



**09-11 February 2016**  
**Exhibitor Benefits**



Exhibiting at Gulf Industry Fair gives you more than just the value of Exhibiting:

### **TOOLS TO PROMOTE YOUR COMPANY AT THE GULF INDUSTRY FAIR**

- eProfiles – Each exhibitor receives an eprofile mailer designed by HCE to promote their company. This is a unique exhibition service innovated by HCE
- Invitation Cards – As an Exhibitor you will receive a minimum of 100 printed invitation card for the event.

### **MEDIA PROMOTION OF YOUR COMPANY**



- Possible article on your company in the event publication – Gulf Industry Fair Newsletter
- Dedicated regular press releases on the exhibition and your company (subject to newsworthy storyline) distributed to regional media
- Editorial previews in Gulf Industry magazine (print and online editions). Each monthly issue is read by 60,000+ professionals
- Possible Article on your company in the dedicated eNewsletter sent to over 30,000 key decision makers
- Opportunity to promote your company through editorial coverage in the event dedicated Gulf Industry Fair Daily Newspapers
- Editorial coverage in Bahrain's national Arabic newspaper Akbar Al Khaleej (during the exhibitions)
- Editorial coverage in Bahrain's national English newspaper Gulf Daily News (during the exhibitions)
- Through [www.gulfindustryfair.com](http://www.gulfindustryfair.com) – the event's website which receives over 100,000 hits a year. Traffic to the site is driven through various social media and promotion on all event collateral and adverts



### **DEDICATED EVENT VISITOR PROMOTION CAMPAIGN**

- Newspaper advertising in Bahrain, Saudi Arabia, Qatar and the UAE
- 30,000 promotional leaflets delivered in industrial areas of Bahrain and Saudi Arabia

- Outdoor promotional adverts on lampposts in Bahrain and Saudi Arabia (Eastern Province)
- Online promotional banner adverts on dedicated industry related websites
- Email campaigns to database of 50,000 potential visitors of key industry decision makers
- Targeted SMS Campaign to visitors to attend the event and key mini-events at the Gulf Industry Fair, such as product launches/seminars
- Targeted Social Media Campaign for specialised product marketing or key mini-events to attract visitors
- VIP invitation packs delivered to over 2,000 VIP guests

### **PROMOTING YOUR COMPANY AFTER THE EXHIBITION**



- Virtual Exhibition – Online promotion of your company through the Gulf Industry Fair Virtual Exhibition for 200 days after the Exhibition ends. The Virtual Exhibition has a video presentation of your Company filmed at Gulf Industry Fair, your Company brochure and your eprofile all online
- Promoting the GIF Virtual Exhibition is driven through Facebook, LinkedIn, Instagram and through promotion on all event collateral and adverts

**For further information contact:**  
**Hilal Conferences & Exhibitions at +97317299123,**  
**or email us at [info@hilalce.com](mailto:info@hilalce.com)**