MARKETING CAMPAIGN
INDUSTRY FACTS & PROJECTIONS

HERE’S WHY WE’RE RECEIVING GLOBAL INTEREST:

1. BHRExpo provides an excellent International platform to interact with senior officials, government bodies and official delegation.
2. It is thus an excellent platform to forge partnerships, build business relationships and exchange technologies and ideas.
3. Don’t forget to schedule your one on one meetings to ensure you meet the participants you wish to collaborate with.

Bahrain strategically located with access to a billion dollar market

Headline food sales expected to grow at (CAGR) 5.4%

Bahrain hospitality sector to grow 7.6pc

A Land Of Undiscovered Opportunities

Geographically, Bahrain is perfectly positioned for 24/7 international trade. It is next to Saudi Arabia, the largest market in the region that serves as a hub for services and trade between the Middle East and the rest of the world.

Bahrain also lies in the middle of the oil shipping route between the Middle East and the West. Bahrain, partly due to its relatively modest hydrocarbon endowments, has long been a pioneer of economic diversification in the Gulf region.

Bahrain maintains its title as the Banking Capital of the Middle East. Bahrain’s current GDP growth rate value is 2.20 percent, standing at USD 31.86 billion and has an interest rate of 1.50 percent - the 19th lowest interest rate in the world!
MARKETING CAMPAIGN

Bahrain Hospitality & Restaurant Expo gives you the opportunity to become part of its aggressive marketing campaign. As one of our sponsors you receive enormous coverage in the following three key areas of advertisement before the Expo:

DEMographics: Regions

- Bahrain
- KSA
- UAE
- Oman
- Kuwait
- Qatar

Estimated Reach

- Telemarketing & E-mail marketing: 145,000
- Social Media Advertising: 4,800,000
- TVS & Radio Commercials: 10,000,000
- Print Ad Campaign: 187,000
- Website & Youtube Advertisement: 185,000

Total Estimated Reach: 15,217,000

Additional Reach:

1. Billboards & lampposts on central locations in Bahrain
2. Sales brochure & flyer distribution
3. Bahrain Tourism & Exhibitions Authority promotions as the third most important event of the year in the Kingdom of Bahrain
4. Gulf Air Promotions as the event to watch out for in March
FULL PAGE PRINT AD OPPORTUNITY FOR SPONSORS

ESTIMATED ANALYTICS
PRINT: FULL PAGE PRINT MAGAZINE ADVERTISING

Hotelier
HOTELIER MIDDLE EAST MAGAZINE

Target audience: CEO’s and top management in the Hotel Industry.
Desired Impact: The target audience should want to register/collaborate for the event.

Bahrain’s Most Anticipated Expo
Register Now!
for more information visit: www.bahrainhre.com

PLATINUM SPONSORS WILL BE FEATURED IN 2 ISSUES
GOLD SPONSORS WILL BE FEATURED IN 1 ISSUE

Bahrain International Exhibition & Convention Center
Under the Patronage of HH Sheikh Issa Bin Ali Bin Khalifa Al Khalifa
21 | 22 | 23 | 24 March
Target audience: CEO's and top management in the Restaurant Sector.
Desired Impact: The target audience should want to register/collaborate for the event.

PLATINUM SPONSORS WILL BE FEATURED IN 2 ISSUES
GOLD SPONSORS WILL BE FEATURED IN 1 ISSUE
BENEFITS OF COLLABORATING FOR THE EXPO

01. +10,000 invitations with aggressive partner branding and brand awareness.

02. 9,000 expected visitors during the three-day event.

03. Personal invitations to 2,500 top bankers, CEOs, CFOs and decision makers.

04. Strategic promotion and marketing campaign to highlight brand presence in the region.

05. Brand ambassador’s attendance to the national and international events with adequate partner branding.

06. Gala Dinner at end of the Expo to present an excellent opportunity to network.

07. Bahrain’s first Culinary awards celebrating chefs from the MENA region.
CULINARY TOUR | EXHIBITION | FORUM

For More Information or Registration, Please Visit:

www.bahrainhre.com | T: +973 16679999

or drop us an email at: info@bahrainhre.com

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STRATEGIC PARTNER

Tamkeen