Jewellery Arabia 2024

Event Brochure

26 - 30	November	2024
Exhibition World Bahrain		

jewelleryarabia.com

Welcome to the world's leading B2C luxury exhibition



Standing at 54,000 sqm, Jewellery Arabia is recognised as the largest and most prestigious B2C luxury exhibition in the world.

Since its inception in 1992, world famous jewellery houses, watch manufacturers and high-profile designers are consistent participants, many of whom choose Jewellery Arabia to introduce new collections and limited-edition pieces to the Middle East collector's market.

32
editions

54,000 sqm
(+234% from 2022)

650+
exhibitors

43,000+
visitors & VIPs
(+58% from 2022)

$69.1m
worth of products sold in 2023

30+
exhibiting countries

Co-located
with Scent Arabia

World-class
venue

The strengths of the Kingdom of Bahrain

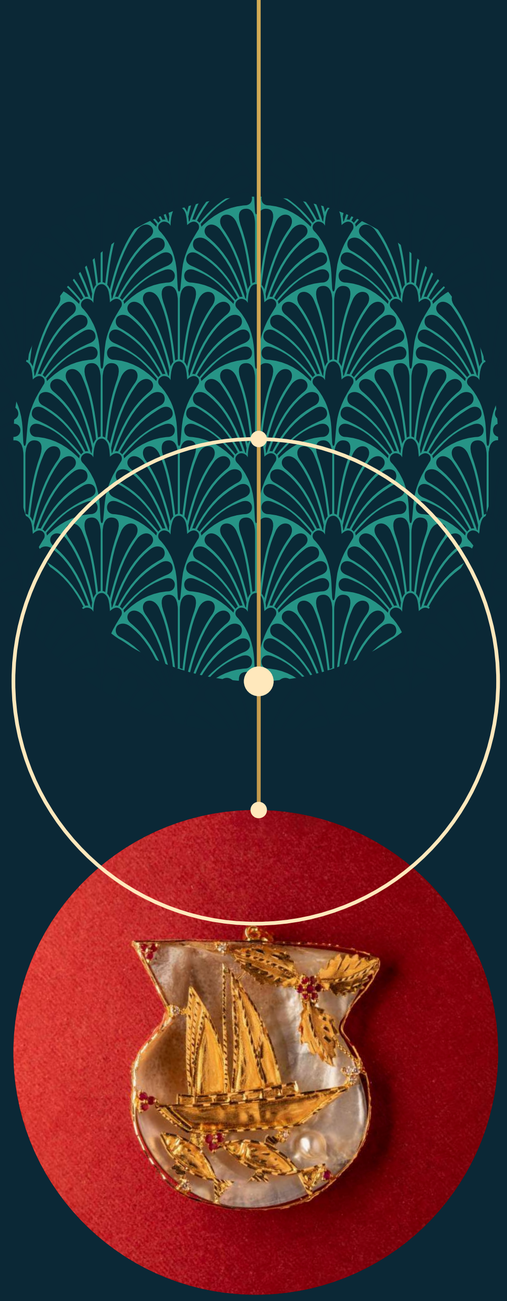
Consumer spending in Bahrain is forecasted to increase by 3.7% in 2024, with spending rising to $8.4bn in 2024.

The luxury goods market is projected to generate a revenue of $279.6m; the largest segment being luxury watches & jewellery, with a market volume of $104.10m in 2024.

Luxury goods sales have seen a surge in Bahrain due to the country's high disposable income ($41.79K per capita) and a growing appetite for exclusive brands.

What to expect in Bahrain?

A jewel nestled in the heart of the Arabian Gulf – Bahrain is home to pearl diving, a tradition that dates back centuries, passed down from generation to generation. While the introduction of cultured pearls transformed the industry, the legacy of pearl diving continues to resonate in the Kingdom's culture and art scenes. Bahrain also offers a variety of cultural destinations that showcase its strong heritage like Al Fateh Grand Mosque's Islamic architecture, the bustling bazaar at Bab Al Bahrain, and the iconic Haji Café. Order the spiced grilled meat house special served with clay-oven baked bread for a meal you won't forget!



Why participate in Jewellery Arabia?



Be part of the largest B2C jewellery & watch exhibition in the world and capitalise on positive brand association



Sell and showcase your products directly to 43,000+ of the Middle East's high-net-worth consumers



Position your brand as a vital player in the luxury jewellery and watch market



Take advantage of the region's geographical position to amplify your presence in new territories



Meet and interact with your current and new customers face-to-face and create long-lasting relationships

What exhibitors say...

We're super pleased to be part of Jewellery Arabia, it has been fantastic. From the support we've received from Informa Markets to the quality of the visitors who are attending, it's honestly beyond our expectations. – Mahmood Qannati, Founder, Qannati Objet d'Art.

We consider Jewellery Arabia to be the most premier Middle Eastern show for fine jewellery. It's the perfect opportunity for us to invite all of our GCC customers together, who come from across the region to attend this show. – Theo Swart, CEO, Al Zain Jewellery.

95%

of 2023 exhibitors rated Jewellery Arabia as an important platform for their business

93%

of 2023 exhibitors rated visitors as high quality

80%

of 2023 exhibitors will be participating at Jewellery Arabia 2024

Jewellery Arabia's Products & Features





What can you bring to Jewellery Arabia?

- High-end jewellery: diamonds, gemstones, pearl, gold
- Watches
- Luxury accessories: handbags, hair accessories, pens, leather goods, cufflinks

Take part in the event features:

Bahraini Gold Souq:
A traditional souq with unique designs suitable for every budget, occasion, and style.

Rising Stars Pavilion:
A platform for new brands and talented jewellery designers to showcase their products.

