

الأعراس والأزياء العربية

Wedding & Fashion Arabia



27 - 28 - 29 MARCH 2014

BAHRAIN INT'L EXHIBITION & CONVENTION CENTER



Exhibition opening times

Thursday	27th March 2014	10:00 AM - 10:00 PM
Friday	28th March 2014	02:30 PM - 10:00 PM
Saturday	29th March 2014	10:00 AM - 10:00 PM

Please note that it is strictly prohibited for children under 12 years of age to enter the exhibition halls for health and safety reasons.

INTRODUCTION

The Wedding & Fashion Arabia 2014 will present a unique opportunity to introduce and highlight the key suppliers in the industry, boast some unique feature areas and present a dynamic fashion show which is set to be the ultimate showcase for wedding dresses and latest fashion trends with collections from top manufacturers and couture designers, to our Local and International Fashion designers.

THE EXHIBITION

Wedding & Fashion Arabia will take place at The Bahrain Exhibition and Convention Center Hall (2) during the period of 27th, 28th and 29th of March 2014 and will create the perfect opportunity for the Couple-to-be to meet face-to-face with exhibitors from all across the region under one roof. The exhibition will provide a lucrative platform for the suppliers to promote both their products and services directly to potential customers while creating prospective bookings, building relationships and creating tailor made packages to shape each Couple's special day.

WHY EXHIBIT

Wedding & Fashion Arabia 2014 will host local, regional and international exhibitors of Wedding and Fashion products and services all of whom are looking to tap into the ever growing Middle Eastern market. Wedding & Fashion Arabia provides a mutually beneficial platform between the exhibitor, couple-to-be and fashion enthusiasts, offering the unique opportunity for the exhibitor to target their direct audience while simultaneously staging the latest trends in fashion and delivering the couple-to-be a convenient opportunity to accomplish their every need. Wedding & Fashion Arabia 2014 translates into business for your organization and you will soon learn the invaluable benefits that arise from participating in the soon to be biggest and most exquisite Wedding and Fashion event in The Kingdom of Bahrain.

- ✿ This is the perfect platform with which to align brands, discover unique opportunities and generate key solutions to meet both your business and marketing objectives.
- ✿ Engage with your direct buying target audience with thousands of visitors, each one being prospective business to you.
- ✿ You have the opportunity to see more clients in 3 days than you could see in your place of business over several months.
- ✿ This is the most efficient way to make multiple contacts and promote your products and services .
- ✿ Out shine your competition with unique staging and stand opportunities.
- ✿ Test the market with your newly launched collections, products or services.
- ✿ Increase brand awareness through the events intensive media coverage.

The visitors to Wedding and Fashion Arabia 2014 are visitors with a purpose; they are there to satisfy both their needs and wants and you should be there to provide the resolution. Every aspect of their wedding planning needs to be achieved and you'll soon find out that Wedding & Fashion Arabia will form an imperative part of you marketing strategy as it's a progressive way to get out directly in front of potential clients flair you products/services and show them how your organization will play a vital part of making their special day a flawless and memorable occasion, not only to them but to every person that shares it with them.

Alongside the exhibition, there will be an opportunity to demonstrate your products and services to a wide target audience and we will provide an exclusive opportunity to show case all your latest designs and collections on an elegant run way with various fashion shows, creating the perfect occasion to indulge those fashion enthusiasts.

STAND TYPES

Option - A

- ❁ 2.5 high anodized system post and beams with polykem infill panels.
- ❁ Spot light behind fascia board.
- ❁ Fascia board (300mmHt) with vinyl sticker for the name of the company.
- ❁ One single phase power point 13 Amp.
- ❁ One reception counter with two chairs.
- ❁ One waste paper basket.



Option - B

- ❁ Stand space only (Minimum 9 square meter)
- ❁ Does not include any stand construction.
- ❁ One single phase power point 13 Amp.



