

Hosted Buyer Program 2026 Pre-
Departure Information



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DUBAI

Mon 14 Sept. - Thu 17 Sept. 2026

**Before You
Leave...**

#ideasArriveHere

Welcome to the ATM Hosted Buyer Programme

We are delighted that you joining us at ATM this year and hope you are ready for 4 very busy, exciting and productive days

If you require any assistance during the show, please speak to the Hosted Buyer staff in Buyers' Club Lounge or at the transfer points

We hope you enjoy your stay in Dubai at the IHG Voco and Ciel wish you a successful show!

Show Times

Monday, 14 September 2026	11:00 – 18:00
Tuesday, 15 September 2026	10:00 – 18:00
Wednesday, 16 September 2026	10:00 – 18:00
Thursday, 17 September 2026	10:00 – 17:00

Attendance and Meetings

- **Please remember to rate your meetings!** This is best done at **the end of each day** if you don't have time between meetings. The **Rate Your Meetings tab** in the meetings platform dashboard will appear the day the show starts.
- Ratings and comments will be used for internal purposes only. Your meeting partner will **not** be able to see your rating or your comment
- Remember that the Exhibitors will also be rating you!
- Rating your meetings is a **requirement** of the hosted buyer programme and not completing this may jeopardize your application for future events
- In the event of a missed meeting, please re-arrange to see the exhibitor at another time as soon as possible
- If the reschedule is last minute and unavoidable, please visit the **ATM Meets support team** onsite and they can assist. Try to **avoid** last minute rescheduling unless urgent
- Reports of Hosted Buyer **no-shows** are taken **seriously**, and repeated reports of missed appointments could affect your Hosted Buyer status and future applications
- A **guide** on how to make best use of **ATM Meets** is available on the [Hosted Buyer Zone](#). Please refer to this for important top tips

Venue Transfers

- All coaches will be clearly labelled as Hosted Buyer coaches. Please look out for **the ATM logo and;** ATM's official DMC partner; **AL RAIS TRAVEL**
- All departures will be at **fixed times**. We kindly ask you to be on time as the coach will not be able to wait for you.
- Where transfers are missed, you will need to make your own arrangements at your own expense.
- Transfers are exclusively for Hosted Buyers.
- Please be ready and waiting at least **10 minutes** before the scheduled pick-up time at the designated meeting place
- Please see the [Hosted Buyer Zone](#) for a copy of the transfer schedule. A schedule will also be made available in the Buyer's Club Lounge.

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Transfers Schedule – Voco, Sheikh Zayed



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Day and date	Pick Up Time	From	To
Monday 14 September	8:30	Voco™ Dubai, Sheikh Zayed Road	Arena Plaza- Dubai World Trade Centre
	18:30	Arena Plaza -Dubai World Trade Centre	Amaru Restaurant, Souk Madinat Jumeirah,
		No return transfer after dinner	
Tuesday 15 September	9:00	Voco™ Dubai, Sheikh Zayed Road	Arena Plaza- Dubai World Trade Centre
		No return transfer after the party	
Wednesday 16 September	9:00 AM	Voco™ Dubai, Sheikh Zayed Road	Arena Plaza- Dubai World Trade Centre
	5:30 PM	Arena Plaza- Dubai World Trade Centre	La Perle by Dragon
		No return transfer after the show	
Thursday 16 September	9:00 AM	Voco™ Dubai, Sheikh Zayed Road	Arena Plaza- Dubai World Trade Centre
	5:15 PM	Arena Plaza -Dubai World Trade Centre	Voco™ Dubai, Sheikh Zayed Road

Transfer Schedule- Ciel

Day and date	Pick Up Time	From	To
Monday 14 September	8:30 AM	Ciel, Dubai Marina	Arena Plaza- Dubai World Trade Centre
	6:30 PM	Arena Plaza -Dubai World Trade Centre	Amaru Restaurant, Souk Madinat Jumeirah,
		No return transfer after dinner	
Tuesday 15 September	9:00 AM	Ciel, Dubai Marina	Arena Plaza- Dubai World Trade Centre
	8:45 PM	Arena Plaza- Dubai World Trade Centre	Ciel , Dubai Marina
Wednesday 16 September	9:00 AM	Ciel, Dubai Marina	Arena Plaza- Dubai World Trade Centre
	5:30 PM	Arena Plaza- Dubai World Trade Centre	La Perle by Dragon
		No return transfer after the show	
Thursday 16 September	9:00 AM	Ciel, Dubai Marina	Arena Plaza- Dubai World Trade Centre
	5:15 PM	Arena Plaza -Dubai World Trade Centre	Ciel, Dubai Marina