Wedding Pavilion:
Everything a bride needs in one place.

The Fashion Show:
A runway spectacle featuring the latest fashion and jewellery trends.

Watch Pavilion:
A spectacular display of exquisite craftsmanship & advanced timepieces.

Visitor Profile

Jewellery Arabia gives you access to thousands of affluent shoppers from the GCC.

43,000+
high spending visitors

10,000+
VIPs

Jewellery Arabia visitor experience

94% of 2023 visitors rated the event as important to attend

85% of 2023 visitors rated the quality of exhibitors as excellent

Spending budget

45% between **$1,300 - $13,000**

18% more than **$13,000**

Top 5 visiting countries


Bahrain


Saudi Arabia


Kuwait


UAE


Qatar

Top reasons for visiting

62%
To buy jewellery for everyday wear

50%
To buy jewellery for special occasions

43%
To buy from brands not available in Bahrain

31%
To find out the latest trends

16%
To find collector's pieces

How will we support you?

Digital



70.6M impressions through digital marketing



573,756 clicks from targeted Google and social media campaigns



37K+ followers on Instagram



1.16M website visits



All-in-one dedicated mobile app

Media coverage



$270,355 total value from press coverage



260+ international and regional influencers

Outdoor Advertising



14+ prime outdoor advertising locations in Bahrain and Saudi Arabia

Electronic messages

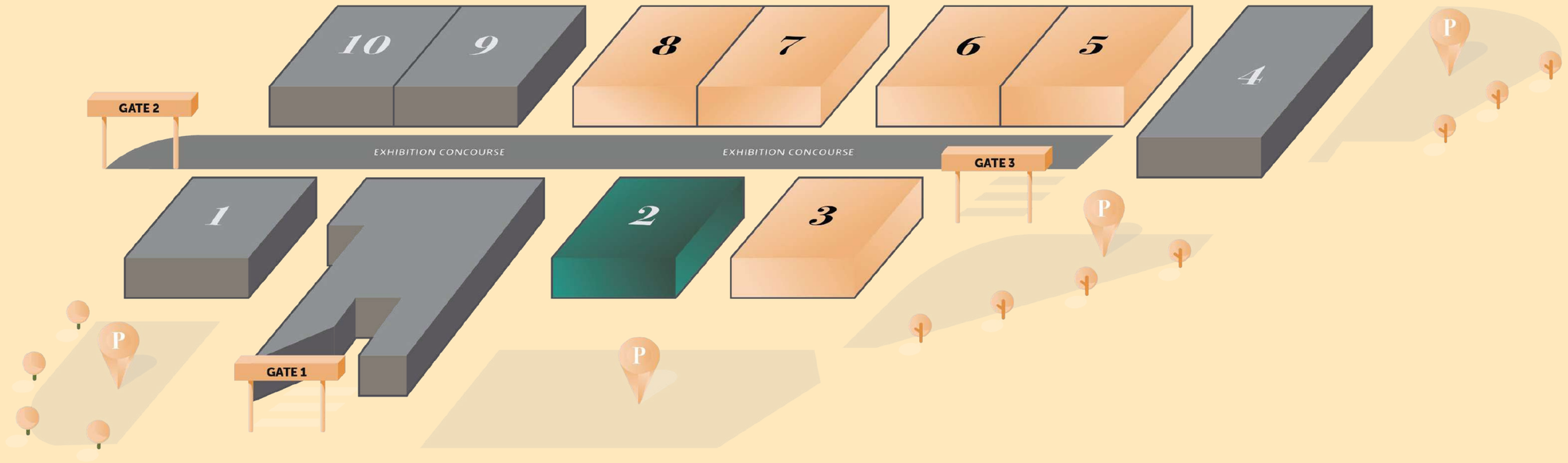


40,000+ email invitations delivered



66,000+ SMS messages sent

Supported by the
Bahrain Tourism & Exhibitions Authority



Venue Layout

Jewellery Arabia Halls

