



BAHRAIN INTERNATIONAL AIRSHOW 18 > 20 NOV 2020

IN ASSOCIATION WITH FARNBOROUGH INTERNATIONAL

2020

JOIN THE GLOBAL
AEROSPACE LEADERS
IN THE GATEWAY
TO THE GULF

Organised by



bahraininternationalairshow.com



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WELCOME

The first Bahrain International Airshow took place ten years ago; like any new event, it needed to prove itself on a competitive circuit of global shows. As we approach our ten year anniversary, I am proud to say our show has a successful track record and look forward to our biggest and busiest show in 2020.

Our show is at the heart of one of the world's fastest-growing aerospace markets; demand for flight is insatiable with countries throughout the region vastly expanding their investment in the aviation industry. 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 2020 is 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 2020 Bahrain International Airshow is a valuable, high-quality and unmissable opportunity to network, grow, find solutions and leverage opportunities. I hope you will join us in Bahrain and 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

We are delighted to launch the 2020 Bahrain International Airshow; a preeminent business event that continues to attract the biggest and most innovative organisations from across the world's aerospace industry.

The Bahrain International Airshow represents quality and value; a five star environment in which to conduct business. BIAS 2018 saw 11 of the 15 top global aerospace companies in attendance with a 35% increase in participating companies, and with a capital investment plan for 2020 to refurbish all the chalets to further enhance the luxury experience, we expect to continue to attract the who's who of the global aviation industry.

The exhibition hall has been redesigned, and we are developing an insightful conference programme to be led by

impactful industry leaders, building on from the successful events we have held over the past few years.

Bahrain continues to assert itself as one of the Middle East's fastest-growing economies complemented by major investment in aviation infrastructure projects and a forward-thinking approach to attracting international business.

Because connectivity is key to our economy, we have always pioneered the transportation industry, and today the Kingdom is an invaluable hub, connecting the world to the region.

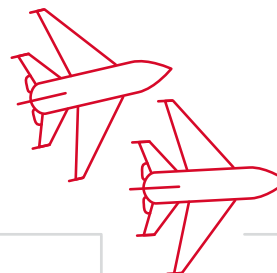
We look forward to hosting you at the 2020 Bahrain International Airshow, now celebrating a decade of success and providing a platform that will enable your business in the region to grow.

**HE KAMAL BIN AHMED
MOHAMMED**

**Minister of Transportation
and Telecommunications**



WHY BIAS 2020?



100
AIRCRAFT
across the static
& flying displays

100%

increase in
exhibition
space

35%

increase in
participating
companies



66%

of participating
companies were
international

Over

US\$5bn of aerospace orders & commitments confirmed



**11 of the
top 15** global
aerospace
companies
attended
the show

54,000
TRADE VISITORS

Delegations at BIAS 2018



89
Civil



126
Military

Sponsors &
Advertisers

increased from:

13 at
BIAS
2016

to **21** at
BIAS
2018

7 COUNTRY
PAVILIONS
in the exhibition hall

Figures taken from BIAS 2018.

BAHRAIN INTERNATIONAL AIRSHOW: TEN YEARS OF SUCCESS

For 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 opportunity to businesses of all sizes.

In its 10th year since inception, the 2020 Airshow will see further development,

a new look and feel with BIAS set for 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 2020.