Hosted Buyer Event Schedule

- The Hosted Buyer **event schedule** consists of events that have been arranged exclusively for Hosted Buyers. A copy of the event schedule is also available on the Hosted Buyer Zone .
- Please pay particular attention to the **mandatory events**. Failure to attend could affect your Hosted Buyer status and application for future shows
- Event tickets for **(ATM Party, La Perle, Madame Tussauds)** can be collected from the **Buyers Lounge, Hall 1 on Monday 14th September.**
- Please confirm your participation for the dinner at Amaru Restaurant on Monday by **end of the day Friday 11th of September.**
- A copy of the event schedule is also available on the [Hosted Buyer Zone](#). Please check there for the latest updates

Event Schedule

Date	Time	Event	Location
Monday, 14 September	9:30 AM–11:00 AM	Informal Speed Networking	Buyers' Lounge, Hall 1
Monday, 14 September	7:30 PM- 10:30 PM	Hosted Buyers Dinner	Amaru Restaurant, 1 King Salman Bin Abdulaziz Al Saud Street, Al Sufouh 1, Dubai
Tuesday, 15 September	5:30 PM–08:30 PM	ATM Official Party	Hall 6, World Trade Centre
Wednesday, 16 September	5:30 PM–8:30 PM	La Perle by Dragone	Al Habtoor City
Open ticket	Open Ticket	Madame Tussauds	Bluewaters Iceland, Dubai

Hosted Buyer Networking Event

Monday 14 September 9:30- 10:30

Buyers Club Lounge (hall 1)



- This Networking event is exclusively for Hosted Buyers and Exhibitors and is a great way to start the Show
- Your hotel to venue transfers will be arranged so that you **arrive by 9:30**
- Please make sure you have your badge ready to access the venue.
- It's an informal session for your to get a chance to network freely
- Light **refreshments** will be provided throughout the session

Amaru Dubai – Dinner

Date: 14th September 2026
Time: 19:30pm – 22.30pm
Transfers : 6.30pm from the venue



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Confirm your attendance by end of the day – 11th of September

- **AMARU** brings the spirit of Latin America to Dubai through a multi-sensory experience where food, fire, music, design and culture come together.
- **Contemporary Dining** – Premium cuisine with creative presentation and fire-led cooking.
- **Food Meets Entertainment** – Dining combined with music, live performances and nightlife.
- **Immersive Atmosphere** – Unique interiors, visual effects and cultural storytelling.
- **Premium Dubai Destination** – Ideal for date nights, celebrations, group dining and memorable experiences.



ATM Networking Party

- Please collect your entrance ticket to the ATM Networking event from the **Buyers' Club Lounge (Hall 1) on Day 1**. Tickets are only available for those who have confirmed attendance!
- You **MUST present your ATM Hosted Buyer badge** to collect your ticket and may not collect tickets on behalf of others
- Tickets are available for Hosted Buyers, Exhibitors and official show partners only.



Location: Hall 6 | Dubai World Trade Centre
Tuesday 15 September
Time: 5.30pm – 8.30



Location: La Perle
Wednesday 16 September
Show time: 6.30pm



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- Please **collect your ticket from the Buyers' Club Lounge on day 1.**
- You **MUST present your ATM Hosted Buyer badge** to collect your ticket and may not collect tickets on behalf of others
- It is advisable to arrive at least **30 minutes** ahead of time to find your seat at the show
- Transfer from DWTC will be departing at **5:30 PM.**
- **There is no return transfer after the show to hotels.**
- Dress code is **casual**, but a light cardigan or sweater might be come in useful because of the air conditioning
- All seats will be blocked individually. We ask you to please respect the seating arrangements and keep to the **seat number** on your ticket



Madame Tussauds Dubai

- Madame Tussauds Dubai are offering each Hosted Buyer an **entry** ticket to the museum
- Tickets are only available for those who have confirmed attendance!
- Ticket entry will be valid for 1 Hosted Buyer
- Tickets include general admission and a wax hands experience
- Transfers will **not** be provided
- Please collect your ticket from the Buyers' Club lounge
- This is not a scheduled event. Please **check the validity** on your ticket however your visit however MUST not interfere with any mandatory Hosted Buyer events



