



معرض البحرين  
الدولي للطيران

BAHRAIN  
INTERNATIONAL  
AIRSHOW  
13 > 15 NOV 2024

IN ASSOCIATION WITH FARNBOROUGH INTERNATIONAL

ORGANISERS



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## WELCOME

It is a great pleasure for my team and I to once again to look forward to hosting the Bahrain International Airshow's 2024 edition. With a momentum that perhaps has never been as high, we are planning a show that builds on a successful track record while giving impetus to the industry's recovery and renewal.

Our show is at the heart of one of the world's fastest-growing aerospace markets; with a surge of aviation infrastructure investment having taken place in recent years.

This, coupled with our location as the gateway to the Gulf, makes the Bahrain International Airshow a strategic event on the aerospace calendar.

With ongoing patronage from His Majesty the King, BIAS 2024 is once again a collaborative effort between the Bahrain Ministry of Transportation and Telecommunications, the Royal Bahraini Air Force, and in association with Farnborough International, all of whom work closely with our partners and sponsors around the world to create an event that reflects industry demands and delivers success. The 2024 Bahrain International Airshow is a valuable, high-quality and unmissable opportunity to network, find new solutions and leverage opportunities. I hope you will join us in Bahrain and we look forward to welcoming you.

**HH SHAIKH ABDULLAH  
BIN HAMAD AL-KHALIFA**

Chairman of BIAS Supreme  
Organising Committee

Personal Representative of  
His Majesty the King

# BAHRAIN INTERNATIONAL AIRSHOW

For more than ten years, the Bahrain International Airshow (BIAS) has been a platform of business generation for the global leaders of aerospace in the gateway to the Gulf.

We pride ourselves on delivering an event that connects the world's aerospace industry in a prestigious environment, offering access to high-level delegations and opening new avenues of opportunities to businesses of all sizes.

The 2024 Airshow will see further development, a new look and feel with BIAS after undertaking a program of significant investment, enhanced show features and more opportunities for business, networking, growth and knowledge sharing.

Whether you are a longstanding patron or new to the Bahrain International Airshow, we look forward to seeing you in 2024.

## WHY BIAS 2024?

**\$1.85BN**

Deals done at BIAS 2022

**186**

Participating Companies

**10,000**

Sqm of Exhibition Space

**46,278**

Visitors to BIAS 2022

**6**

International Pavilions

**18**

Sponsors

**100**

Total Aircraft on Display

**59**

Countries Represented

**70%**

International Chalet Holders

**464**

Registered Media

**35%** International Publications

**222**

Delegations

**130**

Civil Delegations

**92**

Military Delegations



# MEET THE LEADERS IN AEROSPACE

## Business Networking

The Bahrain International Airshow strives to offer businesses viable networking opportunities. The show facilitates connections, interactions and creates opportunities for business collaboration between leading players from within global aerospace and industry leaders operating in the thriving Gulf region.

## Delegations

The world class delegations programme is a standout feature at the Bahrain International Airshow. Since its formation, the initiative has attracted an increasing number of military and civil delegations and VIPs, all interested in seeking new business opportunities and leveraging the Kingdom's strategic position at the heart of the Gulf. The number of attending delegations has grown show-on-show, with the 2022 edition attracting 222 civil and military figures.



# CORPORATE CHALETS

The Bahrain International Airshow is renowned for its luxury, purpose-built chalets, enabling businesses to entertain guests and host high-level meetings in a private environment.

For the 2024 Airshow, the chalet lines have seen significant investment to provide you and your clients with an intimate setting fitted to the highest specification to meet and do business.

The ready-built chalets are positioned adjacent to the static aircraft park and parallel to the runway, providing unrivalled views of both the static and flying display.



## What's included:

### Chalets

- Reception desk, bar counter and waiters
- Smart lighting and power sockets
- Telephone and free Wi-Fi
- Large outdoor terrace and fully refurbished furniture (10 tables and 40 chairs)
- 1 flag pole
- External company branding
- Daily cleaning service

### Furniture

- Reception barstool
- 1 boardroom and 6 boardroom chairs
- 2 LED screens (one in meeting room and one in the lounge area)
- Dining tables and chairs for 40 people
- Lounge seating

### Catering

- Daily catering supplied for up to 40 people and chalet staff
- Breakfast and afternoon refreshments
- Buffet lunch with a selection of hot and cold dishes
- Unlimited hot and cold drinks

### Branding & Graphics

Locations include:

- Reception area
- Meeting room
- 1 flag pole
- Lounge area
- Wall partition
- Dining area

### Additional Items

- 40 daily entrance tickets (total 120 for 3 days)
- 1 executive car with driver
- 1 static aircraft display pad
- 2 Priority passes (Grants access to Delegations Chalet and the chalet line)
- Media Centre access





## EXHIBITION FEATURE HALL

The Exhibition Hall has continuously developed and is now an invaluable element of the show.

