



# BUSINESS PLATFORM FOR PROMOTING AND CELEBRATING DESIGN ON AN INTERNATIONAL STAGE

*SHARE THREE DAYS WITH THE LEADING DESIGNERS OF THE WORLD.*

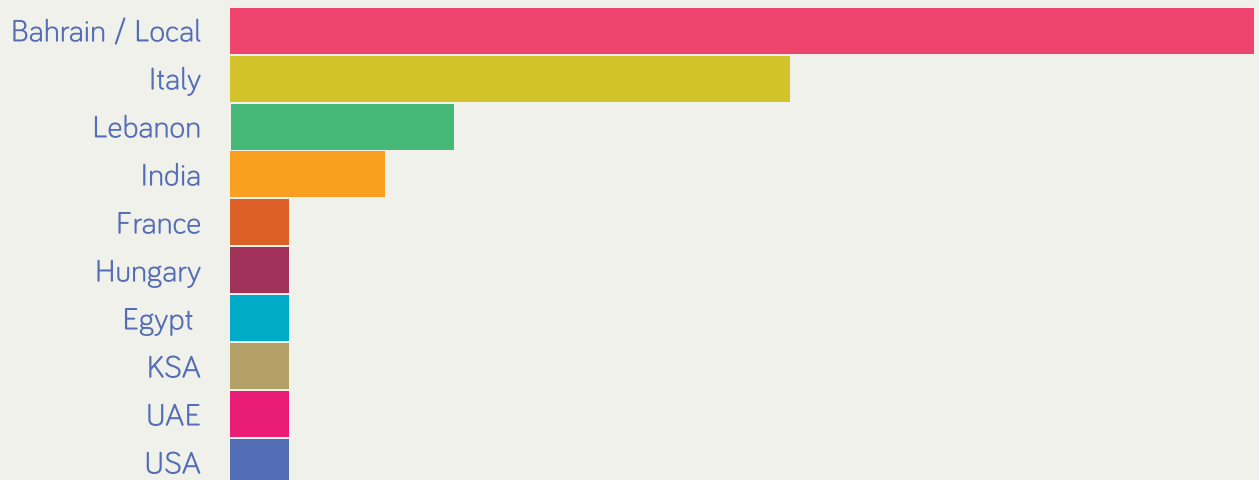
7<sup>TH</sup> - 9<sup>TH</sup>, FEBRUARY  
2019

**BIDW**  
BAHRAIN  
INTERNATIONAL  
DESIGN  
WEEK

[www.bidw.co](http://www.bidw.co)



## EXHIBITORS BY COUNTRY:



## EXHIBITORS BY SECTOR:

PERSONAL DESIGN	41	Bah/ Italy/ Leb/ France/ Hungary/ India/ UAE
ARCHITECTURE AND INTERIOR DESIGN	31	Bah/ Italy/ Leb/ India/ Kuwait/ KSA/ USA
SERVICES	8	Bah





