

# 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 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 cards for the event.
- Seminar/workshop/product launch opportunities available at no extra charge during the Gulf Industry Fair.



## MEDIA PROMOTION OF YOUR COMPANY

- Event previews in Gulf Industry magazine (print and online editions). Each monthly issue is read by 60,000+ professionals.
- Possible article on your company & products 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.

- Through [www.gulfindustryfair.com](http://www.gulfindustryfair.com) – the event's website.
- Through dedicated social media channels.
- Dedicated press releases on the exhibition and your company (subject to newsworthy storyline) distributed to regional media.
- Editorial coverage in Bahrain's national Arabic language newspaper Akbar Al Khaleej (during the exhibition).
- Editorial coverage in Bahrain's national English language newspaper Gulf Daily News (during the exhibition).

## DEDICATED EVENT VISITOR PROMOTION CAMPAIGN



- Outdoor promotional adverts on lampposts in Bahrain and Saudi Arabia (Eastern Province).
- Newspaper adverts in Bahrain, Saudi Arabia and UAE.
- 30,000 promotional leaflets delivered in industrial areas of Bahrain and Saudi Arabia.
- Online promotional banner adverts on dedicated industry and media 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.