Scent Arabia Hall

Exhibition World Bahrain, Zallaq, Bahrain



Floorplan Layout

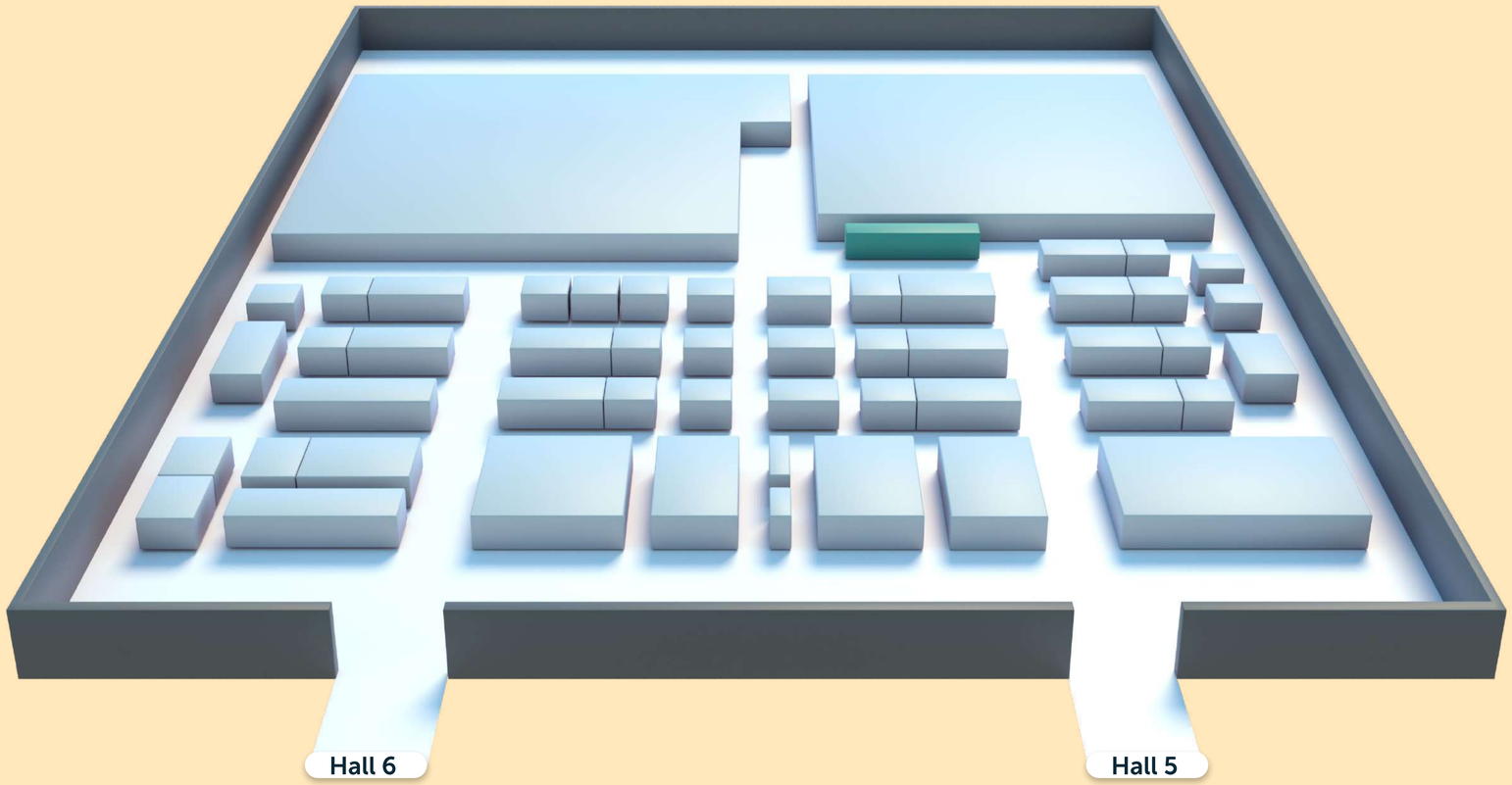
Hall 3

The Gold Souq

Rising Stars Pavilion

Floorplan Layout

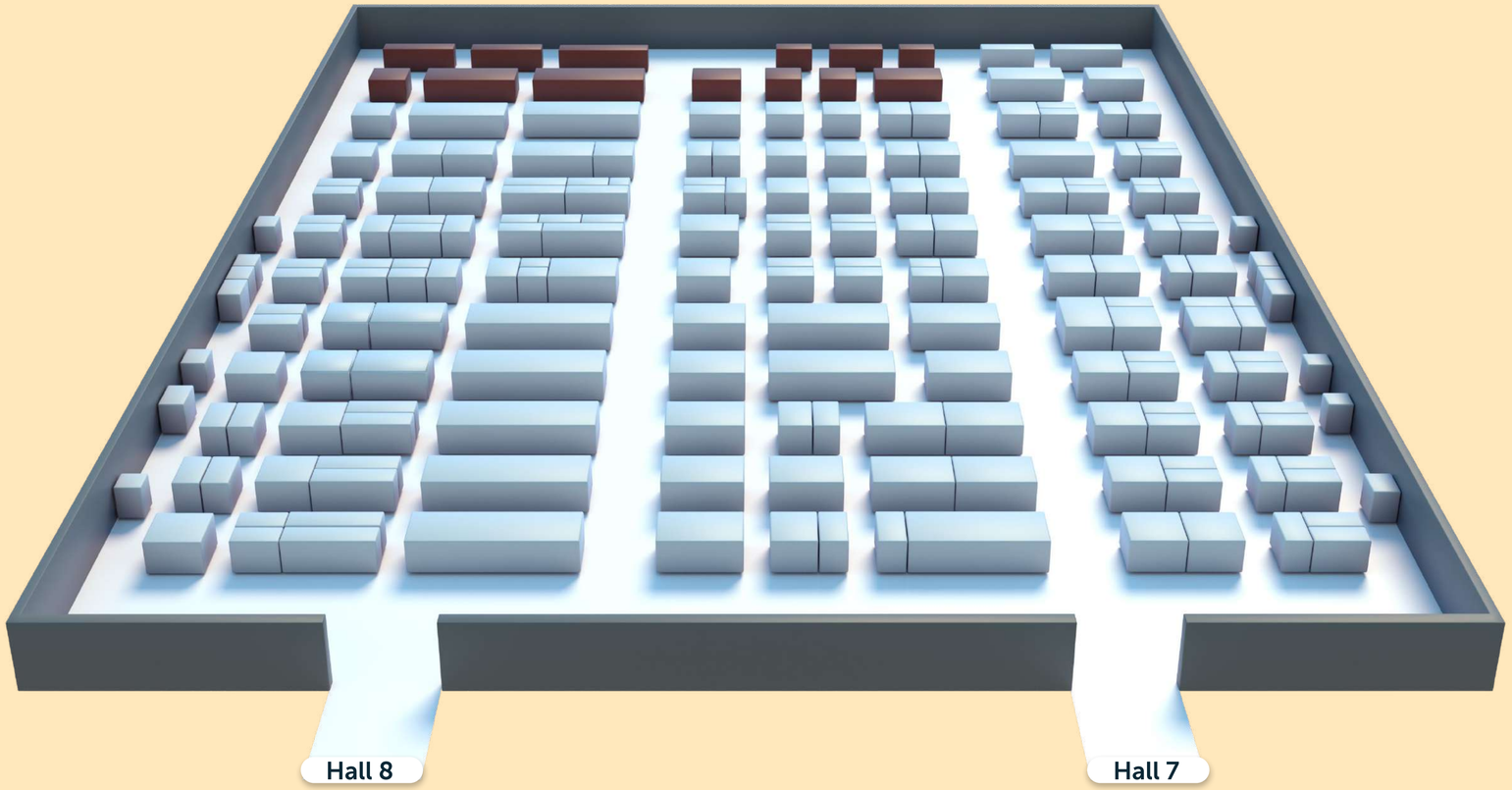
Hall 5 & Hall 6



Watch Pavilion

Floorplan Layout

Hall 7 & Hall 8



The Wedding Pavillion &
Fashion Show

Stand Packages

Space only

Minimum size: 9 sqm from **$739/sqm**

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.

Rate includes:
- Floor space only

Shell scheme packages

Minimum size: 9 sqm from **$858/sqm**

With 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.

Rate includes:
- Floor space
- 2x LED tube Light
- Exhibition needle punch carpet
- Fascia/Name boards with cut out vinyl sticker
- 1x waste bin
- Main power for electricity

Rate doesn't include:
- Electricity sockets (from $44+)
- Furniture (from $44+)
- Showcases (from $230+)



Sponsorship Opportunities

Discover a range of sponsorship packages designed to increase the visibility of your brand and reach thousands of high-net-worth consumers.

Sponsorship Packages

	Silver Sponsorship $15,000 Limited to 5 sponsors	Gold Sponsorship $30,000 Limited to 5 sponsors	Platinum Sponsorship $50,000 Limited to 3 sponsors
x1 PVC banner (300x300) or tall graphic (120x737)	✕	✓	✕
x1 PVC banner (120x300)	✕	✕	✓
Hanging banners inside the concourse	x2	x3	x4
Promotional video on outdoor LED Screen	✕	✕	10 seconds
Promotional video on indoor LED Screen	✕	✕	10 seconds
Promotional video on 6 LED screens located by every hall entrance	10 seconds	10 seconds	10 seconds