EXHIBITION CATEGORIES

Bridal Boutique



Jewelry



Fashion



Wedding Planners



Banquet Halls and Catering



Florists



Favours Gifts



Cake and Sweet Designers



EXHIBITION CATEGORIES

Makeup Stylists



Hair Stylists



DJs & Entertainment



Photographers & Videographer



Sound Systems & Light Systems



Limousine Cars



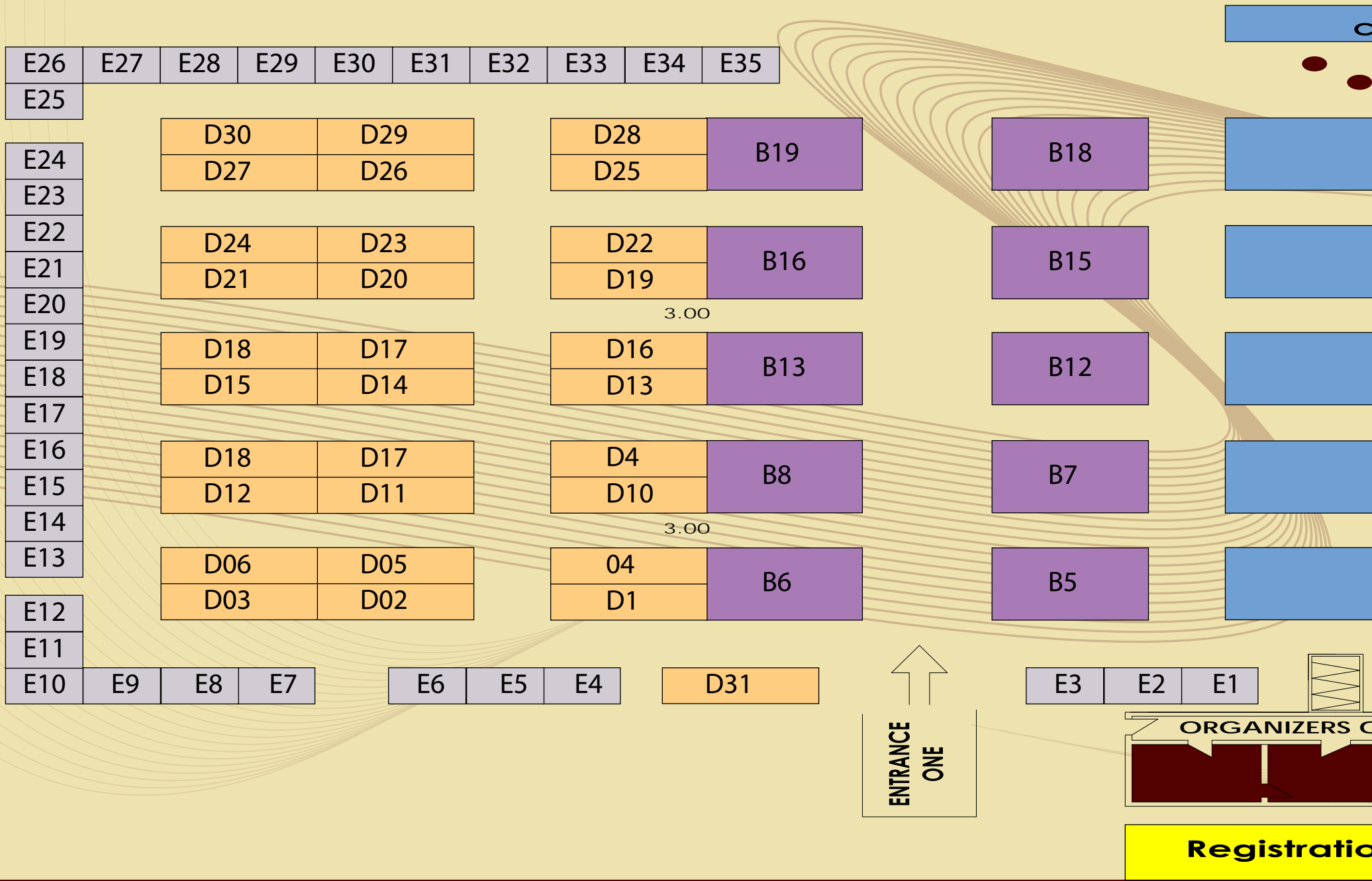
Printing



Holidays & Honeymoon Specialists



EXHIBITION LAYOUT



AFTERIA

A5

A4

A3

A2

A1

CAT WALK

VIDEO

MEDIA

AUDIO

B11

B10

B09

C4

C3

C2

D09

D08

D07

B4

B3

B2

B1

E65

E64

E63

E62

E61

E60

E59

E58

E57

E56

E55

E53

E54

E36

E37

E38

E39

E40

E41

3.00

B17

D32

E42

E43

E44

B14

D33

E45

E46

E47

E48

E49

E50

E51

E52

ENTRANCE
TWO

HALL TWO



90 sqm



36 sqm



27 sqm



18 sqm

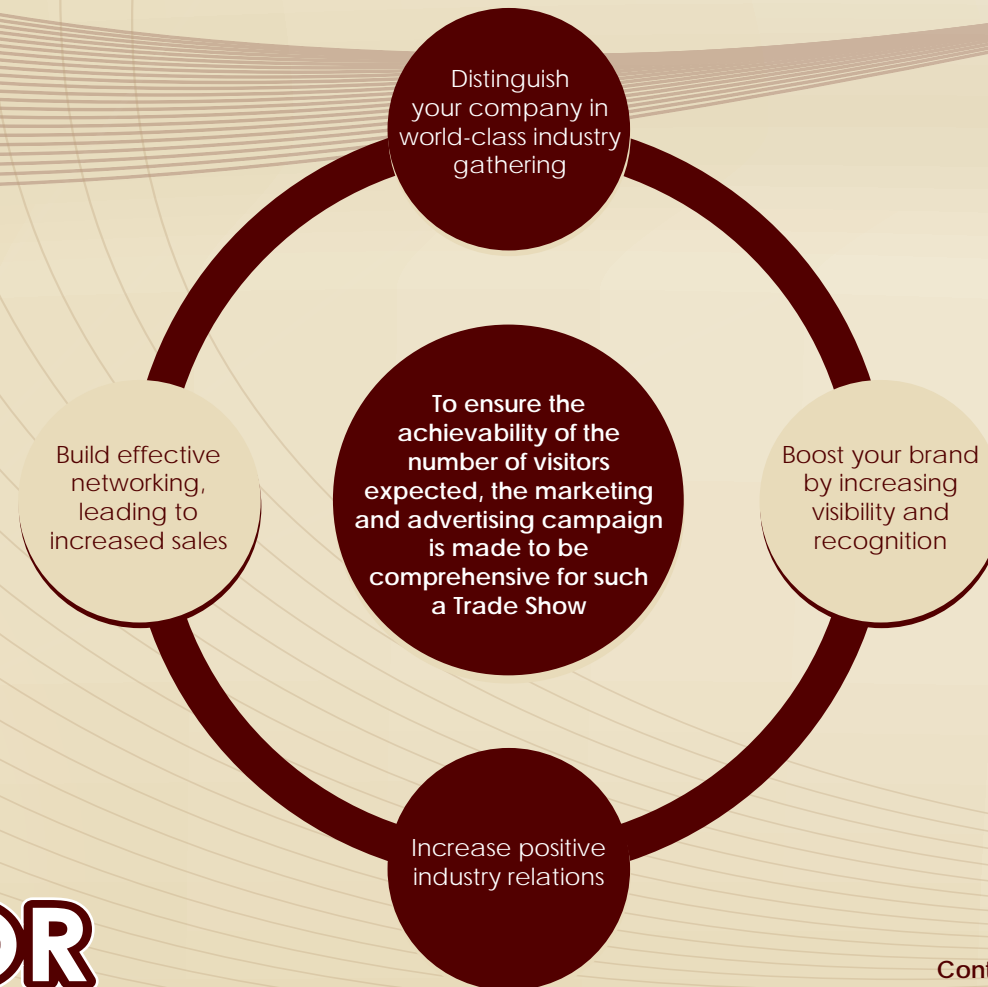


9 sqm

SPONSORSHIP BENEFITS

Becoming a sponsor augments your company; it provides a targeted approach to enhancing your corporate image, creating awareness generating sales, making contacts, gaining competitive advantages whilst simultaneously providing a venue to launch new products or services.

Furthermore, you will also receive limitless exposure as one of the main companies responsible for the stability of the Kingdom's businesses.



WHY
SPONSOR

Contact Us today for more information on Sponsorship

PLATINUM SPONSORSHIP BENEFITS

- ✿ The inclusion of “proudly made possible with the support of (your logo)” on the front cover of the exhibition catalogue.
