



JEWELLERY ARABIA

BAHRAIN

22 – 26 November 2022 • Exhibition World Bahrain

jewelleryarabia.com





Celebrating 30 dazzling years — **The Pearl Anniversary**

2022 marks the 30th anniversary of Jewellery Arabia, the largest and most prestigious consumer jewellery and watch event in the Middle East, showcasing over 550 leading manufacturers, world-famous brands and unique designers.

Established in 1992, this annual event brings together local, regional and international talent. With over 35,000 square metres of exhibition space and thousands of high-quality attendees, Jewellery Arabia 2022 provides an unmissable platform for you to showcase your brand, launch new collections, expand relationships and sell to customers.

Open free of charge to the public, exhibits include a wide selection of finished jewellery, luxury time pieces, fine writing instruments, objects d'art, accessories and precious stones of every size, shape and cut.

Moreover, what better gift than a brand-new home to mark Jewellery Arabia's Pearl Anniversary?



The new venue

Set to open in mid 2022, Exhibition World Bahrain is the largest event infrastructure in the Middle East with 95,000 square meters of exhibition space, a 4000 seat grand auditorium and state-of-the-art facilities.

Located in Sakhir, adjacent to the Bahrain International Circuit, 22 minutes from Manama and 30 minutes from the Bahrain International Airport, the new venue will host Jewellery Arabia 2022.



What's new in 2022?

We strive to constantly better the online and on-site experience around Jewellery Arabia. Our goal is to ensure our customers and shoppers a positive and memorable journey. Here is a sneak peek of what you can expect in 2022:

World-class venue

- State of the art exhibition halls and facilities
- Large parking areas in the close vicinity
- More than 65% new space
- VIP lounge and meeting rooms
- A variety of F&B outlets
- Rest and relaxation areas

Enhanced visitor experience

- Broader range of products such as accessories, watches, and traditional jewellery
- Luxury hall with exclusive brands and selected high-end jewellery
- New country pavilions
- Designated zones for various jewellery types
- Exciting new features including a newcomer pavilion to discover the market's "Rising Stars" and a pearl discovery area
- Improved visitor journey inside the halls
- Interviews, talks, workshops, demonstrations – and so much more!



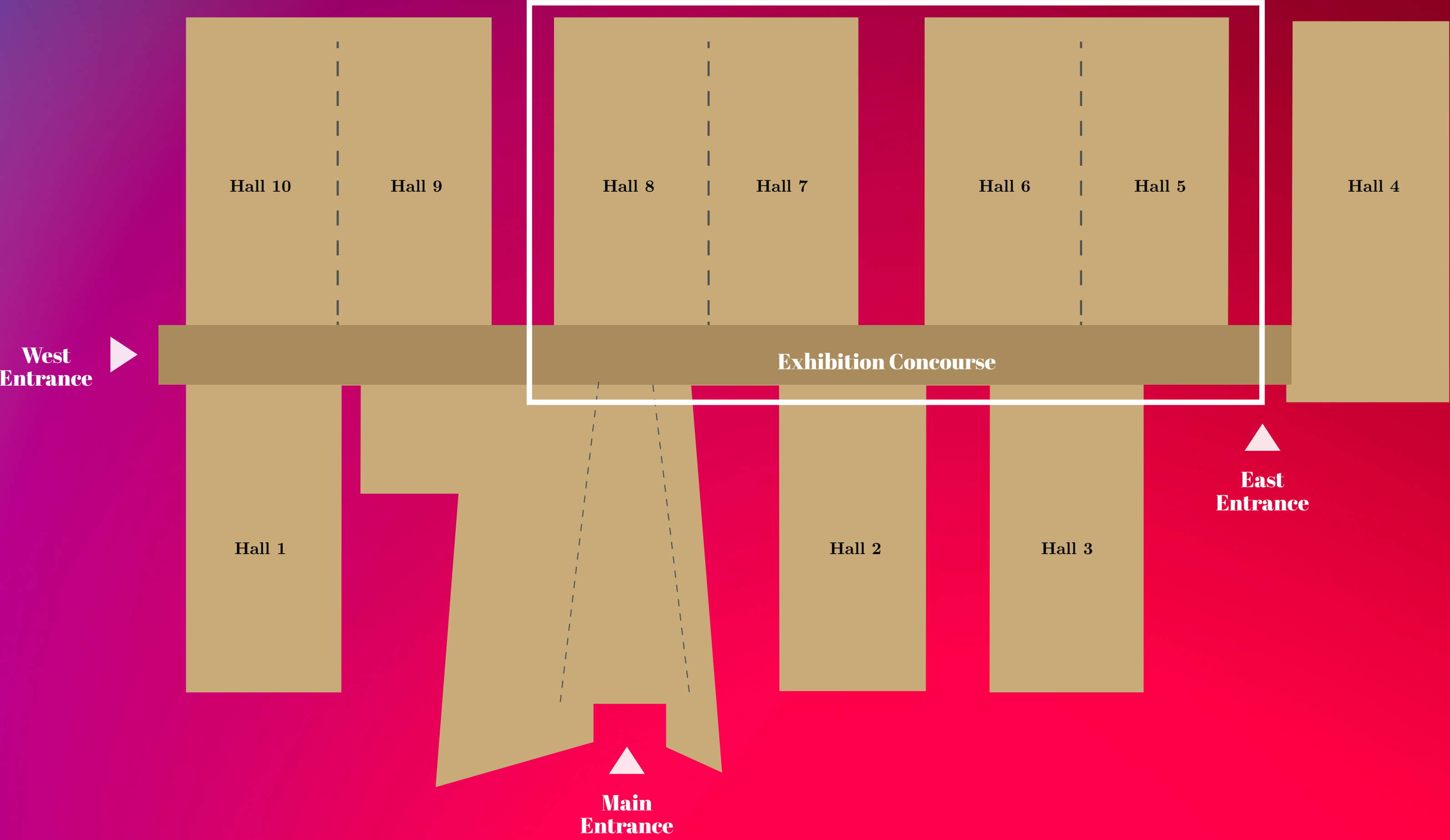
Why should you exhibit?

