



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.

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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.