- ✿ The inclusion of “proudly made possible with the support of (your logo)” on the back cover of the exhibition catalogue.
- ✿ The inclusion of “proudly made possible with the support of (your logo)” on all exhibition advertising including website, social media and all other marketing campaigns.
- ✿ A special one page rite up, provided by the sponsor, will be included in the media kit given to all media persons.
- ✿ Name and logo will be positioned and featured above all other sponsors.
- ✿ Name and logo will feature on the invitation cards.
- ✿ Name and logo will be included in all press conferences.
- ✿ Special press release for sponsorship news.
- ✿ One roll up banner, provided by the sponsor will be displayed at the registration area.
- ✿ Name and logo will be featured on all outdoor advertisements including at the exhibition during the event.
- ✿ Name and logo will be included in all email campaigns and sales kit.
- ✿ Name and logo displayed on our event website with a direct link to the sponsors website.
- ✿ Name, logo and company profile will be included in the exhibition catalogue.
- ✿ The inclusion of your company brochure or selected literature in the exhibition bag.
- ✿ 2 full pages inside cover Ad in the exhibition catalogue.
- ✿ 8 Invitations to the Gala Dinner.
- ✿ Name and Logo prominently displayed above all other on the backdrop of the Gala Dinner.
- ✿ Acknowledgement in the opening and closing speech of the Gala Dinner.
- ✿ Name and Logo displayed on a pop up banner at the entrance of the Gala Dinner.