Your logo on visitor registration (online & onsite): ✦ Online registration forms ✦ Confirmation emails ✦ Digital badges ✦ Branding opportunities at registration area during the event (if available)	✕	✕	✓
1-month Jeweller of Choice package (April, May or June): ✦ Blogpost on Jewellery Arabia website ✦ x4 social media posts on Jewellery Arabia channels ✦ Hyperlink of choice on Instagram bio	✕	✕	✓
Your logo on all event campaigns	✓	✓	✓
Your logo on website homepage	✓	✓	✓
x1 social media post during Jewellery Arabia 2024 on Instagram, Facebook and Linkedin	✕	x1 post	x1 post

*Deliverables are subject to change depending on availability

Exclusive Packages

	Diamond Sponsorship $125,000 Exclusive	Headline Sponsorship $175,000 Exclusive
A1 banner (1290x235) inside the concourse	✗	✓
A2 banner (1303x223) inside the concourse	✓	✓
Hanging banners inside the concourse	x6	x8
Promotional video on outdoor LED Screen	15 seconds	20 seconds
Promotional video on indoor LED Screen	15 seconds	20 seconds
Promotional video on 6 LED screens located by every hall entrance	10 seconds	20 seconds
Your logo on the interactive floorplan screens located at every hall entrance	✓	✓
2-month Jeweller of Choice package: ✦ Blogpost on Jewellery Arabia website ✦ x4 social media posts on Jewellery Arabia channels ✦ Hyperlink of choice on Instagram bio	July & September	August & October
Your logo on all event campaigns	✓	✓
Your logo on website homepage	✓	✓
x2 social media posts during Jewellery Arabia 2024 on Instagram, Facebook and Linkedin	✓	✓
x2 mention in event press release	✓	✓