## OUR PREVIOUS EDITION INCLUDED

### VISITORS

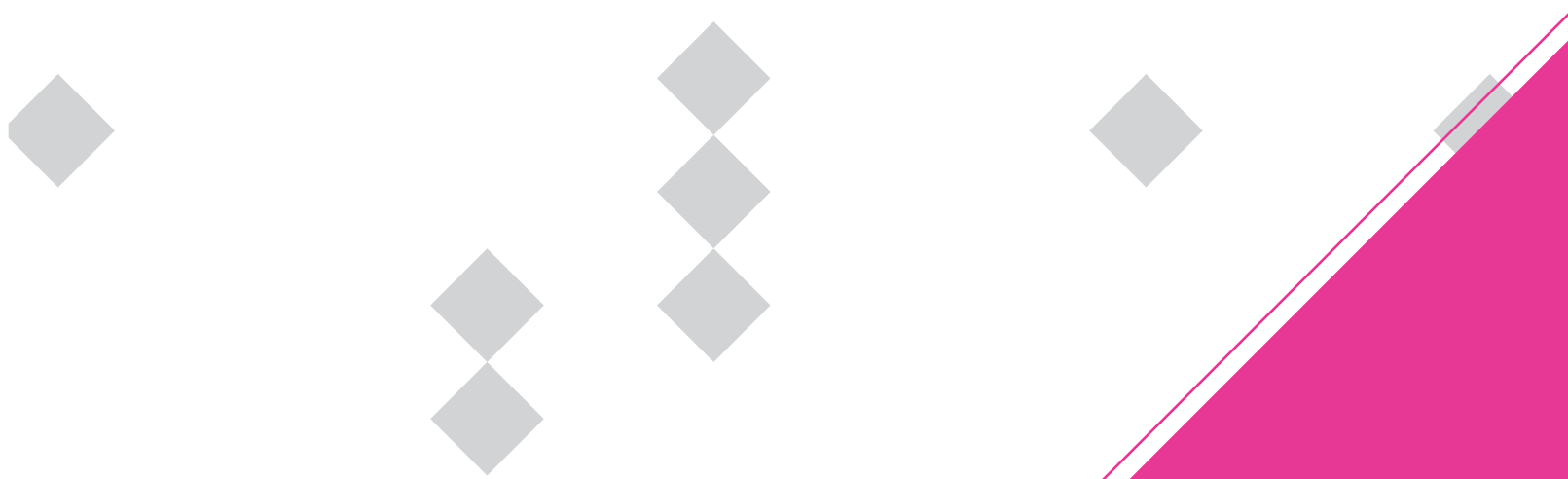
Targeting 20,000 visitors both trade, public and design schools

### DISTINGUISHED GUESTS

The Minister of Commerce, Capital Governor and Royal Princess Reem Al Saud inaugurated the exhibition with Diplomatic mission of several countries, many VIPs and Business men and women for all over the GCC

### BEST OF THE WEEK

A delegation of more than 20 Italian companies visited BIDW 2013. The successful experience included the signing of a Memorandum of Understanding between the Bahrain Business Women's Society and the Italian Business Women Association AIDDA. The document paved the way for joint activities and synergies between both associations.





“Design is not just what it looks like and feels like. Design is how it works.” – Steve Jobs

## EXHIBITION SUMMARY

**BAHRAIN INTERNATIONAL DESIGN WEEK (BIDW)** is dedicated to gather artists, creators and designers offering the latest in unique style and design spanning personal, architecture / interiors design, and services design. It is an exhibition specialized in design covering the MENA area. The BIDW caters for all type of designers from different design fields. Our aim is to provide opportunities for designers who seek to demonstrate their skills to the international market. Finally the exhibition is a One-Stop-Shop for visitors who are looking for new and unique designs or to learn and pursue design careers.

This exhibition will be organized into three categories, which are as follows:

### 1. Personal Design

- This section houses the latest in fashion, apparel, jewelry, accessories and perfume bottle design from across the region and globally, with particular focus on emerging talent.
- Recognized designers, up-in-coming talents/brands and services providers interact and collaborate with potential partners to establish joint ventures, secure vital support, reinforce their market prominence and showcase their products to BIDW visitors and industry peers.
- Market yourself and position your brand at BIDW!

### 2. Architecture and Interior Design

- This section houses the latest in architectural & interior design, styling, decorating, lighting, outdoor living, painting & sculptured objects, furniture design, textile design and kitchen design.
- A platform for aspiring and established professionals, companies and individuals the Architecture and Interior Design space brings together a multitude of talent and diversity of designs under one roof.
- Present your designs and position products at BIDW!





“Fashion is not something that exists in dresses only. Fashion is in the sky, in the street; fashion has to do with ideas, the way we live, what is happening. – Coco Chanel

### 3. Design Zone - Services within the Design Industry

- This area houses and focuses on many design specialties and educational institutes supporting the design industry. BIDW aims to inspire like-minded individuals striving to be their best and in the process enhance passion, creativity and skills.
- From the latest in automotive design, game design, digital animation, visual arts, communication and multimedia design through to graphic design, web design, digital animation, interactive media design, software design, digital art and concept drawing.
- Young Aspiring Designer/ Students are able to connect with universities/training providers to develop career awareness and network with potential mentors and employers.
- Develop yourself and gain vital knowledge at BIDW!

