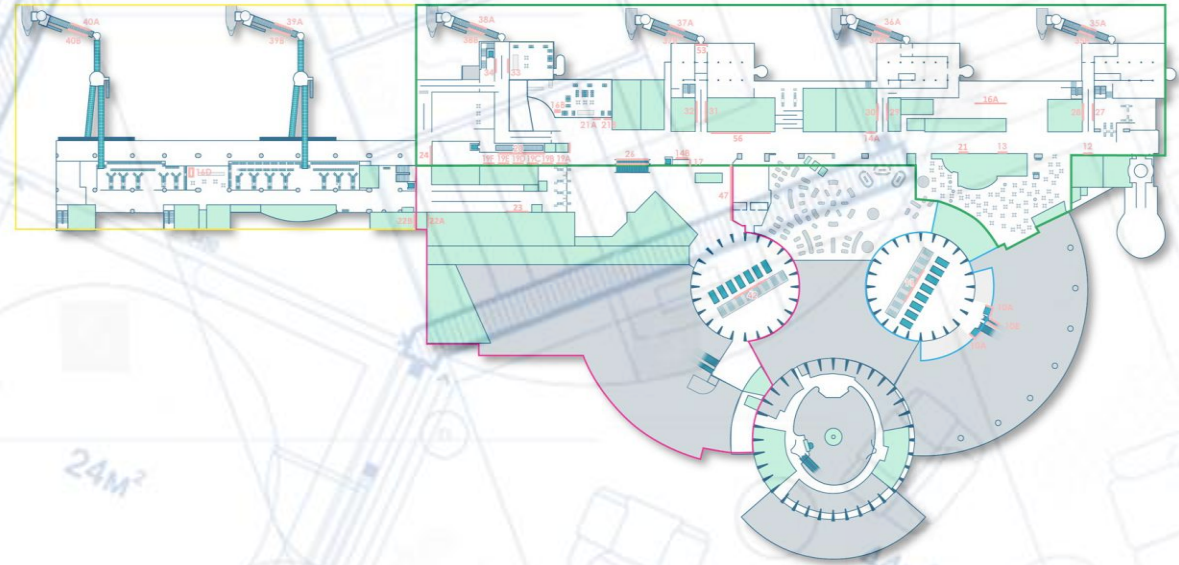
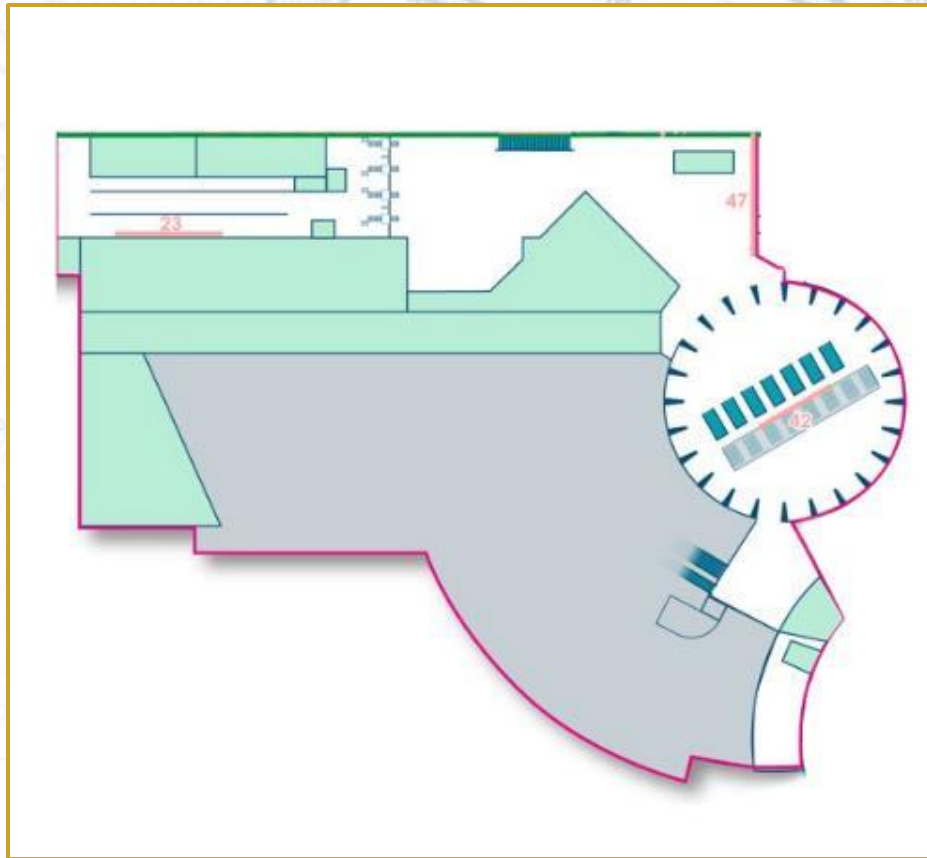
COUNTER CLOSED  
08 07

COUNTER CLOSED  
12 11

SPECIAL ASSISTANCE LANE  
Accessibility icons: wheelchair, hearing aid, white cane, and baby carriage.