- Sell your products directly to the Middle East's high net worth consumers
- Tap into growing demand for fashionable jewellery and luxury accessories
- Expand your network and net worth
- Reinforce your brand's position in the regional market
- Grow by catering to a wider customer base

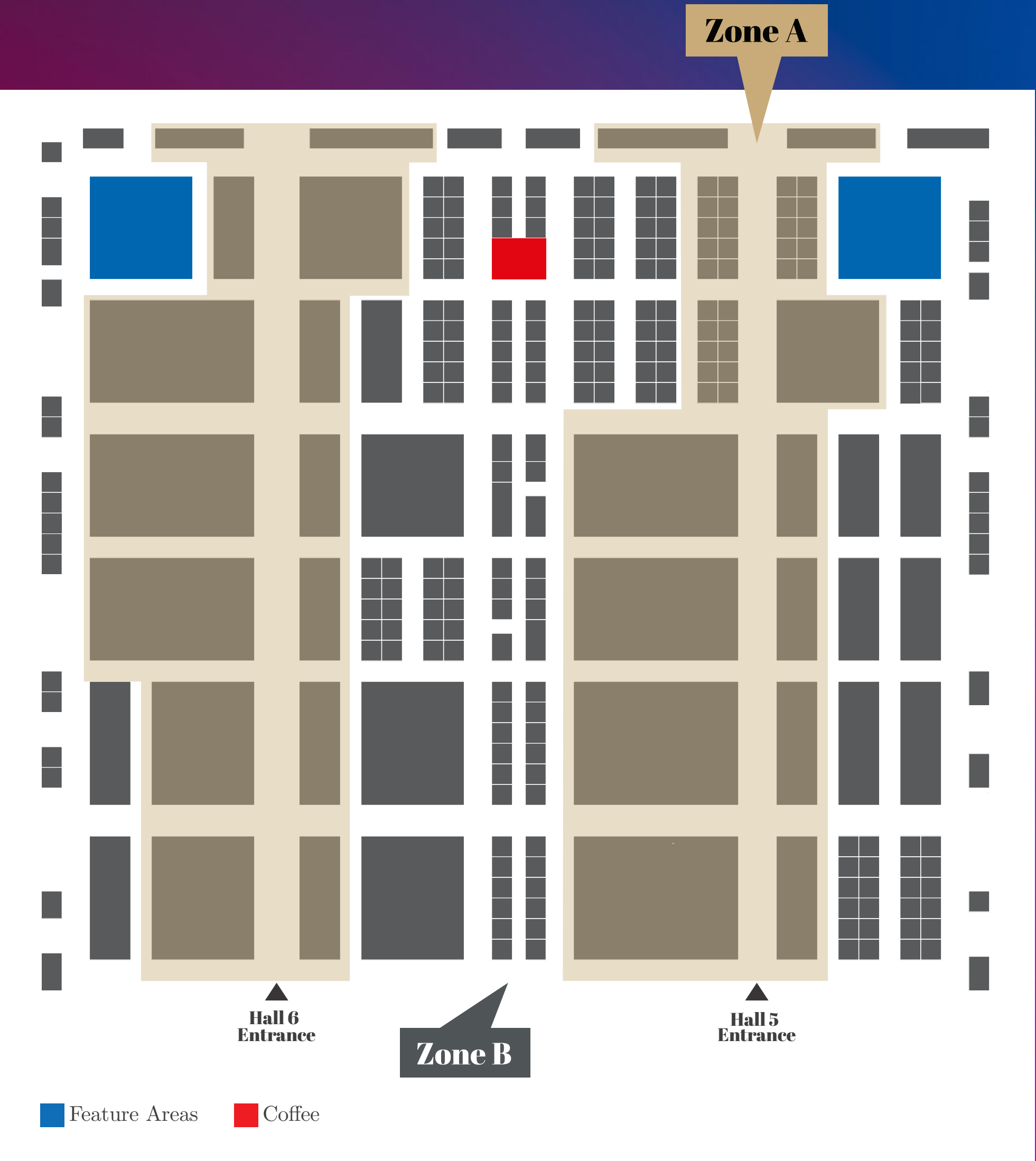