*Deliverables are subject to change depending on availability

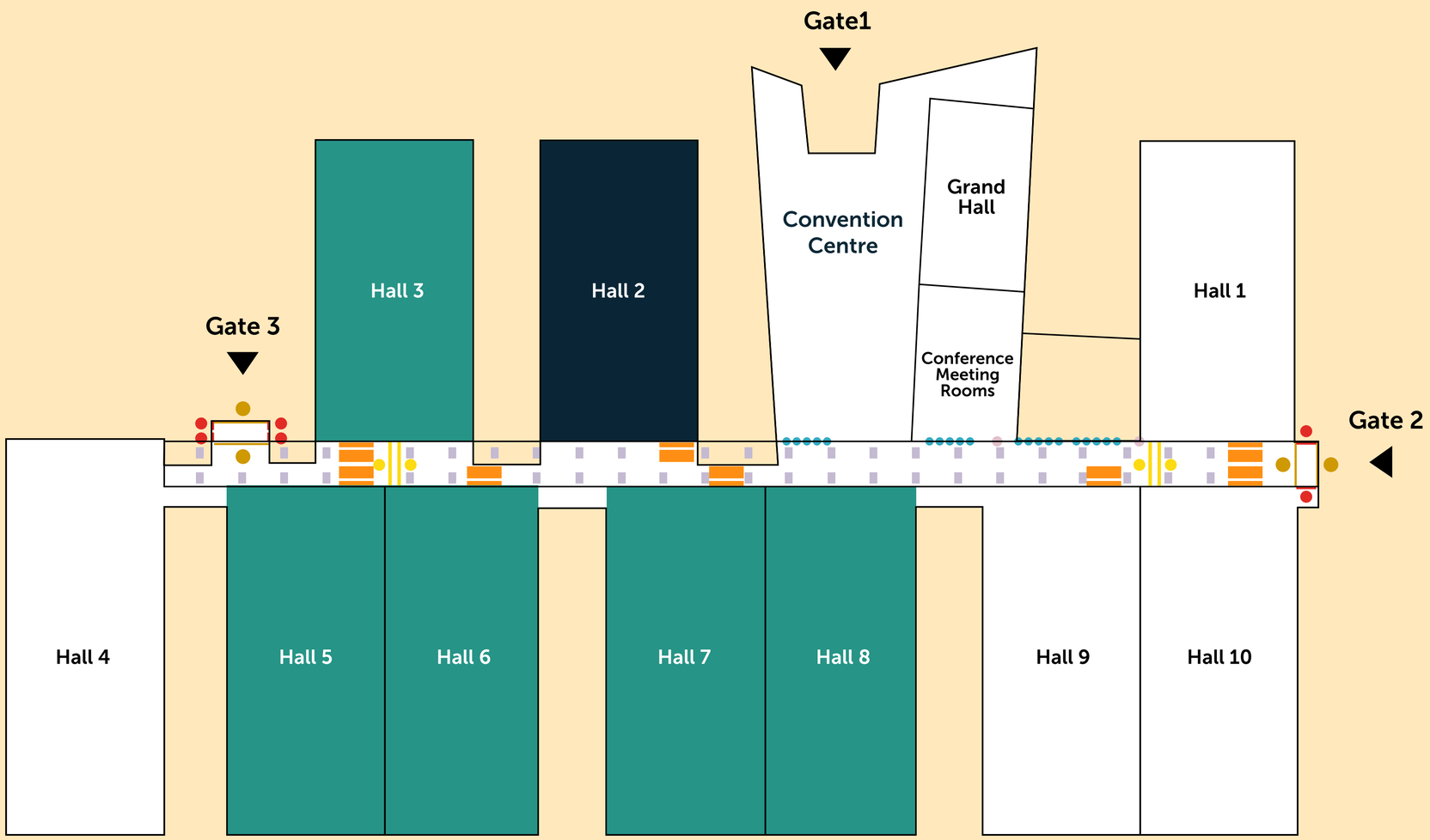
Branding Areas

Exhibition World Bahrain

Halls

- Jewellery Arabia Halls
- Scent Arabia Hall

Legend	Quantity
Entrance Glass Decal	4
Entrance Banner	6
A2, A2 & A3 Banners	8
Bridge Graphic	4
Hanging Banners	50
Rectangular Banners	20
Tall Graphics	2



WiFi Sponsorship

$20,000

Exclusive

Keep visitors connected by sponsoring the WiFi network throughout the duration of Jewellery Arabia, ensuring maximum visibility onsite and high brand awareness. The WiFi will be used by exhibitors, visitors and VIP clients.

- Your logo on the WiFi login portal
- URL of your choice on the WiFi homescreen
- Customised WiFi password of your choice
- Your logo on all signage promoting the WiFi network to visitors onsite



Mobile App Sponsorship

$20,000

The Jewellery Arabia 2023 mobile app is a user-friendly, engaging tool designed to help shoppers plan their visit. Users can access the exhibitor list, filter by product category and locate exhibitors on the interactive floor map. This sponsorship offers you direct access to your target audience before, during and after the event.

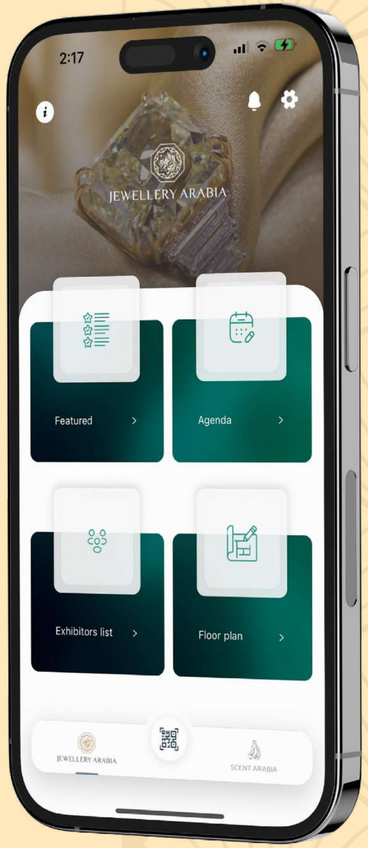
- Your logo on the main splash screen
- Banner advertising in-app
- x2 push notifications with a customised message sent to all app users during the event
- Your logo on all signage promoting the Mobile App to visitors onsite