Now here  
DUBAI AIR FREE  
DDB

# PASSPORT CONTROL: LEVEL 1



Dwell Time: 20-40 minutes

Mindset:  
In transit, anxious, focused on immigration, excited to exit

Media Type: Small format, Digital

# PASSPORT CONTROL - EGATE



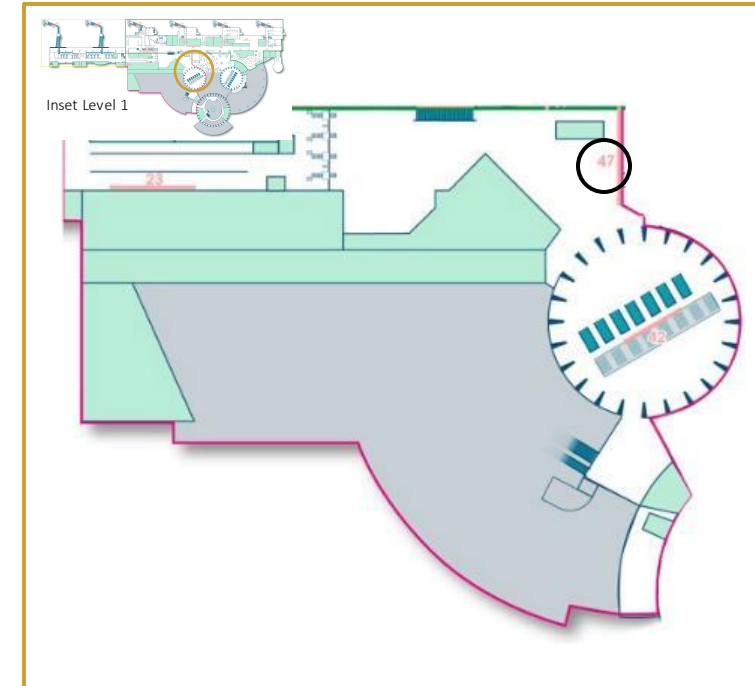
UAE SHA 47

## SITE DATA

Media: Vinyl Sticker

Size: 110(W) X 180(H) cms.

Qty: 10 Sets



## SITE LOCATION: STRATEGIC

10 window contra-vision after Smart Gate , located in the arrival's passport control hall

# PASSPORT CONTROL – ALL ARRIVALS



Iconic 4

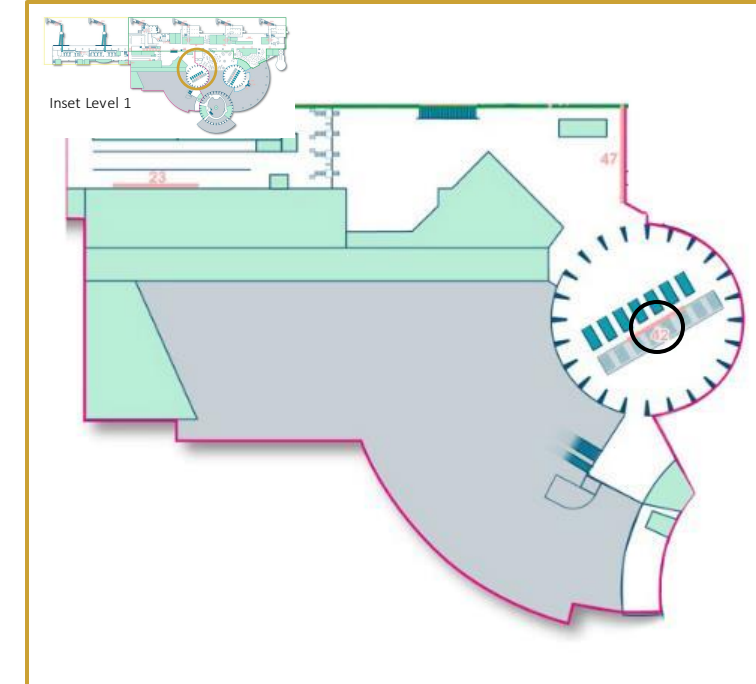
UAE SHA 42

## SITE DATA

Media: Fabric frame with print

Size: Door: 1,430(W) X 122(H) cms.