#### Featured Attractions

During the exhibition BIDW will host many exciting featured attractions for you to attend.

Thought provoking “Design Talks”, seminars and panel discussions will take place around the city and exhibition centre, with leading regional and international speakers. Topics will engage the industry, offer insights and provoke debate; and be held in some of Bahrain's hottest locations.

The high-end, luxury Fashion Shows will definitely be the jewel of the attractions again, with seats and invitations for each show going fast. You will be able to view couture collections, emerging designers and the latest collection from recognized regional and global designers.

BIDW will offer the design world an array of activities over the course of the week. All events, timings, venues and details will be available via the BIDW event app.



“I have always appreciated those who dare to experiment with materials and proportions.” – Zaha Hadid

## WHY DEBUT **BIDW** IN BAHRAIN?

- **EXPERIENCED** in hosting key Global Exhibitions.
  - **CULTURED** and has been designated as the CAPITAL OF ARAB CULTURE 2012
  - **GATEWAY TO THE GULF** with easy access to the Kingdom of Saudi Arabia, the biggest market in the Gulf Cooperation Council (GCC) and other neighboring countries such as Kuwait, Oman, Qatar and United Arab Emirates.
  - **TALENTED** educated and highly skilled population boasting a large number of artists, designers and architects.
  - **LIBERAL** culture and economy that celebrates life and personal freedom.
  - **MULTINATIONAL** population representing different ethnic groups.
- 



# WHY EXHIBIT AT **BAHRAIN** INTERNATIONAL DESIGN WEEK?

- **PARTICIPATE** in a specialized exhibition that showcases everything design.
- **MEET** face to face with the world's best designers and design companies.
- **LEARN** about the latest in innovation, design, and trends.
- **EXPLORE** business potential and opportunities.
- **NETWORK** with industry's leading specialists, business partners and clients.
- **SHOWCASE** your talent whether new entrant or established professional.
- **CELEBRATE** design and contribute to lectures, shows, and other activities.
- **GIVE BACK** through inspiring and interacting with young aspiring talent.





# MARKETING AND MEDIA PLAN

## 1. Road Shows

- Local and international specialized events
- Universities, schools, and malls

## 2. Print

- Newspapers and specialized magazines
- Generic BIDW flyers in select locations
- Invitation cards to VIP events

## 3. Media

- Radio in Bahrain and internationally
- Television in Bahrain and internationally
- Select design channels
- Press Releases + Interviews

## 4. Outdoor Media Advertising

- Billboards
- Posters locally and internationally

## 5. Online

- Social media (Facebook, Twitter, Instagram, LinkedIn, YouTube)
- Emails and specialized industry blogs, reaching an international audience
- Exhibition Website
- App – bidw (Android, iOS)

## 6. Telemarketing

- Locally and internationally
- Reservation and inquiry





# PRICING

## Space Only

Exhibitors have the option of renting only a space, to build their own stand. (minimum of 36 sq. m.) (6X6)

Rate: US\$ 380 per sq. m.

## Shell Scheme

All booth sizes start at 9 sq. m. units

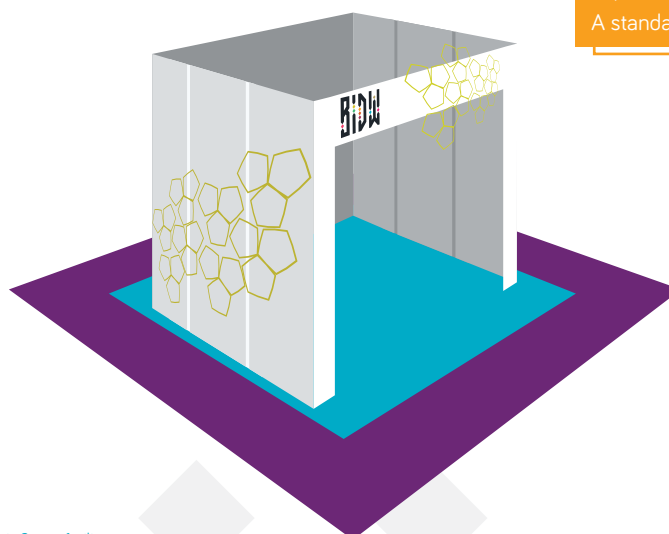
### INCLUDES\* :