- ✿ Name and Logo displayed on a screen at the Gala Dinner.
- ✿ Branded table at the Gala Dinner.
- ✿ 36 square meter standard equipped complimentary booth on prime location in the exhibition.

DIAMOND SPONSORSHIP BENEFITS

- ✿ Name and logo will feature on the invitation cards.
- ✿ Name and logo will feature on all exhibition advertising including website, social media and all other marketing campaigns.
- ✿ Name and logo will be included in all press conferences.
- ✿ Special press release for sponsorship news.
- ✿ One roll up banner, provided by the sponsor will be displayed at the registration area.
- ✿ Name and logo will be featured on all outdoor advertisements including at the exhibition during the event.
- ✿ Name and logo will be included in all email campaigns and sales kit.
- ✿ Name and logo displayed on our event website with a direct link to the sponsors website.
- ✿ Name, logo and company profile will be included in the exhibition catalogue.
- ✿ The inclusion of your company brochure or selected literature in the exhibition bag.
- ✿ Name and logo will be included on the back cover of the exhibition catalogue.
- ✿ 1 full pages inside cover Ad in the exhibition catalogue.
- ✿ 6 Invitations to the Gala Dinner.
- ✿ Name and logo displayed on the back drop of the gala dinner.
- ✿ Acknowledgement in the opening and closing speech of the Gala Dinner.
- ✿ Name and Logo Displayed on a screen at the Gala Dinner.
- ✿ Branded table at the Gala Dinner.
- ✿ 27 square meter standard equipped complimentary booth on prime location in the exhibition.