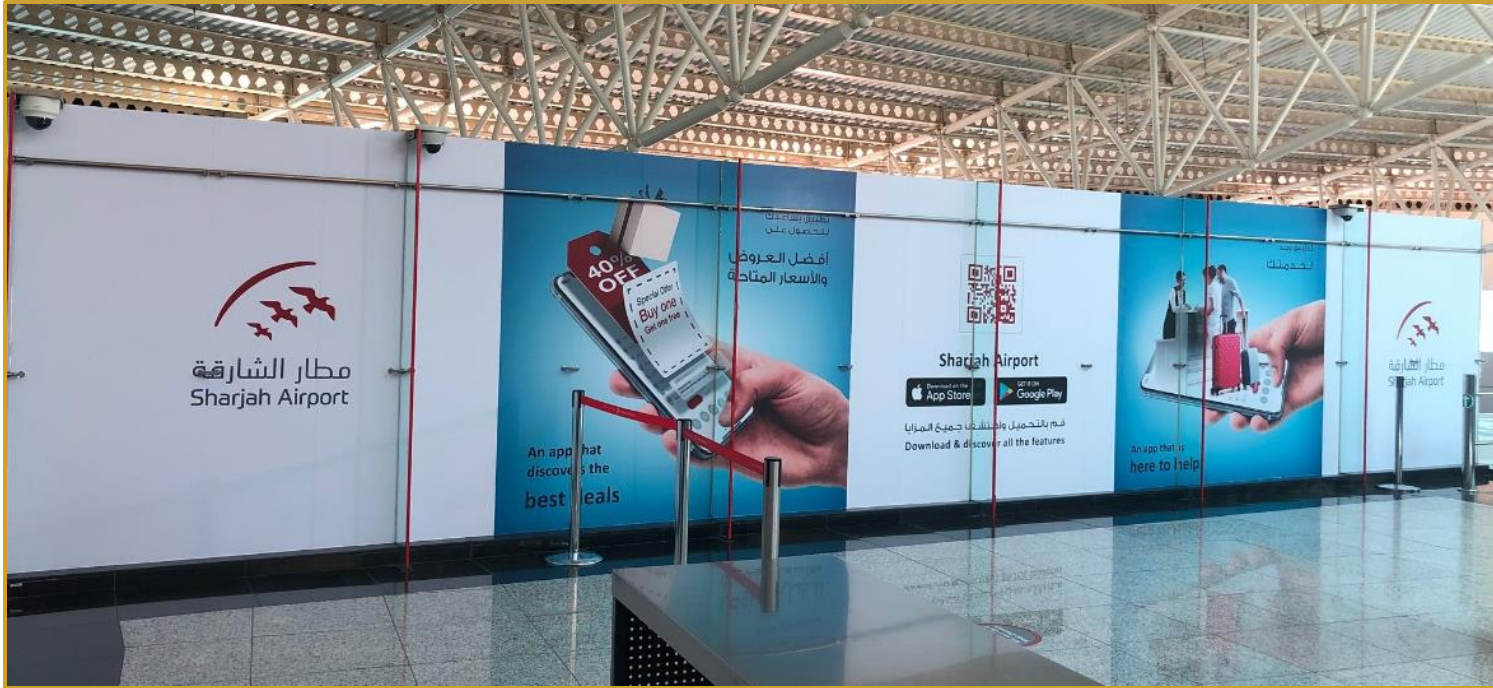
Qty: 1



## SITE LOCATION: ICONIC

Large overhead display panel above the counters, located in the arrival's passport control hall

# PASSPORT CONTROL EXIT AREA



UAE SHA 043 A

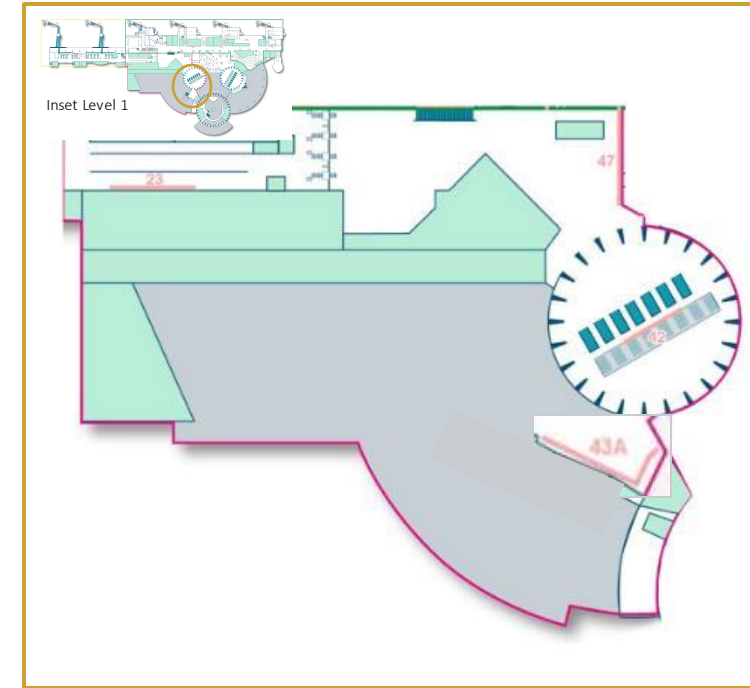
## SITE DATA

Media: Vinyl sticker

Size: Left: 935(W) X 242(H) cms.