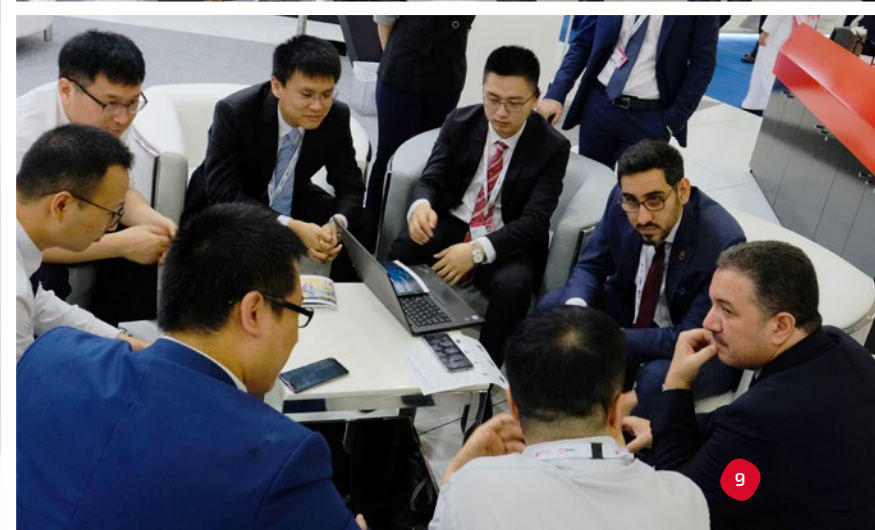
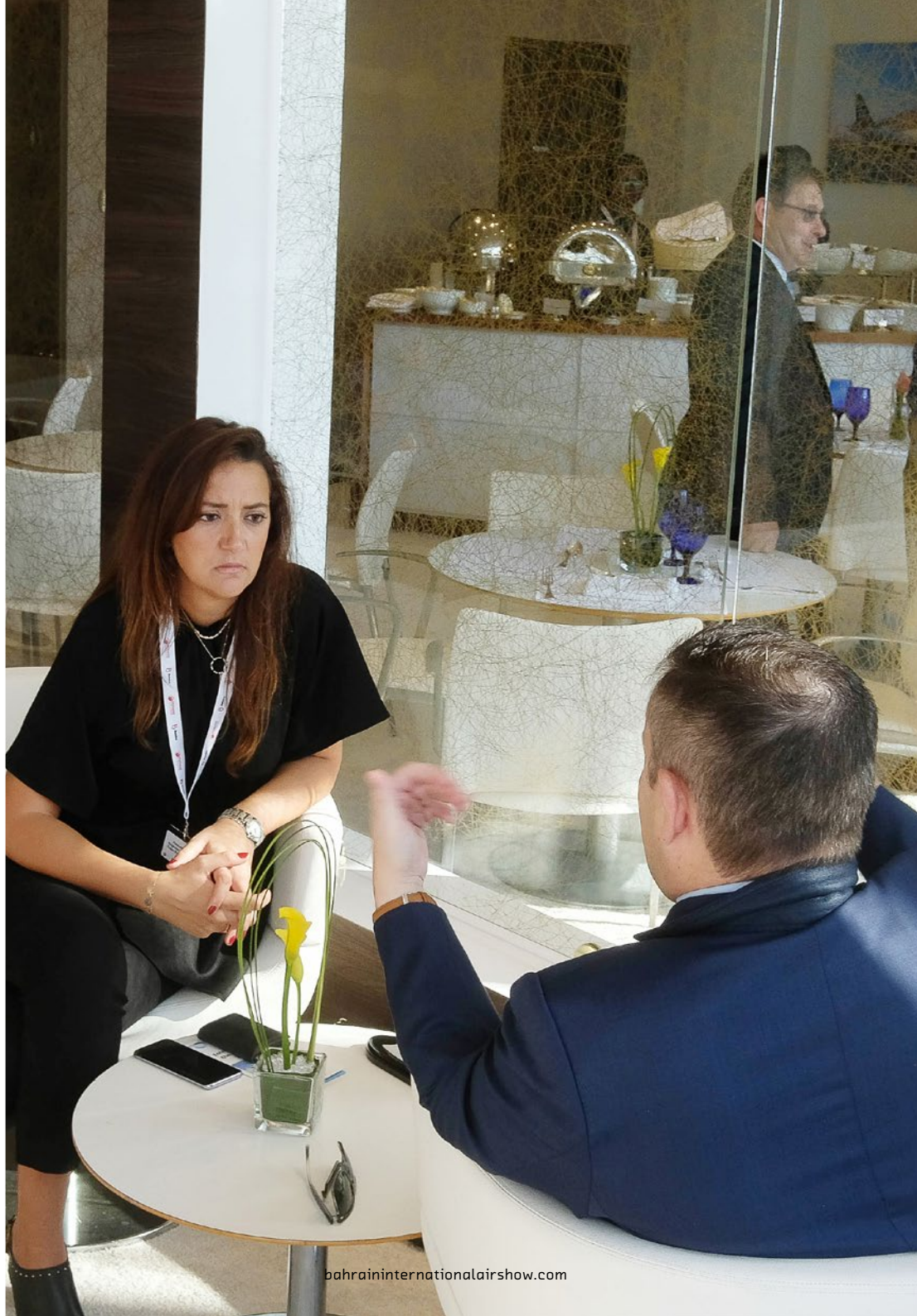
MEET. CONNECT. NETWORK.

