

Under the Patronage of  
His Royal Highness Prince Salman bin Hamad Al Khalifa  
Crown Prince and Prime Minister of the Kingdom of Bahrain



# JEWELLERY ARABIA

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## BAHRAIN

16 – 20 November 2021 ● Bahrain International Exhibition & Convention Centre

[jewelleryarabia.com](http://jewelleryarabia.com)







# ***A Jeweller's Dream. A Buyer's Paradise.***

Jewellery Arabia is the largest and most prestigious jewellery and watch exhibition 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 21,000 square metres of exhibition space and over 55,000 high quality attendees, Jewellery Arabia 2021 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.





# What's new in 2021?

Improving our customers' and visitors' experience is always a priority at Informa Markets. Here is a sneak peak of some of the enhancements at the 2021 edition of Jewellery Arabia.

## **Brand new entrance hall**

- Premium look and feel
- Curated visitor journey
- Coffee lounge area
- Country and Theme pavilions

## **Enhanced visitor experience**

- Additional seating areas
- Prestigious look and feel with a themed approach
- Additional F&B points for exhibitors and visitors
- Multiple on-site visitor activations





# 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 accessories
- Expand your network and net worth
- Reinforce your brand's position in the regional market
- Grow by catering to a wider customer base



# 360-degree visitor marketing promotion

**1.5M+**

Consumers reached through  
social media channels

**6M+**

Impressions

**250,000+**

Website page views

**20+**

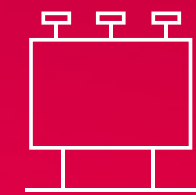
Regional and international  
media partners



Influencer  
campaign



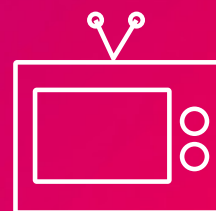
Print advertising in  
mainstream, lifestyle and  
industry publications



Prime outdoor  
advertising in Bahrain  
and Saudi Arabia



Emailers  
and SMS



TV & press  
coverage



Event listings



Digital and social media  
campaign in the Gulf region





# Follow these 4 simple steps to calculate the value of your stand:

Our value-based pricing model is designed to help you choose a stand that best suits your stand layout, location and budget requirements.

1

**Square metres**

Choose the number of square metres you wish to book

2

**Stand space**

Decide on the stand space package you require:  
Space only or Space & shell scheme

3

**Open sides**

Decide how many open sides you would like:  
1, 2, 3 or 4

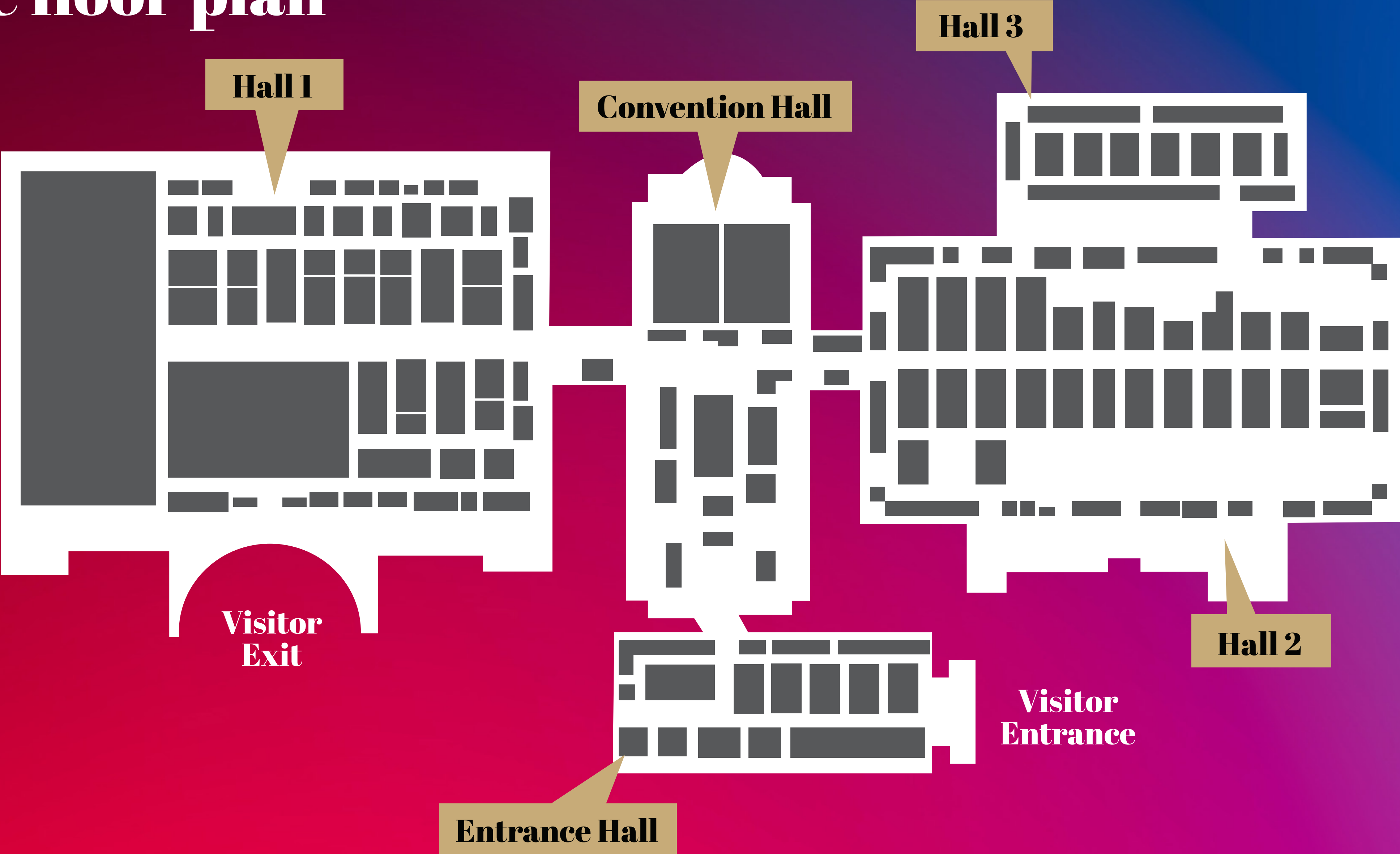
4

**Location zone**

Choose your preferred location zone



# Venue floor plan







# Flexible stand space 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.

FROM  
**US\$ 621**  
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.

FROM  
**US\$ 721**  
PER SQM

\* All exhibit options subject to 5% VAT

Note: Additional charges will apply for stands with more than 1 open side and depending on selected area. Prices and stand options can differ within designated pavilions. All stands are subject to availability.»



# 2019 facts and figures

**\$36 Million**

Worth of product sales, +12.65% increase from 2018

**561**

Exhibiting brands

**74%**

Exhibitors rated the quality of visitors as high or very high

**36**

Exhibiting countries

**96%**

Plan to rebook exhibition space

**“ There is a very mature customer base and real jewellery connoisseurs, this is why we come back and we’re smiling every year when we leave.”**

Frank Mayer, CEO & Owner, Heinz Mayer

**55,922**

Visitors from 61 countries

**25%**

Visitors from Saudi Arabia, +8% increase from 2018

**68%**

Visitors from Bahrain





# Interested in sponsorship or advertising opportunities?

Boost your brand's presence at the region's largest watch & jewellery event by becoming a sponsor, or take advantage of the many tailored advertising opportunities we have to offer.

Contact us to discuss the right option to drive visitor traffic to your stand and heighten your company profile before, during and after the event.

For enquiries, please contact your nearest Informa Markets office:

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