Front: 12,222 (W) X 232(H)

Qty: 1



## SITE LOCATION

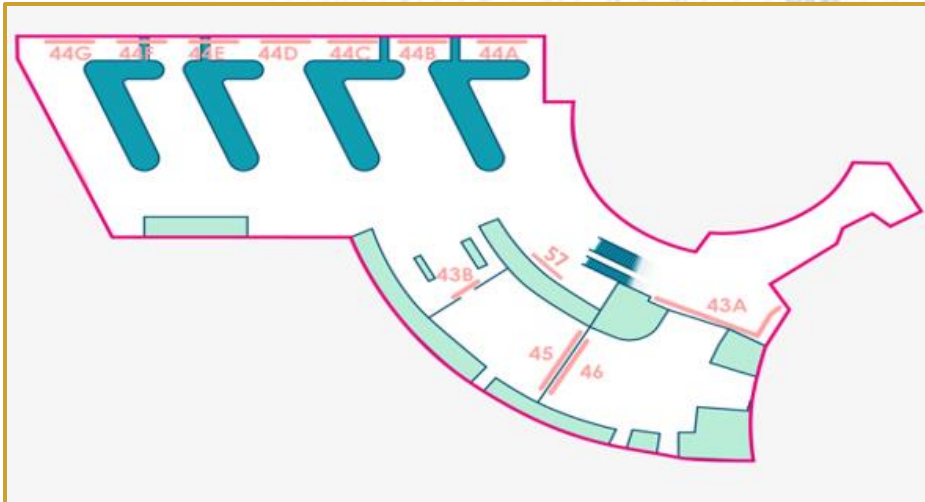
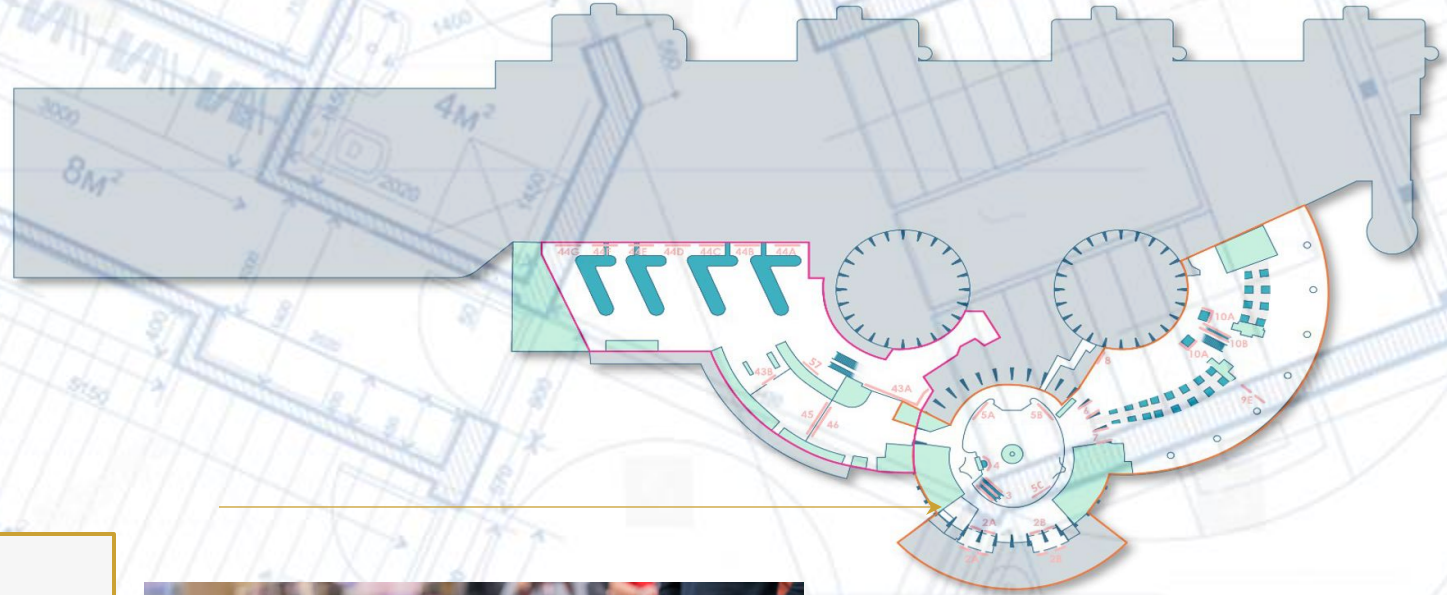
Glass façade area located directly after passport control prior to taking the escalator to the baggage claim area