GOLD SPONSORSHIP BENEFITS

- ✿ Press release for sponsorship news.
- ✿ Name and logo will be included on the back cover of the exhibition catalogue.
- ✿ The inclusion of your company brochure or selected literature in the exhibition bag.
- ✿ Name and logo will feature on all exhibition advertising including website, social media and all other marketing campaigns.
- ✿ Name and logo will be included in all email campaigns and sales kit.
- ✿ One half page inside cover Ad in the exhibition catalogue.
- ✿ 4 Invitations to the Gala Dinner.
- ✿ Name and logo displayed on the back drop of the Gala Dinner.
- ✿ Acknowledgement in the opening and closing speech of the Gala Dinner.
- ✿ Name and Logo Displayed on a screen at the Gala Dinner.
- ✿ Branded Table at the Gala Dinner.
- ✿ 18 square meter standard equipped complimentary booth on prime location in the exhibition.

SILVER SPONSORSHIP BENEFITS

- ✿ Name and logo will feature on all exhibition advertising including website, social media and all other marketing campaigns.
- ✿ The inclusion of your company brochure/samples in the exhibition bag.
- ✿ Name and logo will be included on the back cover of the exhibition catalogue.
- ✿ One quarter page inside cover Ad in the exhibition catalogue.
- ✿ 2 Invitations to the Gala Dinner.
- ✿ Name and logo displayed on the back drop of the Gala Dinner.
- ✿ Acknowledgement in the opening and closing speech of the Gala Dinner.
- ✿ Name and Logo Displayed on a screen at the Gala Dinner.
- ✿ Branded table at the Gala Dinner.
- ✿ 9 square meter standard equipped complimentary booth on prime location in the exhibition.

EXHIBITION BAG SPONSORSHIP BENEFITS

- ✿ Exclusivity in terms of prominence – only one sponsor allowed in this slot.
- ✿ Name and Logo displayed on the event website.
- ✿ Prominent display of company's name and logo on the backdrop and in relevant promotional materials.
- ✿ Company literature/samples in the exhibition bag.
- ✿ Company name and logo displayed on the exhibition bag.
- ✿ Name and logo will be included in all printed collaterals.
- ✿ 2 invitations to the Gala Dinner.
- ✿ Name and logo displayed on the back drop of the gala dinner.
- ✿ Acknowledgement in the opening and closing speech of the Gala Dinner.
- ✿ Name and Logo Displayed on a screen at the Gala Dinner.
- ✿ Branded Table at the Gala Dinner.
- ✿ Name and logo will be included on the back cover of the exhibition catalogue.
- ✿ One half page inside cover Ad in the exhibition catalogue.

LANYARD SPONSORSHIP BENEFITS

- ✿ Exclusivity in terms of prominence – only one sponsor allowed in this slot.
- ✿ Name and Logo displayed in the event website.
- ✿ Company Logo (or URL) printed on the lanyard worn by all event attendees.
- ✿ Name and logo will be included in all printed collaterals.
- ✿ Company literature/samples in the exhibition bag.
- ✿ Name and logo will be included in all printed collaterals.
- ✿ 2 Invitations to the Gala Dinner.
- ✿ Name and logo displayed on the back drop of the gala dinner.
- ✿ Acknowledgement in the opening and closing speech of the Gala Dinner.
- ✿ Name and Logo Displayed on a screen at the Gala Dinner.
- ✿ Branded table at the Gala Dinner.
- ✿ Name and logo will be included on the back cover of the exhibition catalogue.
- ✿ One half page inside cover Ad in the exhibition catalogue.

