

الأعراس والأزياء العربية

Wedding & Fashion Arabia 2015



19 - 20 - 21 March 2015

Bahrain International
Exhibition & Convention Center



THE ORGANIZER

What we do at Vallay Media International

Planning:

- Identifying Event Objectives
- Concept & Theme Development
- Budget allocation with quotations
- Event Design
- Contracting (Manpower to technical requirements)
- Administration

Program Implementation

- Entertainment
- Speakers
- Conference Facilitators
- Trainer & Training Activities

Production Technical Requirements

- Catering
- Hospitality / Accommodation
- Stage
- Lighting & Sound
- Multi Media
- Special Effects
- Decoration
- Costumes

Promotion

- Public Relations
- Promotional Materials
- Media Relation
- Corporate gifts



INTRODUCTION

2014 saw the success of the first premium Bridal & Fashion Exhibition in Bahrain and Wedding & Fashion Arabia will once again be gracing the Kingdom in 2015.

With the triumph of the first Wedding & Fashion Arabia in 2014, the anticipated exhibition is back for the second year and will be taking place at the Bahrain International Exhibition and Convention Center in Hall 1 during the period of 19th, 20th and 21st March 2014.

If you are a Fashion Designer or Wedding Specialist, there is no better place to showcase your products and services! Wedding & Fashion Arabia provides a lucrative platform for you to get up close and personal and meet face to face with your core market while creating perspective bookings, building relationships and showcasing your true potential.

EXHIBITOR PROFILE

- Wedding Venues
- Wedding & Event Planners
- Décor and Accessories
- Limousine Cars Services
- Catering, Cakes & Sweets
- Makeup & Hair Stylists
- Beauticians & Salons
- Bridal Boutiques & Designers
- Fashion Designers (Bridal & Evening Wear)
- Jewellers
- Photographers & Videographers
- Honeymoon & Travel Specialists
- Florists & Gifts
- Printing and Wedding Stationary
- Sound & Light Systems
- Wedding Entertainment
- Educational Institutes

WHY EXHIBIT

Wedding & Fashion Arabia will soon form an imperative part of your marketing strategy as it's a progressive way to get out directly in front of potential clients, flaunt your 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.

Why Exhibit:

- Align your 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.
- An opportunity to see more clients in 3 days than you could see in your place of business over several months.
- An efficient way to make multiple contacts and promote your products and services.
- Outshine your competition with unique staging and stand opportunities.
- Test the market with your newly launched collections, products or services.
- Your success is of paramount importance to us. We place great value on your satisfaction and are dedicated to delivering you peace of mind so you can provide your clients the same.
- Increase brand awareness through the event's intensive media coverage.

Alongside the exhibition, there will be an opportunity to demonstrate your products and services to a wide target audience with an exclusive opportunity to showcase all your latest designs and collections on an elegant runway with various fashion shows while creating the perfect occasion to wow the audience.

STANDS

Option A - Shell Scheme

Cost - BD 90.000 (240 USD) per m²

- Carpet
- Wall panels - 3.5 m high
- Fascia with company name and booth number
- Two 40W fluorescent tubes behind fascia board as general lighting
- One lockable cabinet
- One Table
- Two Chairs
- One waste paper basket
- One 13 amp single phase power Point

Option B - Space Only

Cost - BD75.000 (200 USD) per m²

- Stand space only (Minimum 18 square meters)
- Does not include any stand construction



SPONSORSHIP

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.

- Distinguish your company in world-class industry gathering.
- Build effective networking, leading to increased sales.
- Boost your brand by increasing visibility and recognition
- Increase positive industry relations.
- To ensure the achievability of the number of visitors expected, the marketing and advertising campaign is made to be comprehensive for such a Trade Show.

SPONSORSHIP PACKAGES

- Diamond Sponsor
- Gold Sponsor
- Silver Sponsor
- Cat Walk Sponsor
- Hair & Make-up Sponsor
- Exhibition Bag Sponsor
- Lanyard Sponsor
- Registration Desk Sponsor

Contact us today for more information on Sponsorship

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 throughout Bahrain and Saudi Arabia.
- Online social media mentions and advertisements on Facebook, Twitter & Instagram.
- Coverage through our online media partners.
- Outdoor advertising 3 months leading up to the event through billboards and LED Screens that 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.
- Advertisements in local newspapers for a minimum of one month 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.



VALLAY
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