4.7K
users

6M
average engagement time

22K
sessions



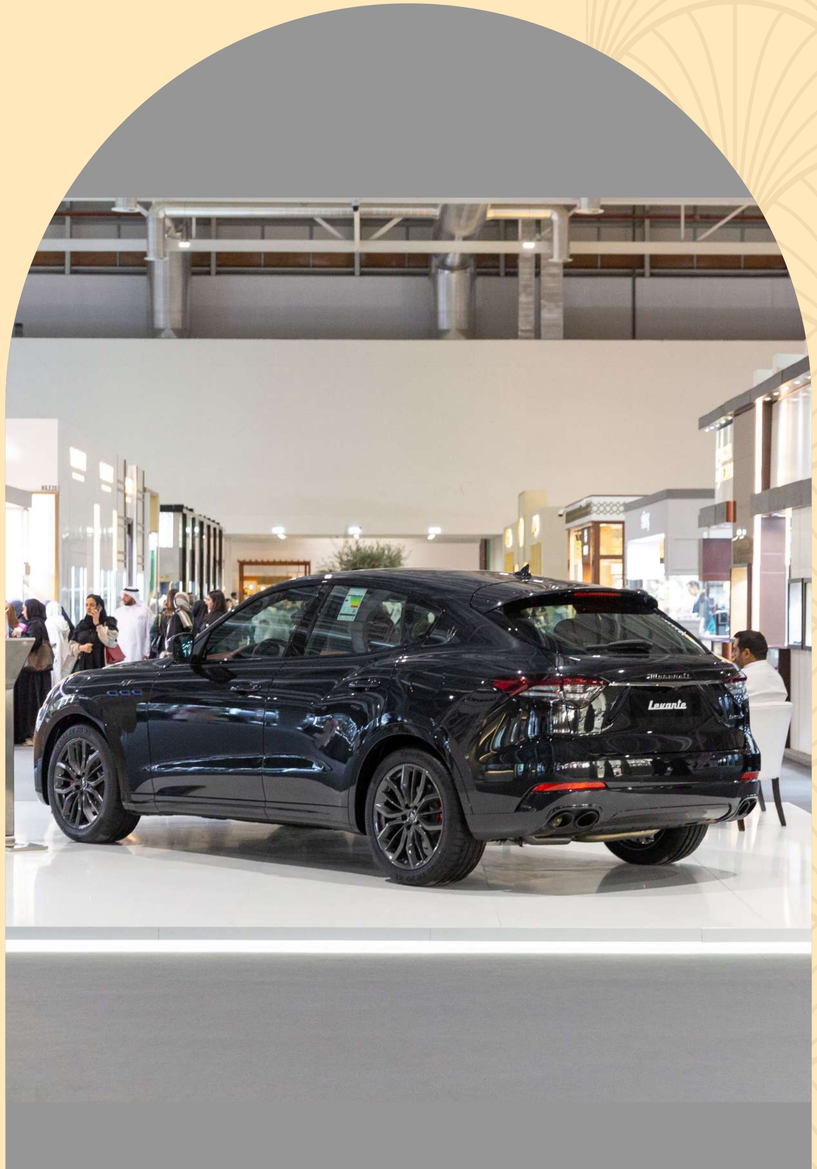


Automotive Sponsorship

$ 50,000

Showcase your luxury vehicle(s) in a prime location at Jewellery Arabia 2024 in addition to:

- Your logo on our website homepage as Car Sponsor
- Your logo on all event email campaigns
- x1 social media post across 2 channels (Instagram, Facebook and Linkedin)



Pillar Branding

$7,375

Per column (Size: 100(w) x 500(h))

Enhance your brand’s exposure and maximise visibility through strategically placed pillar branding opportunities at Jewellery Arabia 2024.

For more information on pillar locations, please get in touch with your sales representative.



Digital Advertising Opportunities

Introduce yourself to thousands of visitors before the show by promoting your brand on Jewellery Arabia's online channels.

Digital Advertising Packages

	Basic Package $2,500 Limited to 6 advertisers	**Standard Package** $4,000 Limited to 4 advertisers	**Premium Package** $6,000 Limited to 2 advertisers
Social media posts pre-show on Instagram, Facebook and Linkedin	x2	x2	x2
Editorial inclusion in 1x Jewellery Arabia event newsletter (sent to 70,000+ contacts)	✓	✓	✓
Mention in pre-show press release	✗	✓	✓
Push notification on the mobile app during the event	✗	x1	x2
Onsite coverage focus: 2x posts on Instagram, Facebook and Linkedin during the event and a dedicated story series highlighting your brand on Day 1 of the event	✗	✗	✓

Homepage Website Banners

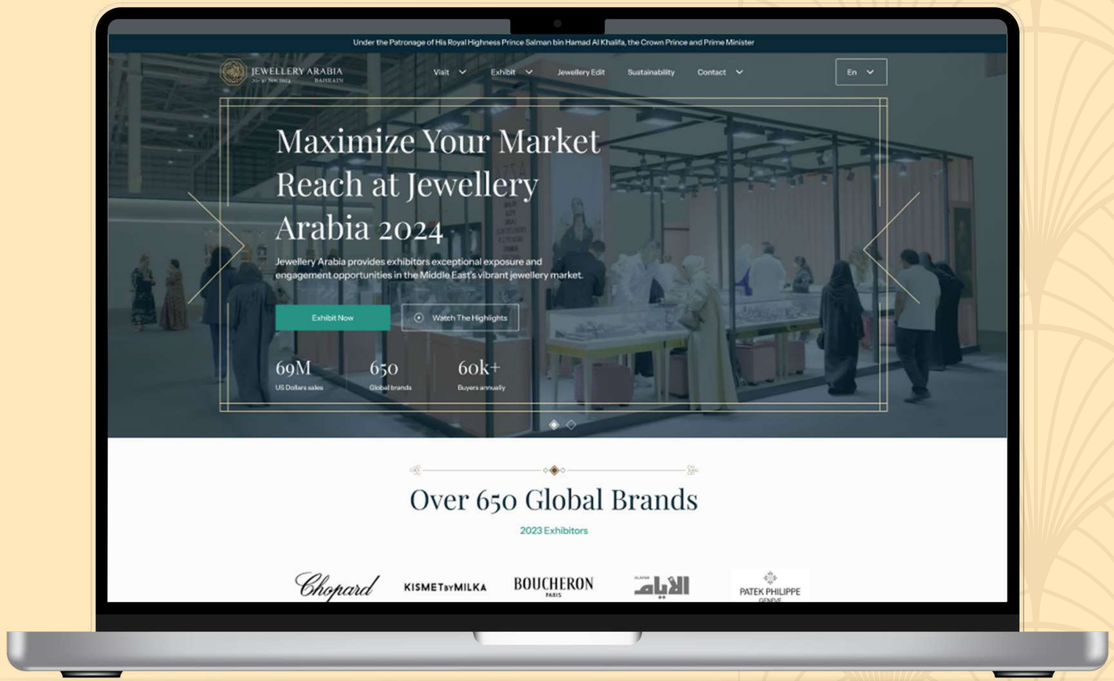
The website is where visitors go to plan their trip, view the exhibitor list and event schedule. Select from 2 high visibility options designed to raise pre-show awareness.