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 the 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 2018 edition attracting 215 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.

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

Ahead of the 2020 Airshow, the chalet lines will see significant investment, with plans in place to renew, refresh and rejuvenate every chalet as part of a site-wide project.

What's included

Chalets

- Reception desk, bar counter and waiters
- Branded graphics (artwork to be supplied)
- Lighting and power sockets
- Telephone and free Wi-Fi
- Large outdoor terrace and furniture (5 tables and 25 chairs)
- 1 flag pole
- External company branding
- Daily cleaning service

Catering

- 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

Furniture

- Reception chairs
- 1 boardroom and 6 boardroom chairs
- 2 plasma screens (one in reception and one in the boardroom)
- Dining tables and chairs for 40 people
- Lounge seating

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 the Delegations Chalet and the chalet line)
- Media Centre access





Corporate Chalets



EXHIBITION FEATURE HALL

The Exhibition Hall has continuously developed and is now an invaluable element of the show. Introduced in 2014, the Hall has grown in size across 2016 and the 2018 show saw the exhibition space increase by 100%.

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 2018 Airshow, the exhibition hosted 79 companies from 16 countries creating an environment for networking and product showcasing amongst international businesses and trade visitors.

For 2020, the site has been re-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 site 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\$175,000

Additional Aircraft

US\$5,500

Outdoor exhibition
space *(minimum 50sqm)*

US\$350 /sqm

Exhibition Feature Hall
Shell scheme package

US\$5,000
per 3x3m unit

Exhibition Feature Hall
self build space

US\$350 /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's increasing VIP visitors and diversified features, the 2020 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:

Lara Day
Sponsorship Sales Manager

lara.day@farnborough.com
+44 (0)1252 532854



BRAND ENHANCEMENT OPPORTUNITIES

Sponsorship options	Unit price
Gold	US\$132,625 Gold sponsorship packages include: <ul style="list-style-type: none"> Flying display VIP/ Delegations Exhibition hall Chalet corridor Gala dinner
Silver	US\$79,575 Silver sponsorship packages include: <ul style="list-style-type: none"> Heritage village Technology partner Theatre Runway
Bronze	US\$39,787

Advertising options	Price	Notes
48 sheet billboard 12 sheet billboard <i>(minimum purchase of 3)</i>	From US\$13,438 From US\$3,763	Price dependent on location
Flags	From US\$8,065	Package of 3 flags in various locations across the BIAS venue
Official show catalogue	US\$6,250	Full page colour advertisement
Airtime packages	US\$5,000	30 seconds of advertising on the BIAS screen network





