

Under the Patronage of
His Excellency Zayed R. Alzayani
Minister of Industry, Commerce & Tourism



13 – 21 December 2021

Bahrain International Exhibition & Convention Centre

www.theautumnfair.com

ABOUT THE AUTUMN FAIR

Fun for all the family, the **32nd edition** of the Autumn Fair is Bahrain's largest and most popular consumer products show. This well-established 9-day retail fair showcases a variety of products from across the globe, ranging from specialty foods to textiles, furnishings to electrical goods, handy household items to mouth-watering food stalls, popular fashion to children's toys and many more.



WHY EXHIBIT?

- Showcase and sell your products to consumers from Bahrain and the wider region
- Raise brand awareness about your company to thousands of consumers from the Middle East
- Meet customers from all age groups and backgrounds
- Excellent market opportunity to find and sell to wholesalers and retailers
- Expand your company's B2B business network and grow customer database
- Partake in Autumn Fair's Corporate Social Responsibility by supporting charitable communities of Bahrain that will be present at the show



NEW FOR 2021

This year's Autumn Fair is taking place during Bahrain's National Day celebrations. This promises a fun-filled event where families and friends come together to celebrate the occasion while enjoying a cosmopolitan shopping experience, reflecting the Kingdom's multi-cultural profile. Moreover, a host of country pavilions will offer a variety of ethnic products.

A refreshing outdoor set up designed specifically for food trucks will welcome attendees, allowing them to discover an array of cuisines at the Autumn Fair. Guests will enjoy a relaxing time at the newly-created stylish al fresco dining area along with music entertainment and a themed décor.



2020 FACTS & FIGURES

Join hundreds of satisfied customers!

Exhibitors



650
Exhibitors



16
Exhibiting
countries



10
National
pavilions



93%
Indicated the
Autumn Fair as
important to their
business



88%
Plan to return to the
event in 2021

Visitors



165,000
Shoppers



91%
Would recommend
to a friend



97%
Indicated the
Autumn Fair as
important to attend



74%
Would visit the
2021 event



AN ARRAY OF PRODUCTS

There is something for everyone at the Autumn Fair! The unique range of products on display at the event makes it an unmissable milestone of the Bahrain calendar.

- Arts & crafts
- Beauty products
- Clothing & fashion
- Accessories
- Electrical goods & appliances
- Leather
- Furniture
- Lighting & soft furnishings

- Houseware
- Interiors - décor & home
- Toys
- Games & novelties
- Jewellery & watches
- Kitchenware
- Luggage & handbags
- Plants & flowers

- Restaurants
- Shoes
- Specialty foods
- Textiles
- Toiletries
- Cosmetics & wellbeing



FOLLOW THESE STEPS TO CALCULATE THE VALUE OF YOUR STAND

Our value-based pricing model allows to choose a stand that best suits your stand layout, location and budget based on the number of open sides, location and size



Size Selection

Decide the number of square metres you wish to book



Stand Package

Choose from space only, or let the organisers build your stand with stand service



Open Sides

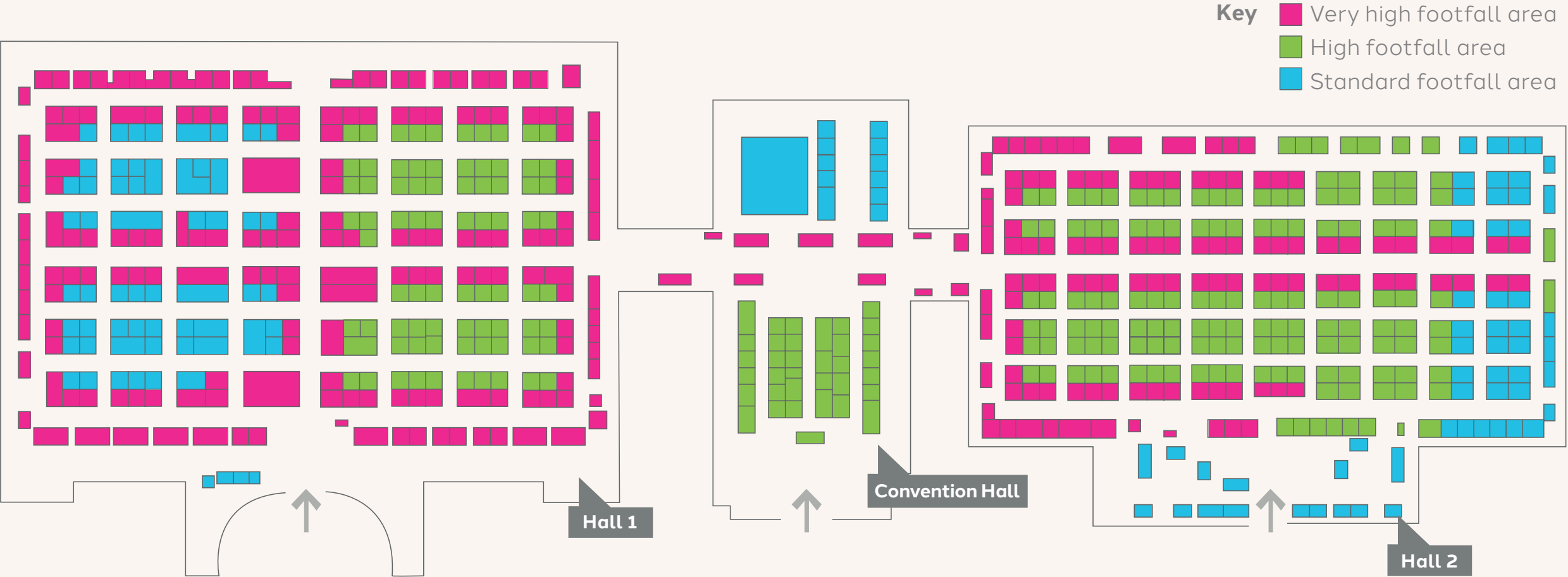
Decide how many open sides you would like your stand to have: 1, 2 or 3+



Location Zone

Decide on a footfall location: pink (very high), green (high) or blue (standard)

VENUE FLOOR PLAN



FLEXIBLE STAND PACKAGES

Indoor Space Only

Minimum size: 9 sqm

Rate includes*:

- Floor space

The best option for unlimited flexibility, customisation and maximum impact. A stand contractor of your choice can be appointed to create a stand designed to meet your exact requirements and budget.

From
BD 158 - 163
per sqm

Stand Service

Minimum size: 9 sqm

Rate includes*:

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

With stand service, you are getting a ready-to-use stand space, the ideal option to set up in a short span of time. Showcases, power points and optional extras are available to order.

From
BD 178 - 183
per sqm



***All exhibit options subject to 5% VAT**

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

FLEXIBLE STAND PACKAGES

Fun Food Festival

Outdoor Space Only

Minimum size: 9 sqm

Rate includes*:

- Floor space
- Enhanced outdoor features

Ravish people's senses with your mouthwatering dishes and promote your F&B brand by booking a space for your food truck.

From
BD 80
per sqm



***All exhibit options subject to 5% VAT**

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



Interested in advertising and sponsorship opportunities?

Raise your brand’s presence at Bahrain’s largest consumer fair by becoming a sponsor or book one of our advertising packages.

Contact us to discuss the right option to drive visitor traffic to your company or to bump up your brand’s profile before, during and after the event.

For further information please contact:

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Exhibition Organisers



Official Support



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