



Interiors

DESIGN • FURNITURE • DECOR

24-26 April 2018

Bahrain Exhibition Center

www.interiorsexpo.net



The Event for Luxury, Creative & Designer Interior Products

Interiors is the Event for Luxury, Creative & Designer Products for the home or office.

Interiors provides exhibitors with a unique opportunity to promote their products to visitors from across the GCC.

Interiors provides a special space for the exchange of creativity between product and customer by creating a unique environment for networking opportunities with specialist Interiors professionals and experience the creativity of Interiors.

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.

"Design is not just what it looks like and feels like. Design is how it works." - Steve Jobs

Strategic Location

Bahrain's historical location as a financial gateway is underpinned by the Free Trade Agreement (FTA) with the USA and by over 48 international double taxation & investment protection agreements.

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

Bahrain enjoys "preferred" destination status for Saudi Arabians – especially from the Eastern Province of Saudi Arabia (KSA). This attraction of visiting Bahrain for the residents of the region's most important strategic market and a commercial powerhouse encourages high-net buyers from KSA to come to Interiors.

"You can design and create, and build the most wonderful place in the world, but it takes people to make the dream a reality." - Walt Disney



KUWAIT

BAHRAIN

SAUDI ARABIA

Showcasing at Interiors

- 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

Space Only

BD130 (US\$345) per m2*

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

Space with Shell Scheme

BD150 (US\$398) per m2*

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

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.

Outside Space

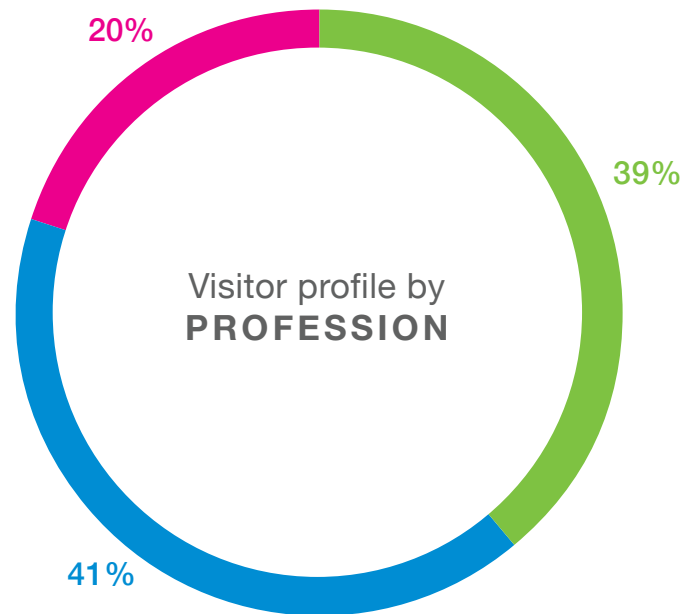
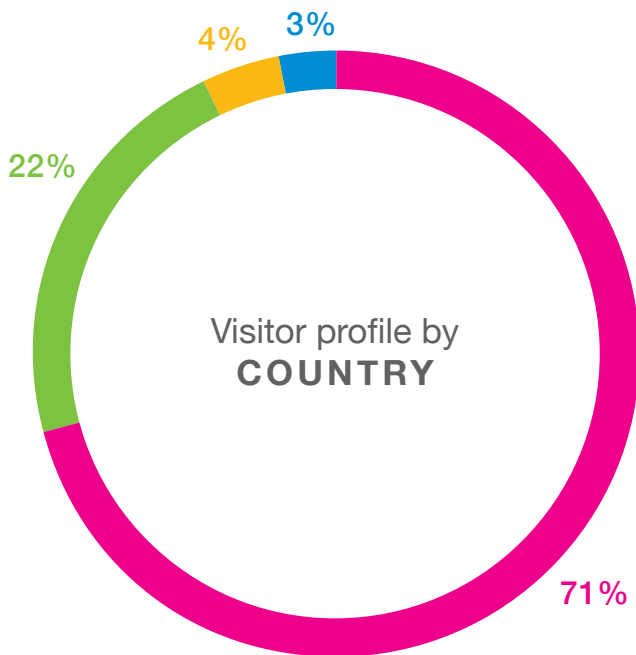
BD116 (US\$306) per m2*

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

*Prices inclusive of 5% VAT



Key Statistics for Gulf Interiors 2017



8,336
Unique Regional
Visitors



28 Countries Represented by
their Products and Distributors



Benefits

Interiors Provides you with Tools to Promote your Company at the Event

- eProfiles – As an exhibitor you will receive an eProfile mailer designed by HCE to send out to your customers. This is a unique exhibition service innovated by HCE.
- Invitation cards – As an Exhibitor you will receive 100 printed invitation cards to visit Interiors (minimum) to give your clients.
- Dedicated E-Newsletter to promote your company, products and services to our targeted database (subject to newsworthy storyline).

Media Strategy to Promote your Company

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

Interiors' Dedicated Visitor Promotion Campaign

- Newspaper advertising in Bahrain, UAE and Saudi Arabia.
- Event Promotion on billboards and lampposts in Bahrain and Saudi Arabia.
- Promotional literature (100,000 leaflets) distributed in Bahrain and Saudi Arabia.
- Targeted SMS and Social Media Campaign promoting the event, special exhibition and key mini-events such as product launches and seminars.
- Personalised VIP invitation packs to over 2,000 VIP guests.

Promoting your Company at the Exhibition

- Opportunity to deliver dedicated product/service promotional workshops.
- Opportunity for coverage in the Interiors Exhibition Newsletter distributed at the event and in Bahrain