- FASCIA NAME
- 2 CHAIRS
- 1 TABLE
- 1 WASTE BIN
- LIGHTING
- CARPET
- ELECTRICITY
- 1 SOCKET

Rate: US\$ 420 per sq. m.

PARTICIPATION DOES NOT INCLUDE ANY STAND CONSTRUCTION (IT IS NOT PERMITTED TO USE WALL PARTITIONS OF ADJACENT STANDS AND STAND CONSTRUCTION EXCEEDING THE STANDAR HEIGHT OF 2.5 METERS, REQUIRE WRITTEN APPROVAL FROM THE ORGANIZER.

Stall owners can customise their stalls with their designs depending on their allocation. A standard 3x3 - 9 sq. m. stall.



\* - Facilities included increase according to the size of the stalls, however this is the basic 9 sqm facility.



# EXHIBITION SCHEDULE

Exhibitors Set-Up  
February 5<sup>th</sup> & 6<sup>th</sup> 2019 whole day

## EXHIBITION TIMINGS

February 7<sup>th</sup> 2019 – Bahrain International Design Week (BIDW) Annual exhibition opening ceremony by 11am at Palm Hall

## EXHIBITION TIMINGS

Day 1 Thursday (February 7 <sup>th</sup> , 2019)	11:00 AM - 10:00 PM 11:00 AM 11:00 PM - 2:00 PM 8:00 PM - 8:30 PM	Exhibition Hours Opening Ceremony / Ribbon Cutting Design Talks Fashion Show
Day 2 Friday (February 8 <sup>th</sup> , 2019)	10:00 AM - 10:00 PM 10:00 PM - 2:00 PM 5:00 PM - 6:00 PM 8:00 PM - 8:30 PM	Exhibition Opening Hours Design Talks Architects Lecture Fashion Show
Day 3 Saturday (February 9 <sup>th</sup> , 2019)	10:00 AM - 10:00 PM 10:00 PM - 2:00 PM 8:00 PM - 8:30 PM 10:00 PM - 12:00 MIDNIGHT	Exhibition Opening Hours Design Talks Fashion Show Limited Breakdown (Dismantling)

\* Times subject to change.





#### EXHIBITORS BREAKDOWN (DISMANTLING)

February 10<sup>th</sup>, 2019 Whole Day Schedule

#### ORGANIZERS OFFICE

There will be a fully functional Organizers office on site. The office will be open as per the office hours below. There will be sufficient directional signage highlighting the position of the Organizers office.

#### OFFICE HOURS

Build-up	February 5 <sup>th</sup> & 6 <sup>th</sup> 2019	Whole day
Exhibition Days	February 7 <sup>th</sup> – 9 <sup>th</sup> 2019	10:00AM - 10:00PM
Break down	February 10 <sup>th</sup> 2019	Whole day

#### FOR ANY INFORMATION CONTACT THE ORGANIZERS DIRECTLY:

##### Bahrain Office:

Mob: +973 36070097

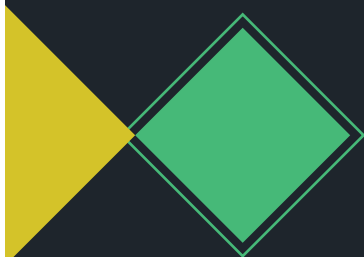
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\* Dates are subject to change.



BAHRAIN  
INTERNATIONAL  
DESIGN  
WEEK

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