# BAGGAGE CLAIM: GROUND LEVEL

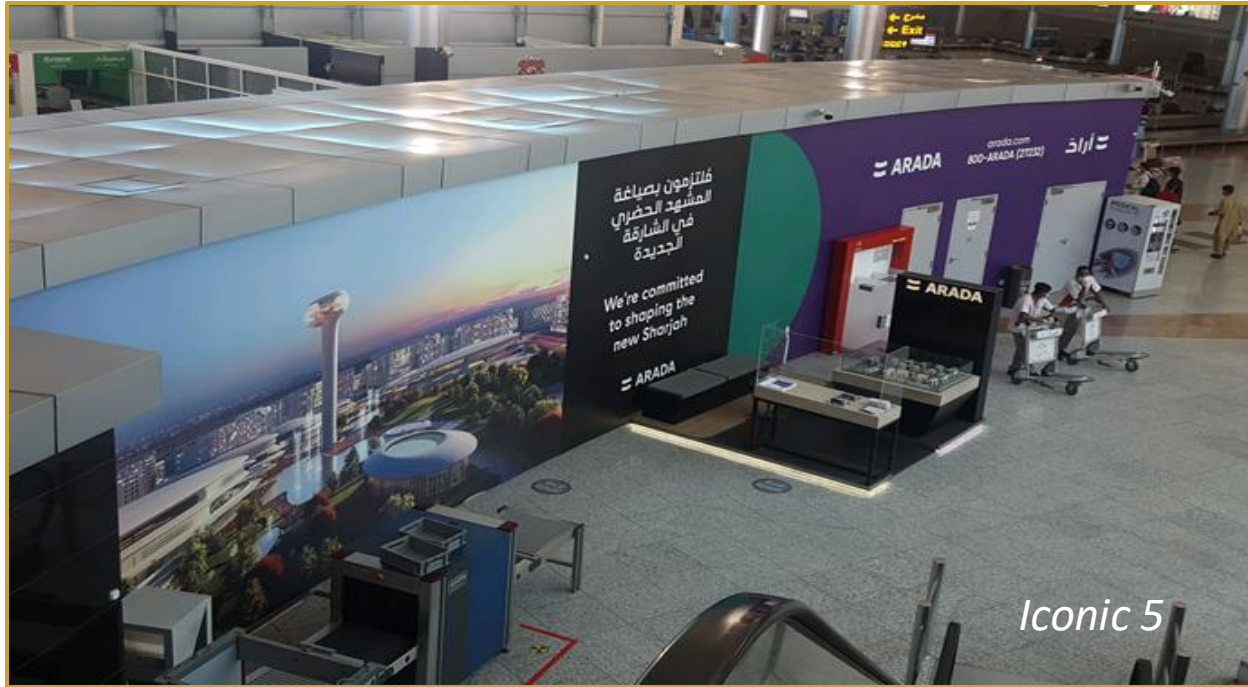
Dwell Time: 15-25 minutes

Mindset:  
Anxious, focused on baggage carousel, customs, excited to exit

Media Type: Large format, Digital



# ARRIVALS - BAGGAGE CLAIM FAÇADE



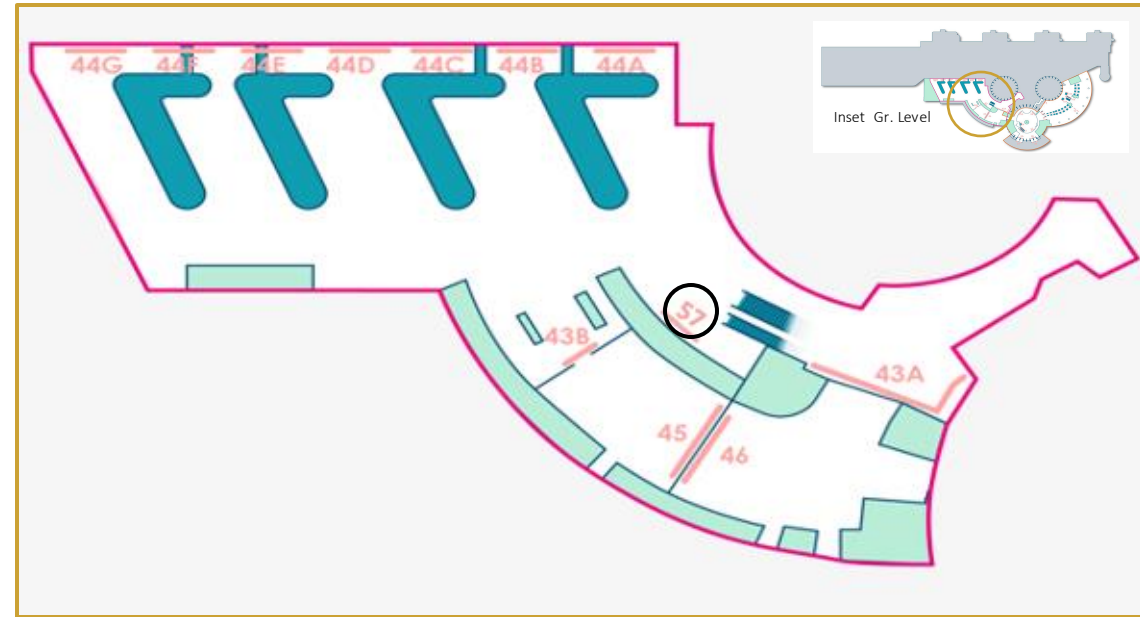
UAE SHA 57

## SITE DATA

Media: Vinyl sticker

Size: Door: 2,123(W) X 380(H) cms.