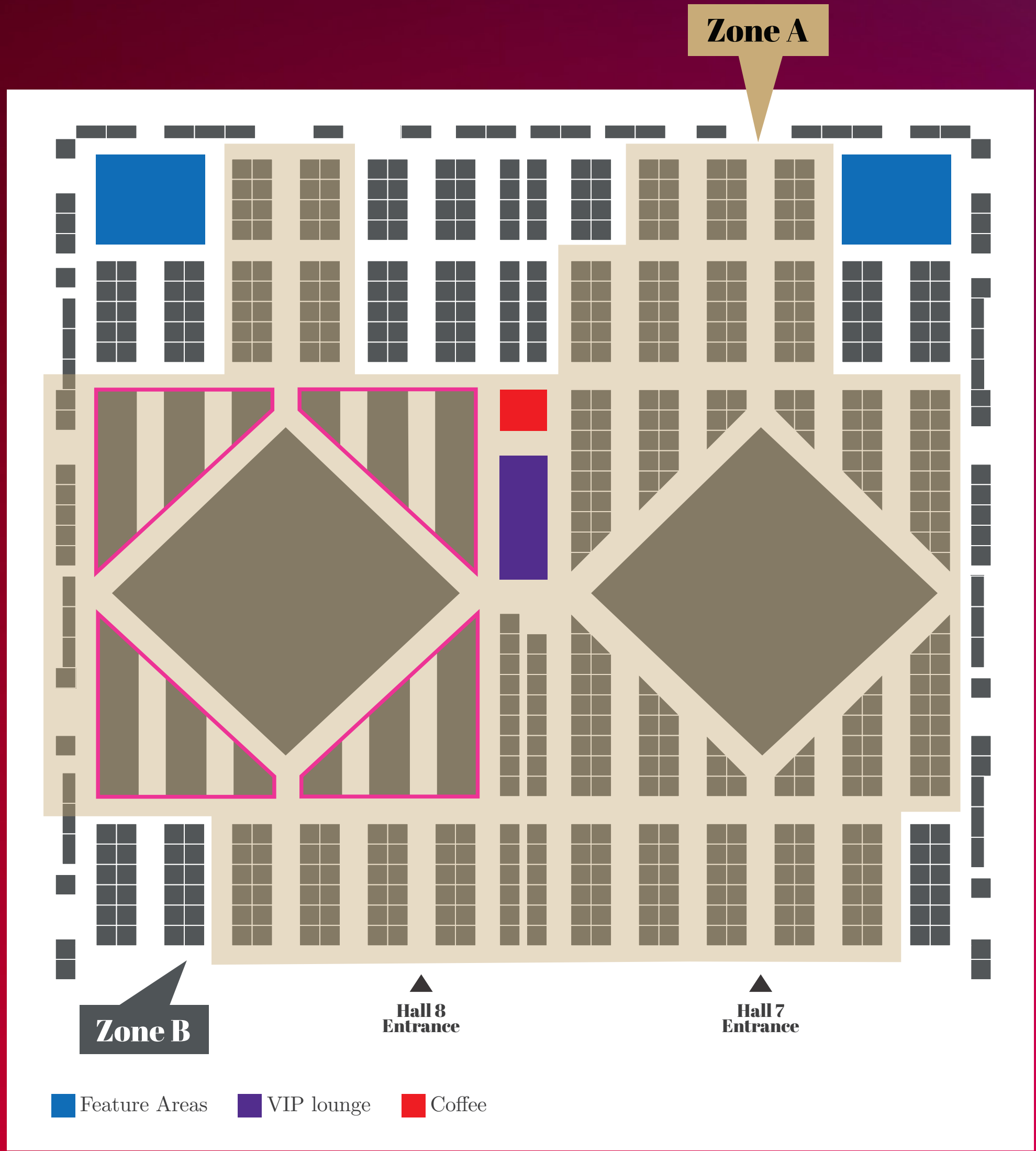
“Our experience this year as Asia Jewellers has been excellent. There's been many serious customers from Bahrain, Saudi, Kuwait and other countries. Exhibiting at Jewellery Arabia is a great way for our watch and jewellery brands to test the market and see what's trendy in the region and what people are looking for.”