Limited to 3 advertisers per banner

	Rectangle banner (728x90px)	Square banner (300x250px)
1 month	$2,500	$2,000
3 months	$6,000	$4,800
Link	URL of your choice	URL of your choice

Exclusive advertiser

	Rectangle banner (728x90px)	Square banner (300x250px)
1 month	$6,000	$2,000
3 months	$12,600	$10,080
Link	URL of your choice	URL of your choice



1.16M
website views in 2023

456K
total users in 2023

Social Media Posts

$2,000

Limited to 4 advertisers

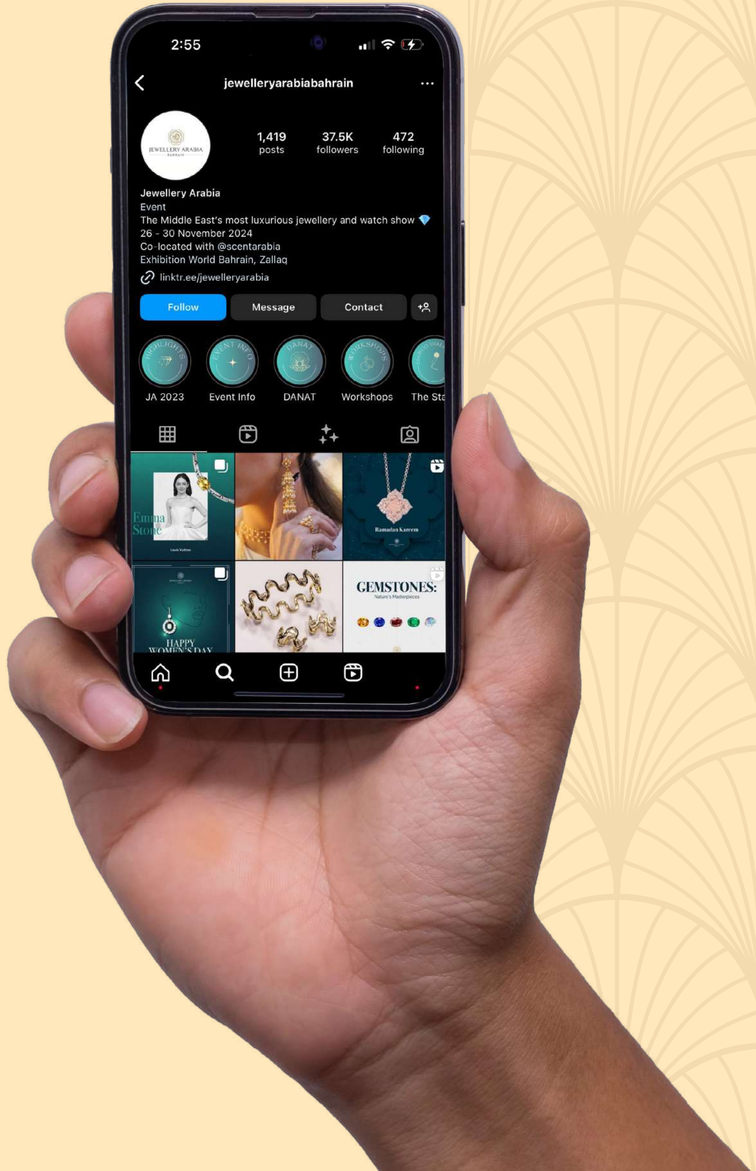
Engage with your target audience with sponsored content on Jewellery Arabia's Instagram, Facebook and Linkedin channels, at guaranteed peak times.

- x1 post pre-show across 3 channels (Instagram, Facebook and Linkedin)
- x1 post during Jewellery Arabia across 3 channels (Instagram, Facebook, Linkedin)
- Link to URL of your choice in the caption