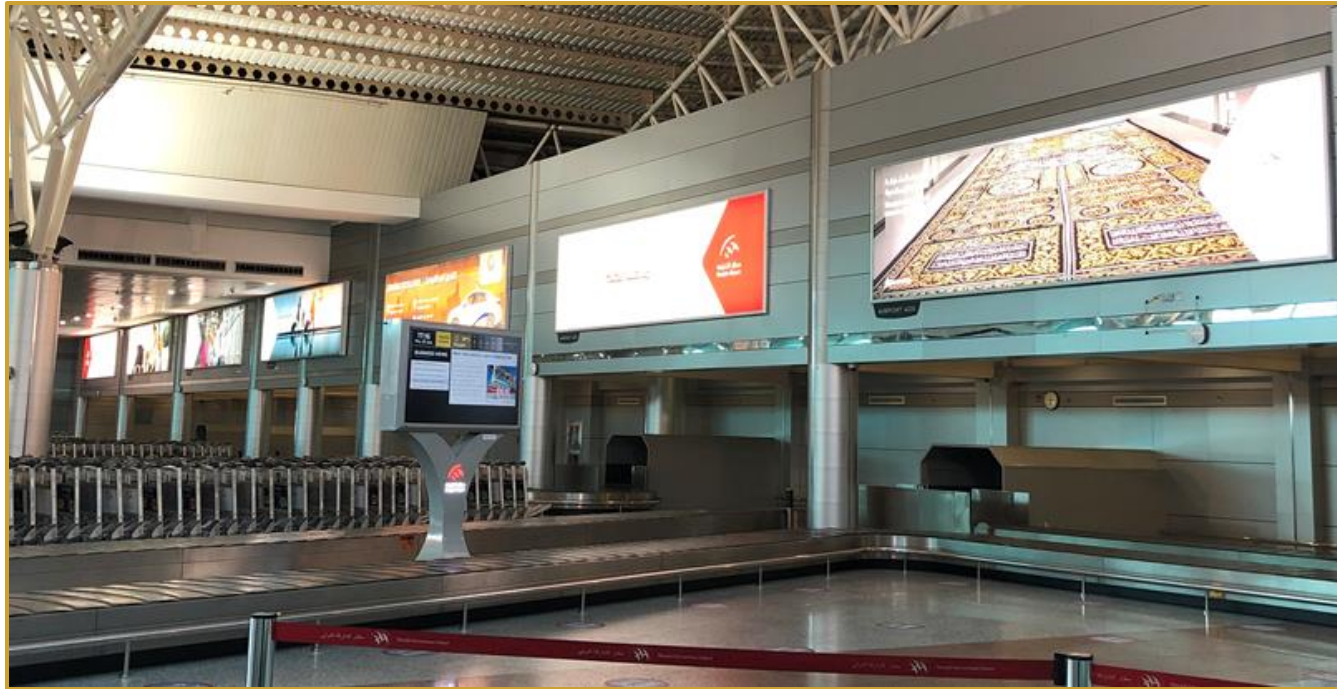
Qty: 1



## SITE LOCATION: ICONIC

Wall facade located adjacent to the arrival baggage claim area

# ARRIVALS - BAGGAGE CLAIM



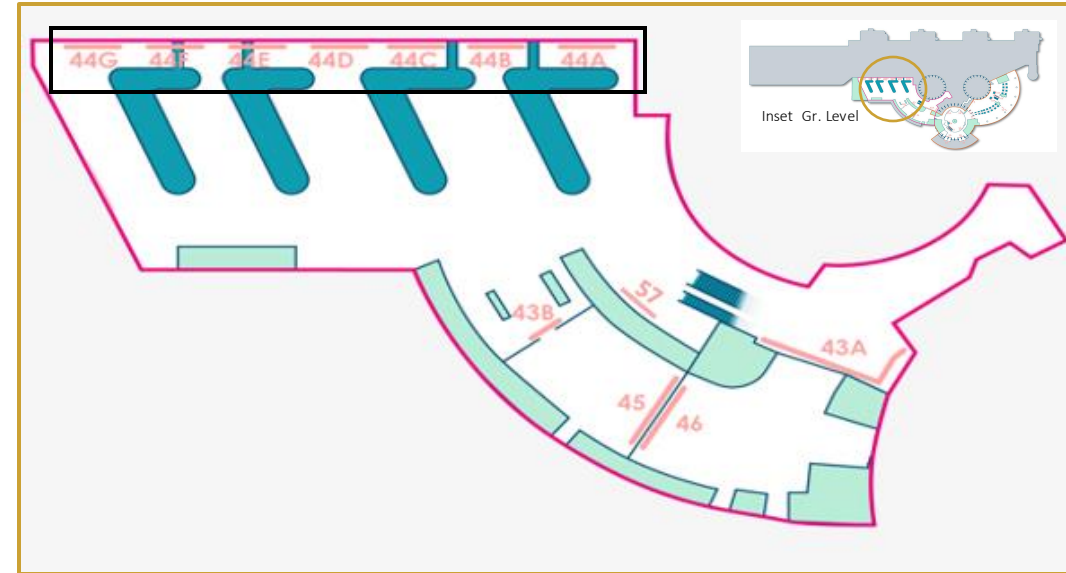
UAE SHA 044 A to G

## SITE DATA

Media: UV Flex

Size: Door: 680(W) X 200(H) cms. each

Qty: 1 (can be sold as a set of 7)