Mohammed Mahmood Jaffar, Asia Jewellers Chairman

Exhibition World Bahrain



Venue floor plan





Stand packages

Space only

Minimum size: 9 sqm

Rate includes*:

- Floor space

The best option for unlimited flexibility, customisation and maximum impact. You can appoint your own stand builder and create a stand designed to meet your exact requirements and budget.

ZONE A
US\$ 670
PER SQM

ZONE B
US\$ 660
PER SQM

Shell scheme package

Minimum size: 9 sqm

Rate includes*:

- Floor space
- Basic stand cleaning
- Lighting behind fascia
- Carpet
- White melamine walls
- One company name and stand number on the front fascia per stand

With space and shell scheme you are getting a ready-to-use stand space. Perfect if you need to turn up and show in the shortest time possible. Showcases, power points and optional extras are available to order.

ZONE A
US\$ 775
PER SQM

ZONE B
US\$ 765
PER SQM

*All exhibit options subject to 10% VAT



A glimpse of 2021

\$75M

worth of product sales
+108.3% from 2019

523

Exhibiting brands

30

countries represented

1 out of 4

visitors attended the
show multiple times

Shoppers' spending budget

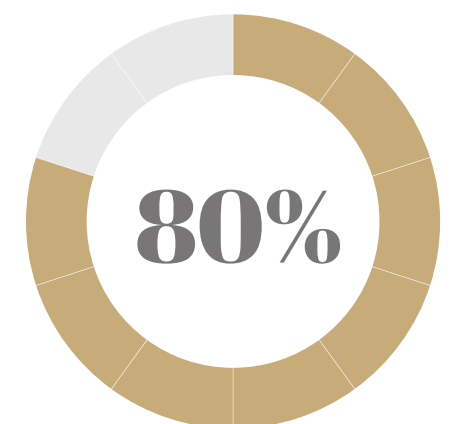
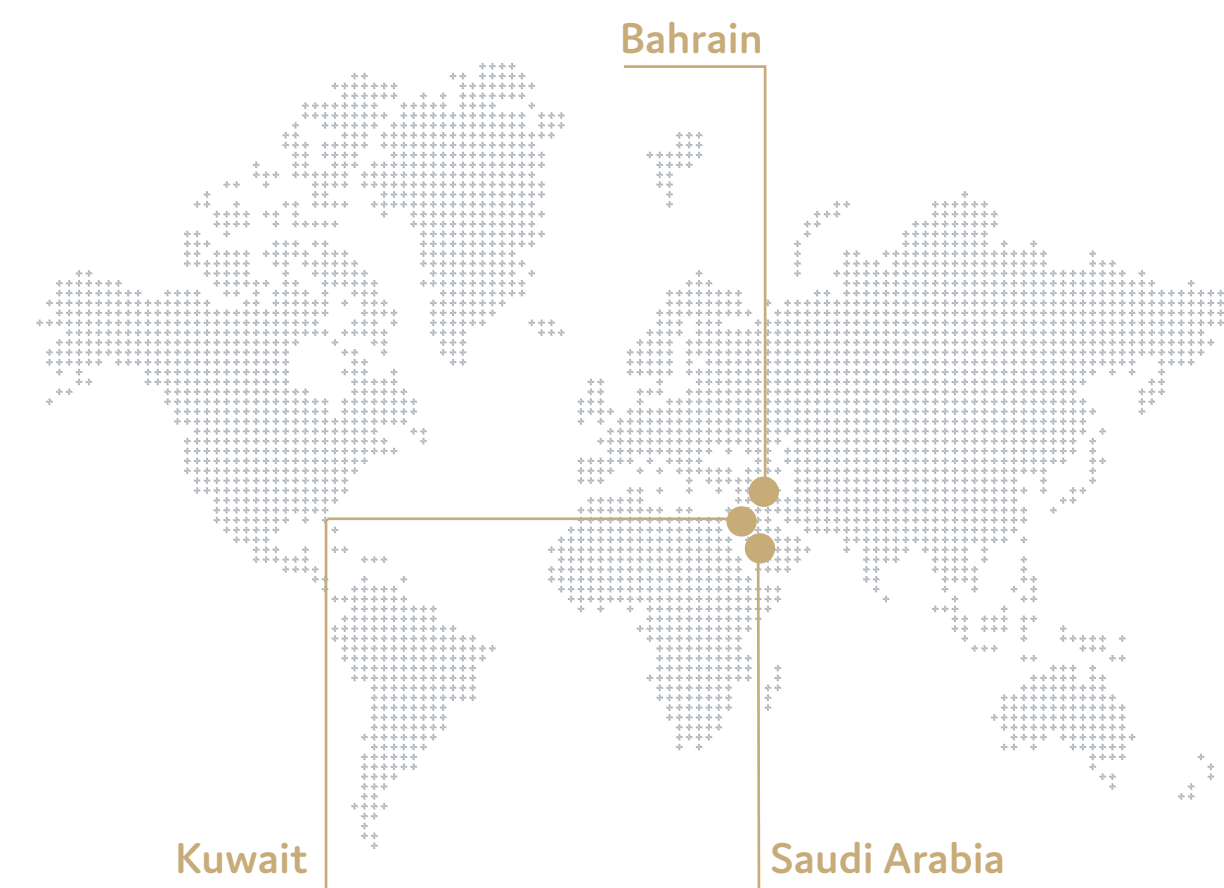
31%