37k+
followers on Instagram

70M+
impressions

5.4M+
users reached



Email Campaigns

$2,500

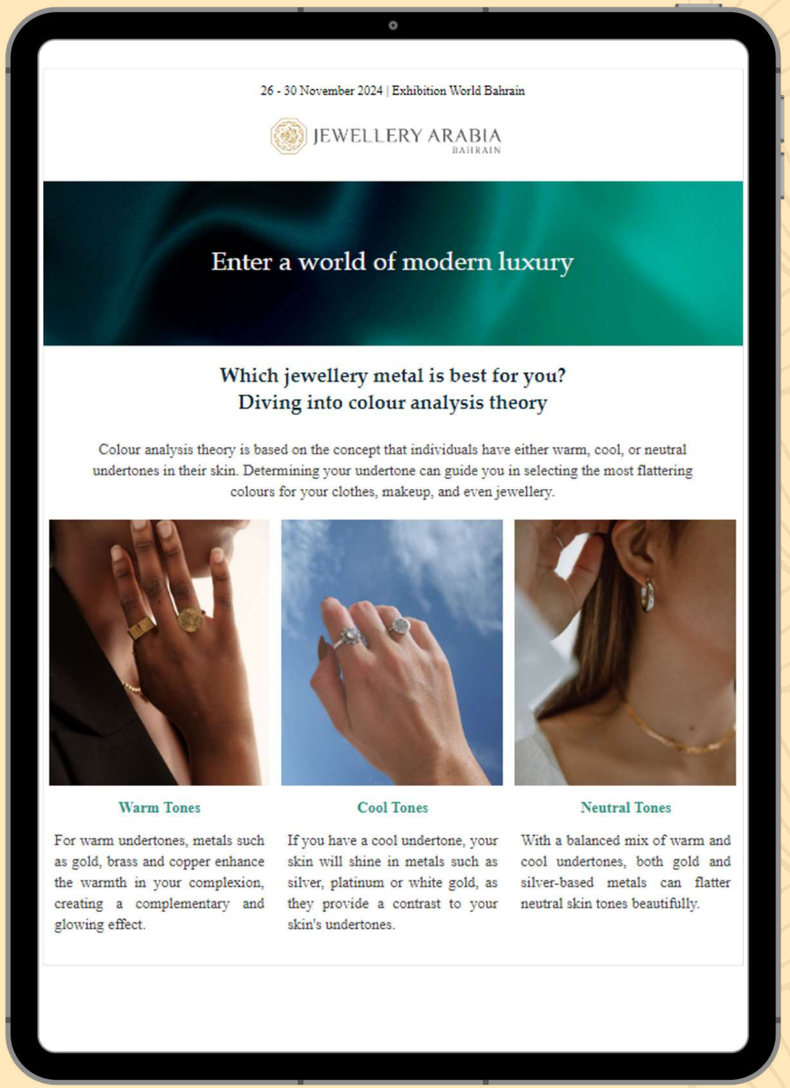
$2,500 per email every month except November 2024
$4,500 per email in November 2024

Limited to 1 advertiser per email and per month

Take your message to the heart of the Jewellery Arabia community with a pre-show email that is dedicated to your brand.

- Exclusive message sent to the Jewellery Arabia contact database (advertiser to provide HTML)

70k+
contacts



Email Newsletter

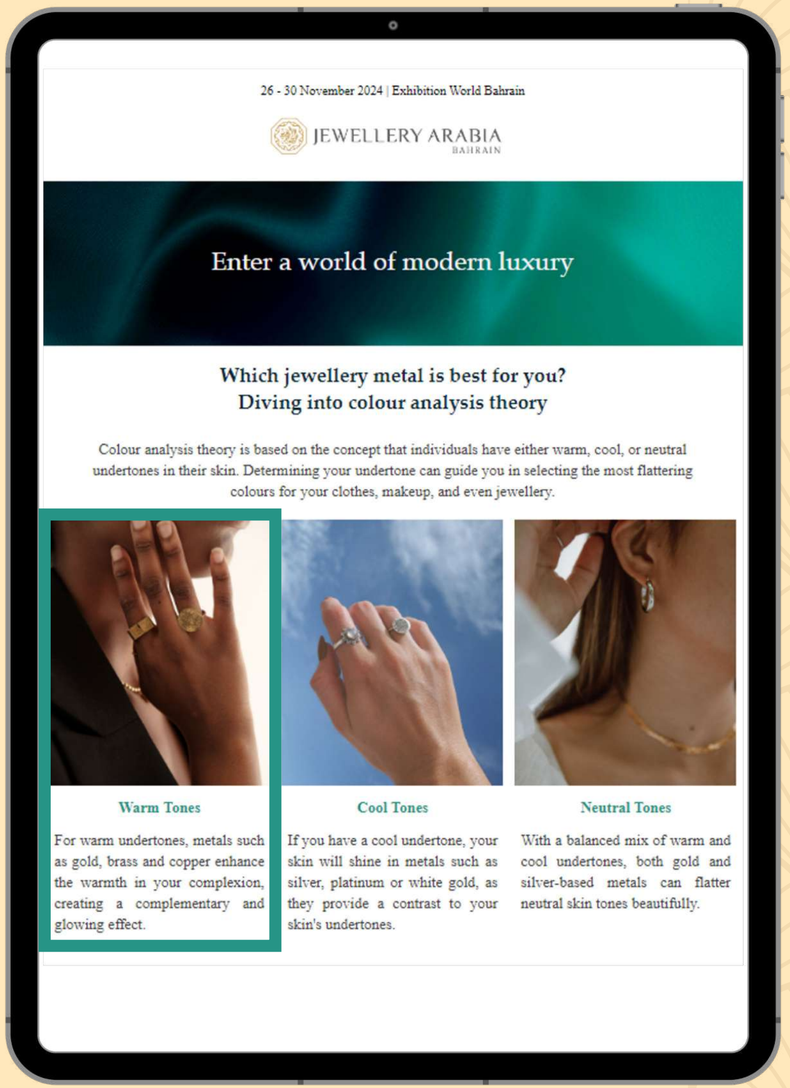
$1,500 per email

Limited to 1 advertiser per email (available from September - November 2024)

Raise awareness and increase engagement amongst visitors prior to the show by featuring in our Jewellery Arabia newsletter with a choice of two options:

Option 1	Option 2
x1 banner 275x170	x1 banner 610x210
Editorial content (100 words max)	URL of your choice

70k+
contacts



Jeweller of Choice



$ 5,000 per month

Limited to one advertiser per month

- x1 welcome #jewellerofchoice blog post
- x4 social media posts on Jewellery Arabia channels (Instagram, Facebook and Linkedin)
- x1 hyperlink in our Instagram bio for 1 week
- x1 logo on our website homepage for 1 month as Jeweller of Choice
- x4 on-site live Instagram stories during the event

Previous Jeweller of Choice brands include:

ROBERTO COIN

HEINZ MAYER
IDAR-OBERSTEIN
1599

GRAFF

Asia Jewellers مجوهرات آسيا

TIJOREE
DIAMONDS & FINE JEWELS

NIKOS KOULIS
Jewels

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