## SITE LOCATION: STRATEGIC

7 Lightboxes located on the façade facing the baggage carousels

# ARRIVALS - BAGGAGE CLAIM



UAE SHA 044 E



UAE SHA 044 A



UAE SHA 044 C



UAE SHA 044 F



UAE SHA 044 B



UAE SHA 044 D



UAE SHA 044 G

# ARRIVALS – EXIT



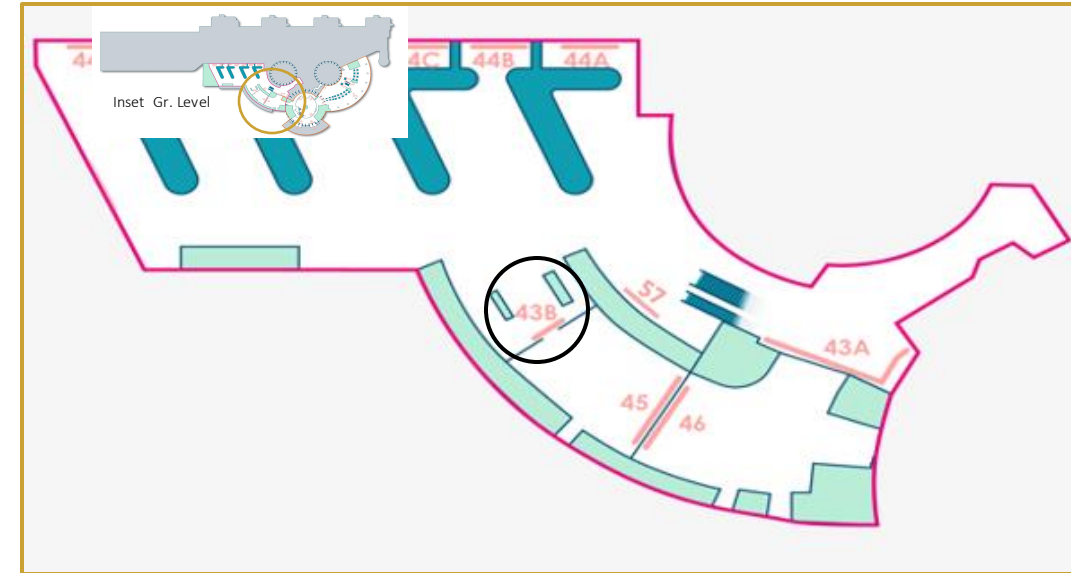
UAE SHA 043 B

## SITE DATA

Media: Vinyl Sticker

Size: 390(W) X 210(H) cms.

