



THE ANNUAL EXPO FOR INTERIORS, DESIGN & FURNITURE

 **gulf**
Interiors
E X H I B I T I O N

25-27 April 2017
Bahrain Exhibition Centre

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THE EVENT FOR LUXURY, CREATIVE AND DESIGNER INTERIOR PRODUCTS

The dedicated event for luxury, creative and designer products for the home or commercial spaces providing exhibitors with a unique opportunity for their products.

Visitors from across the GCC can enjoy a range of networking opportunities to meet with specialist Interiors professionals and experience the creativity of Gulf Interiors.

Gulf Interiors takes place along-side two other major Exhibitions – Gulf Construction Expo and Gulf Property Show, thus ensuring the biggest integrated business-to-business showcase for the Construction, Interiors and Property sectors staged in the Northern Gulf.

STRATEGIC LOCATION

Bahrain enjoys excellent communications links to its Gulf neighbours providing unrivalled connectivity for companies doing business in the region. The Kingdom's open business environment continues to prove attractive to industrial investors.

Bahrain enjoys "preferred" destination status for Saudi Arabians – especially from the Eastern Province of Saudi Arabia.





SHOWCASING AT GULF INTERIORS 2017

- Antiques
- Art
- Architectural Ironmongery
- Artisan Crafts
- Bathrooms
- Beds and Bedding
- Decorative Ceramics
- Electrical Appliances
- Flooring
- Furniture
- Garden/Outdoor Furniture
- Glass/Stained Glass
- Hotels and Restaurants
- Interior Design and Furnishings
- Interior Design Services
- Kitchens
- Lighting
- Marbles and Granite
- Office Fit-Out
- Office Furniture
- Ornamental Accessories
- Specialist Paints
- Textiles
- Upholstery Fabrics
- Wallpaper

EXHIBITING OPTIONS

1. Space Only – BD150 (US\$395) per m2

Consisting of bare floor space for exhibitors who wish to build their own stand. Electricity supply of 30amp single phase or 15amp 3 phase is provided. Designs must be submitted to the organisers for approval prior to the exhibition.

2. Space with Shell Scheme – BD160 (US\$425) per m2

This option includes white wall panels, carpet tiles, fascia board, round or square table, meeting chairs, fluorescent tubes, system counter, wastepaper basket and one 13amp single phase power point.

3. Graphic Enhancement Shell Scheme – BD27 (US\$75) per m2

Enhance your Shell Scheme with additional graphic design as per your requirements. This includes all the printing and fixing of wall panels, fascia with logo.

4. Outside Space – BD106 (US\$280) per m2

Specially zoned outside space designated for product demonstrations, garden furniture, etc.





ADDED BENEFITS FROM PARTICIPATING AT GULF INTERIORS 2017

Tools to Promote your Company at the Event

- eProfiles – Each exhibitor receives an eProfile mailer designed by HCE for their company. This is a unique exhibition service innovated by HCE.
- Invitation Cards – As an Exhibitor you will receive 100 printed invitation cards (minimum) for your clients.

Dedicated Visitor Promotion Campaign

- Newspaper advertising in Bahrain, Saudi Arabia, Qatar, and the UAE.
- Adverts on billboards and lampposts in Bahrain and KSA.
- Promotional literature (150,000 leaflets) delivered in Bahrain and Saudi Arabia.
- Targeted SMS and Social Media Campaign promoting the event and key mini-events such as product launches and seminars.
- Special VIP invitation packs to over 2,000 VIP guests.

ADDED BENEFITS FROM PARTICIPATING AT GULF INTERIORS 2017

Media Promotion of your Company

- Dedicated press releases on your company (subject to newsworthy storyline) distributed to international and regional media.
- Editorial previews in our media partner the Gulf Construction magazine (English & Arabic) (print and online editions).

Promoting your Company After the Exhibition

- Virtual Exhibition – online for 200 days after the end of the Exhibition. Hosted on www.gulfinteriorsexhibition.com
- The Virtual Exhibition has a video presentation of your Company, your brochure, products catalogue and eProfile.
- The Virtual Exhibition is promoted through Facebook, LinkedIn, Instagram and on all event collateral and adverts.

Promoting your Company at the Exhibition

- Opportunity to deliver dedicated product workshop.

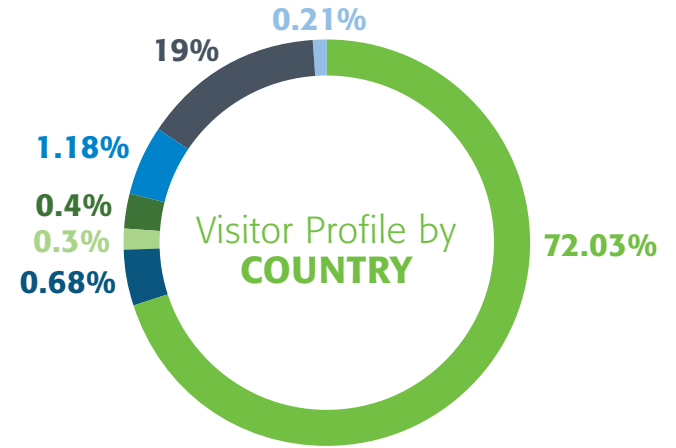




KEY STATISTICS FOR GULF INTERIORS 2016



■ Decision Makers ■ Other Professions
■ Interiors Professionals ■ Trade Professionals



■ Bahrain ■ Kuwait ■ International ■ MENA
■ UAE ■ Qatar ■ Saudi Arabia

8,064

Total Visitors



56 Exhibiting Companies



25 Countries Represented by their Products and Distributors