Located in the airbase's main hangar, the exhibition hall creates an ideal platform for exhibiting businesses from across the world to showcase their latest products and offer insight into their services. At the 2022 Airshow, the exhibition hosted 95 companies creating an environment for networking and product showcasing amongst international businesses and trade visitors.

For 2024, the site has been designed to direct all visitors to the exhibition hall. The new look will see visitors enter through the exhibition hall, giving a better visitor experience and a higher footfall for exhibitors.





## OUTDOOR EXHIBITION SPACE

BIAS has extensive outdoor exhibition space available that can be used to showcase business ventures, projects and large equipment, as well as aircraft.

We can cater for a variety of business needs with tailored outdoor exhibition packages. Speak with a member of the BIAS sales team who will be happy to put together a proposal built on your specifications.

### Aircraft

The Bahrain International Airshow offers one of the most extensive aircraft displays across the entire airshow calendar.

The Sakhir Airbase has been purpose-built to host aircraft of all sizes across both the static and flying display. The flexibility of the size even enables aircraft in the static park to participate in the daily flying displays.

Our flight operations team is able to accommodate the very largest of aircraft and are able to cater to most display requirements; all to aid our exhibitors during any potential sales discussions. The Sakhir Airbase has been built to allow BIAS to run an exciting, entertaining and diverse aerial display, featuring the biggest and latest military jets, aerobatic display teams and commercial aircraft.

### Participation Options

Corporate Chalet Package	US\$185,000
Additional Aircraft	Price on enquiry
Outdoor Exhibition Space (minimum 50sqm)	US\$420 /sqm
Exhibition Feature Hall Shell Scheme Package	US\$5,250 per 3x3m unit
Exhibition Feature Hall Self Build Space	US\$370 /sqm

# BRAND ENHANCEMENT

The Bahrain International Airshow offers a diverse range of sponsorship, advertising and promotional packages. Suitable for both exhibitors and external corporate businesses, the opportunities available at BIAS are ideal for those looking at ways to increase visibility, improve company profile and enhance recognition to a large and targeted audience.

Sponsorship provides the perfect platform to raise your company's image and reach through positive brand association with the Bahrain International Airshow. With the show serving as a platform to access the leaders of the regional aerospace industry and with ever more diversified features, the 2024 Airshow will offer a host of sponsorship opportunities.

Advertising offers businesses a chance to maximise brand exposure through indoor or outdoor billboards, official trade catalogue features, website advertising and much more.

We can work closely to achieve your marketing ambitions, whether that is to promote a specific corporate message or to drive people to your stand.

**For further details on brand enhancement opportunities please contact:**

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# CONFERENCE PROGRAMME

Show-on-show BIAS seeks ways to continually improve and ensure visitors truly to get the most of their visit. The conference programme, running across the show's duration, has proven a real success with insight from market leaders regarding the latest trends from an ever-progressing industry.

2022 saw conferences in the future of Airlines and Airports, Space, Women in Aerospace and Cargo & Logistics. This feature will return for the 2024 show, with more knowledge sharing and thought provoking discussion.

The conference programme provides a forum to share and discuss the major aerospace trends affecting the aerospace industry today and in the future. For 2024, the dedicated on-floor theatres within the Exhibition Hall will return with a new programme of thought provoking talks, panel discussions, seminars and keynote speakers providing all visitors to the show the opportunity to challenge and interact with industry leaders. The conference programme runs across 2 days of the show and is free to attend.

# TRADE VISITORS

Face-to-face networking is the best way to engage and communicate with industry peers to discover new business prospects.

The Bahrain International Airshow has a diverse and extensive offering to airshow visitors with over 150 companies exhibiting, the leaders from the industry in attendance (14 of the top 15 aerospace companies attended BIAS 2022), an all-encompassing conference programme and excellent static and daily flying displays. Trade visitors registering for the show will have access to all of its different elements and can experience for themselves Bahrain's legendary hospitality.



# CONTACT

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