Qty: 1 Set



## SITE LOCATION

Exit Sliding door after luggage claim & customs

# ARRIVALS EXIT - MEET & GREET



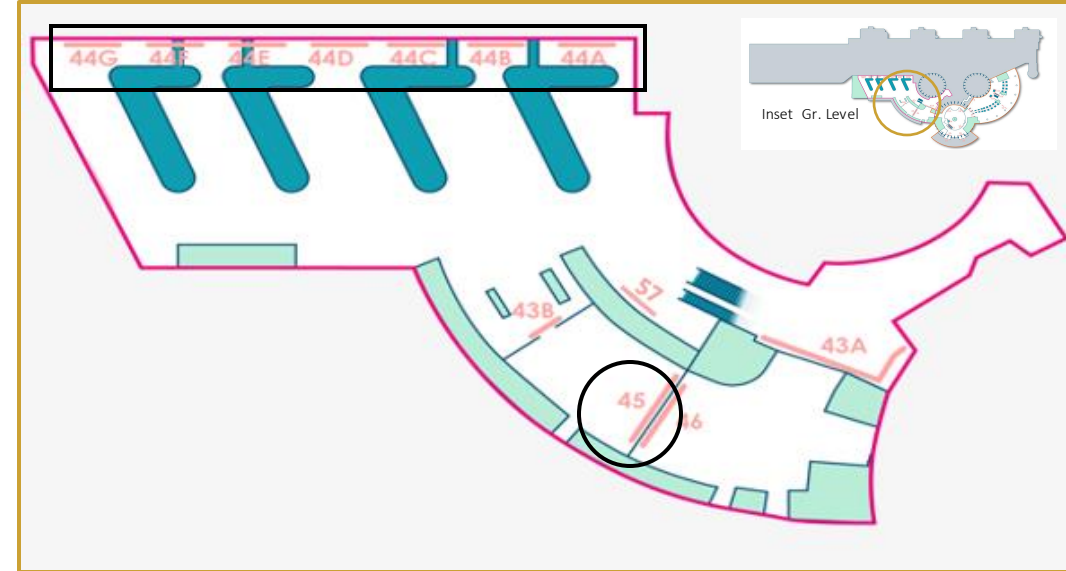
UAE SHA 045

## SITE DATA

Media: One-way vision sticker

Size: Door: 1,260(W) X 215(H) cms.

Qty: 1



## SITE LOCATION

Glass branding towards meet and greet area

# ARRIVALS EXIT - MEET & GREET



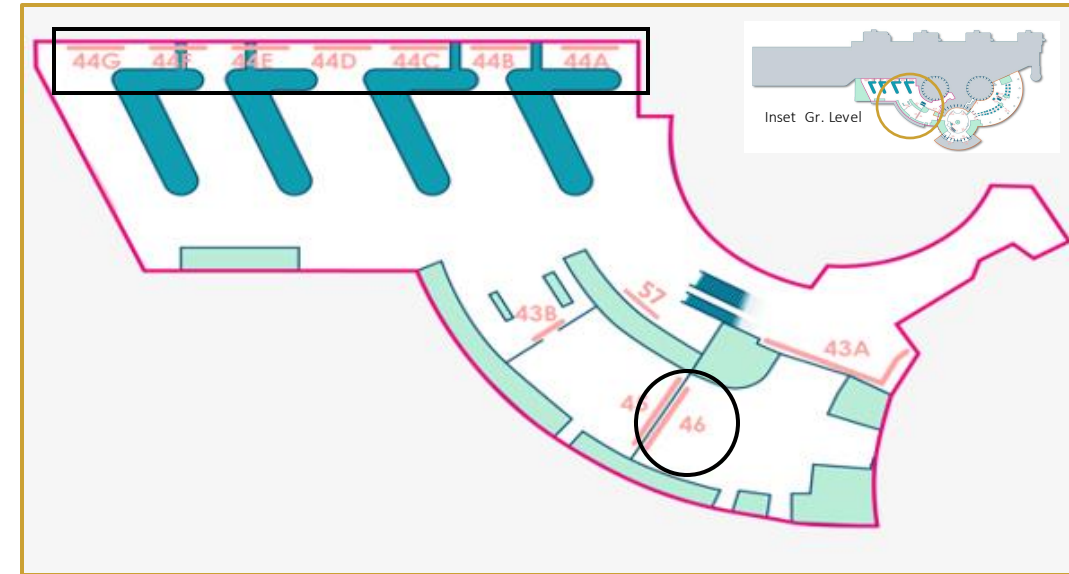
UAE SHA 046

## SITE DATA

Media: Overhead fabric panels double-sided

Size: Door: 450(W) X 300(H) cms.

Qty: 2 sets



## SITE LOCATION

Hanging banners visible upon exit from customs and visible in the meet and greet area

THANK YOU



**OUTREACH**  
GO BEYOND