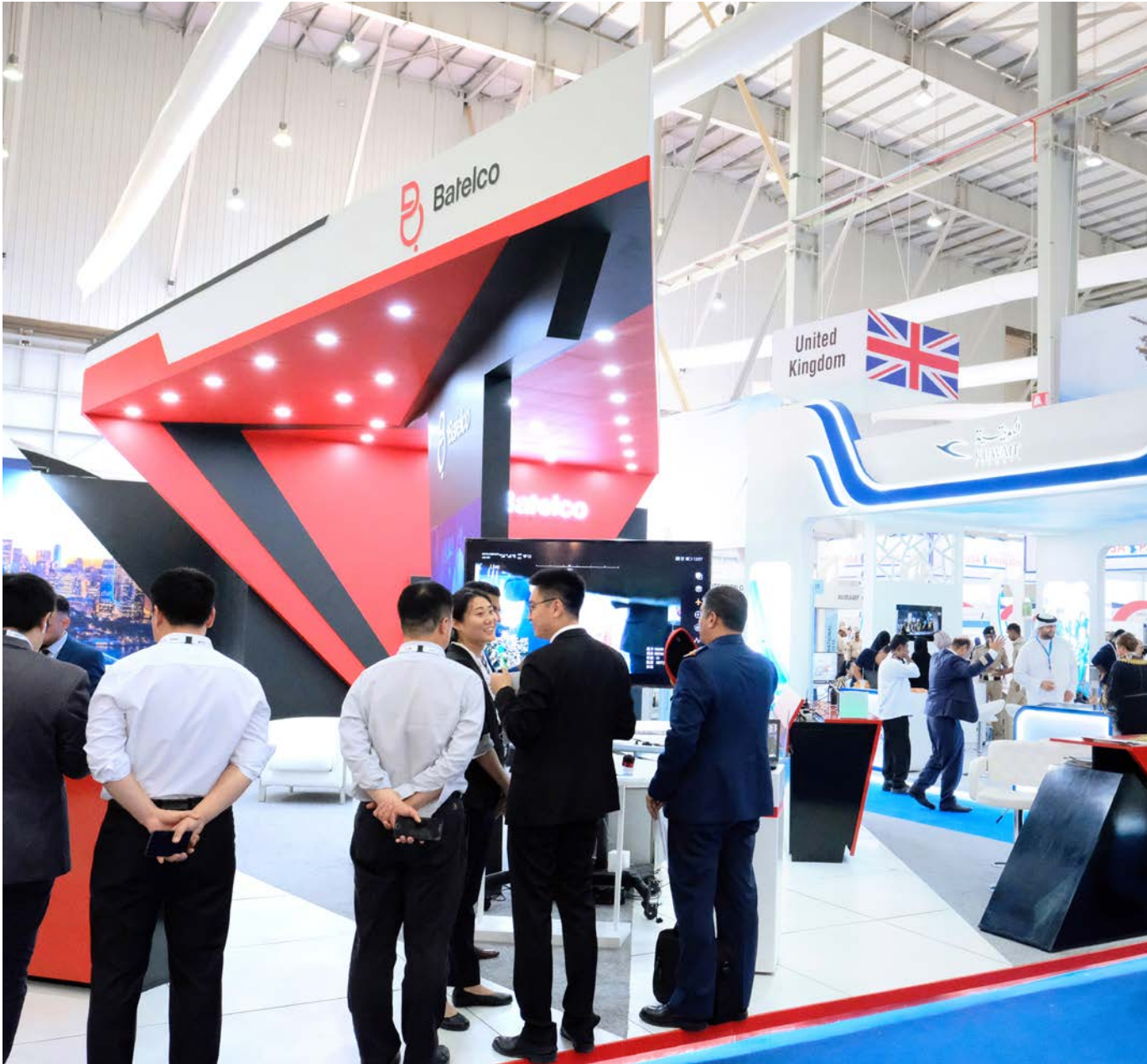
CONFERENCE PROGRAMME

Show-on-show BIAS seeks ways to continually improve and ensure visitors truly get the most from 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. 2018 saw conferences on the future of airports, space exploration and women in aviation. This feature will return for the 2020 show, with more knowledge sharing and thought provoking discussion.

The BIAS FINN Sessions

FINN (Farnborough International News Network) has been part of the aviation industry media landscape since 2017. The BIAS FINN Sessions were launched at the Farnborough International Airshow in 2018 and brought to Bahrain for the 2018 show adding meaningful and engaging content for our airshow visitors and exhibitors. For 2020, the BIAS FINN Sessions will return with a new programme of briefings and seminars that will take place in the dedicated theatre within the Exhibition Hall. These will run across the 3 days of the show and are 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 (11 of the top 15 aerospace companies attended BIAS 2018), 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. Visitor registration will open in June 2020.

Contact

Bahrain

Yousif Mohammed Mahmoud

Director of Bahrain International Airshow Group

**Ministry of Transportation and
Telecommunications**

P.O. Box 586, Kingdom of Bahrain

E: ymahmoud@mtt.gov.bh

T: +973 17 321103

W: bahraininternationalairshow.com

UK

Farnborough International Ltd, ShowCentre,

ETPS Road, Farnborough, Hampshire,

GU14 6FD, UK

E: bahraininternationalairshow@farnborough.com

T: +44 (0)1252 532800







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