Between
USD 2,660 - 13,300

19%

More than USD
13,300

Country of residence – Top 3



80%
of visitors don't attend any
other Jewellery & Watch event

360-degree visitor marketing promotion

1.5M+

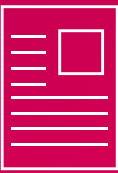
Consumers reached through social media channels



Influencer campaign

6M+

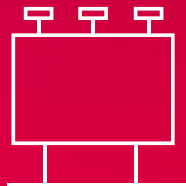
Impressions



Print advertising in mainstream, lifestyle and industry publications

250,000+

Website page views



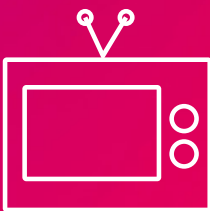
Prime outdoor advertising in Bahrain and Saudi Arabia

20+

Regional and international media partners



Emailers and SMS



TV & press coverage



Event listings



Digital and social media campaign in the Gulf region



Sponsorship Opportunities

Align your brand with high profile activities offered before and during Jewellery Arabia to ensure your brand is at the forefront of visitors' minds.



Pearl Sponsor

US\$ 10,000

Special introductory package designed to introduce your brand.

- Your logo on website homepage
- Your logo on all event newsletters to our database
- 1 social media post during the event
- 50 VIP passes



Silver Sponsor

US\$ 20,000

Place your brand in the most-used marketing touchpoints.

- Your logo on all print advertising
- Your logo on website homepage
- Your logo on all event newsletters to our database
- 2 social media posts during the event
- 200 VIP passes



Gold Sponsor

US\$ 60,000

Incredible brand exposure boost through a wide variety of marketing campaign touchpoints.

- Your logo on all print advertising
- Your logo on website homepage
- Your logo on all onsite branding
- Your logo on all event newsletters to our database
- Your logo on Main Visitor registration (online and onsite)
- WIFI network and password customisation
- 1 social media post during the event
- 500 VIP passes



Platinum Sponsor

US\$ 100,000

High-impact brand take over with the best return on investment.

- Your logo on all print advertising
- Your logo on website homepage
- Your logo on all onsite branding
- Your logo on all outdoor advertising
- Your logo on all event newsletters to our database
- Your logo and banner advertising on the mobile app
- Your logo on VIP registration (online and onsite)
- 1 social media post during the event
- 1,000 VIP passes



Boost your brand's presence

To book a space or become a sponsor, contact us to discuss the right option to drive visitor interest to your company before and during the event.

For enquiries, please contact your nearest Informa Markets office:

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