Open Ticket

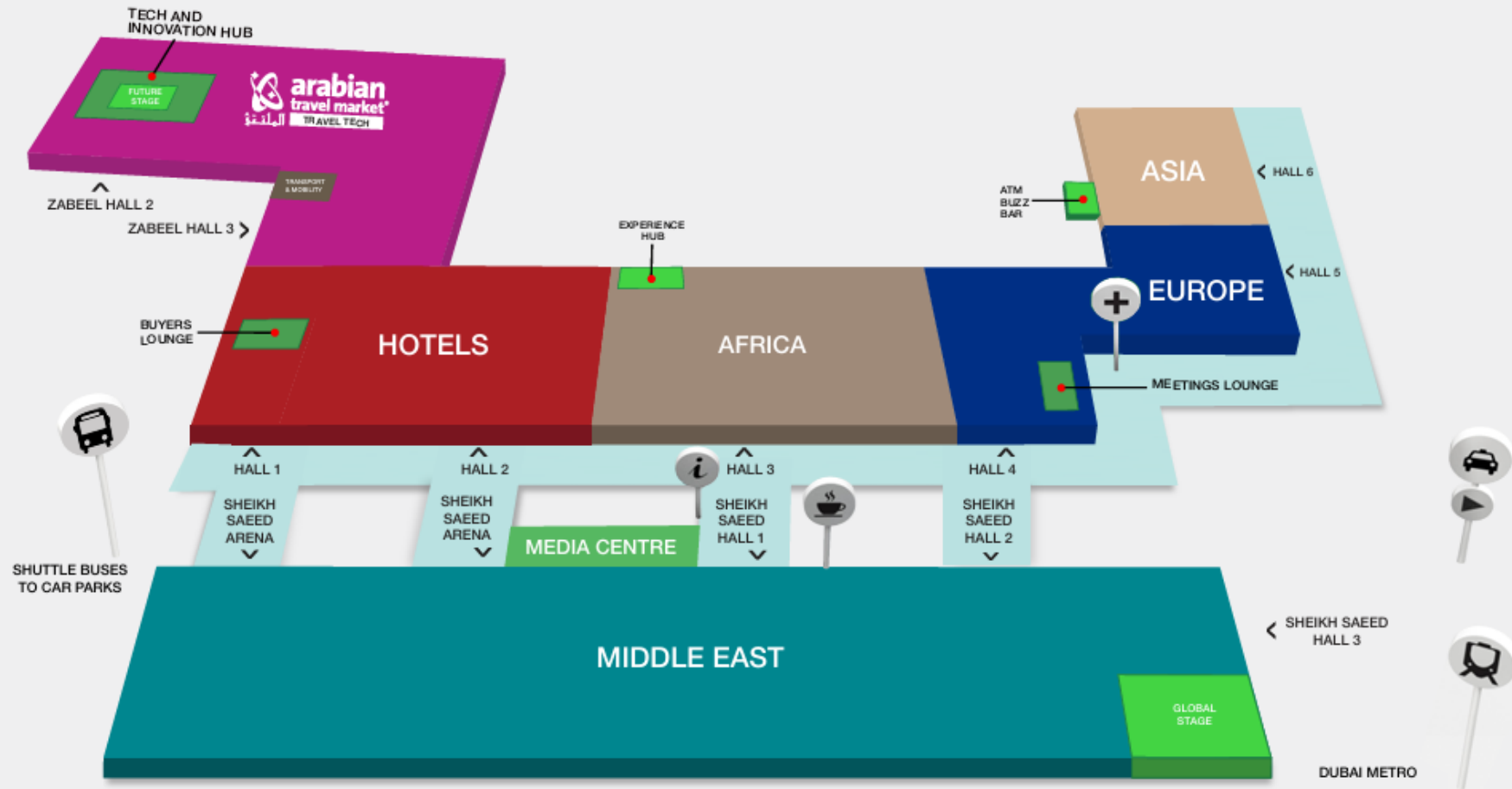
ATM 2026 Floorplan



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 INFO POINT  MEDICAL CENTRE  CAFE  TAXI



Final Reminders

1. Please collect your **ATM Party Ticket, Madame Tussauds ticket and La Perle by Dragone ticket** from the Buyers' Club Lounge (Hall 1) on **day 1**.
2. Please ensure that you have **printed your meetings schedule** before you arrive onsite. Onsite printing will be limited. Diaries will be available to **download from the meetings platform**.
3. Please **print** your **Hosted Buyer badge** before arriving at the show. This will be emailed to you
4. It is a requirement of the Hosted Buyer Programme to **RATE your appointments** at the end of each day or at the end of the meeting
5. You will receive a **survey** after the show. All Hosted Buyers are **required** to complete any and all surveys and we really appreciate your feedback.
6. In case of any questions onsite, please visit our Buyers Team in the Buyers' Lounge located in Hall 1.



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Hosted Buyer Team
ATMbuyers@rxglobal.com

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In the business of
building businesses

Destination
Partner:



Official
Partners:

IHG
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