RECEPTION AREA SPONSORSHIP BENEFITS

- ✿ Exclusivity in terms of prominence – only one sponsor allowed in this slot.
- ✿ Name and Logo displayed in the event website.
- ✿ Prominent display of company name & logo presented on the backdrop behind the reception desk.
- ✿ Company literature/samples in the exhibition bag.
- ✿ Name and logo will be included in all printed collaterals.
- ✿ 2 Invitations to the Gala Dinner.
- ✿ Name and logo displayed on the back drop of the gala dinner.
- ✿ Acknowledgement in the opening and closing speech of the gala dinner.
- ✿ Name and Logo Displayed on a screen at the Gala Dinner.
- ✿ Branded table at the Gala Dinner.
- ✿ Name and logo will be included on the back cover of the exhibition catalogue.
- ✿ One half page inside cover Ad in the exhibition catalogue.

CAT WALK SPONSORSHIP BENEFITS

- ✿ Name & Logo will be displayed on the screens beside the catwalk during the duration of the exhibition
- ✿ Name & Logo Displayed in the event website
- ✿ Name & Logo Displayed on the screens & program board of the catwalk.
- ✿ Name & Logo Displayed on a the skirting of the catwalk (provided by organizer)
- ✿ Name & Logo Presented on the backdrop behind the reception desk.
- ✿ Name & Logo Name and logo will be included in all printed collaterals.
- ✿ Name & Logo Company literature/samples in the exhibition bag.
- ✿ Name & Logo Included on the back cover & one half page inside add of the exhibition catalogue.
- ✿ Name & Logo Displayed on the back drop & on a screen of the Gala Dinner.
- ✿ Four invitations to the Gala Dinner.
- ✿ Branded table at the Gala Dinner.
- ✿ Acknowledgement of Sponsor before each show.
- ✿ Acknowledgement in the opening and closing speech of the Gala Dinner.

MEDIA CAMPAIGN

An extensive marketing campaign guarantees enormous crowds from all across the region. A series of dedicated advertisements through various Arabic and English media channels including:

- ✧ Editorial coverage in the leading Local and regional magazines.
- ✧ A series of advertisements in the leading Local and regional magazines.
- ✧ Email campaign with direct mailing of e-brochures
- ✧ SMS Campaign
- ✧ Online social media mentions and advertisements on our pages of Facebook and Twitter
- ✧ Coverage through our online media partners
- ✧ Outdoor advertising such as lamp posts billboards and muppies will be strategically placed throughout the Kingdom.
- ✧ Several Press conferences will be held before and during the exhibition
- ✧ Press releases about event news will appear in the local and regional publications
- ✧ Exhibition Catalogue containing the names, addresses and contact details of the companies participating in the exhibition will be distributed for free to all visitors.
- ✧ Flyers will be printed and distributed all over Bahrain and Saudi Arabia
- ✧ Daily Advertisements in local newspapers for a minimum of 2 weeks leading up to the exhibition
- ✧ A series of Radio advertisements in Arabic / English for a minimum of 2 weeks leading up to the exhibition
- ✧ Local and regional media coverage, extending the impact of the event thus ensuring high levels of exposure for the Sponsors & Exhibitors.

OVERSEES EXHIBITORS SUPPORT PROGRAM

Logistics Support

Special rates are on offer with our preferred airline for the transportation of your cargo into the Kingdom of Bahrain.

Customs Clearance

Our preferred agent can facilitate with customer clearance and the transportation of your cargo.

Accommodation

Special room rates are on offer for Exhibitors and visitors staying at our preferred 3,4 and 5* hotels.

Transportation

A free shuttle service will be available to transport all exhibitors to and from our preferred 3,4 and 5* hotels.

Introduction to Local Business Partners

A complimentary invitation to attend the gala dinner will provide the opportunity to indulge with the local dignitaries and business community.

For more information please visit www.wfarabia.com

www.wfarabia.com , www.vallay.net
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27 - 28 -29 , MARCH 2014
BAHRAIN INTERNATIONAL EXHIBITION & CONVENTION CENTER



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