

Romexpo S.A.

BIFE-SIM

12th -15th of September 2019





Organizer:



Co-organizer:



Main media partner:

ABOUT BIFE SIM 2019

BIFE SIM

BIFE-SIM is the ideal communication platform between producers, importers, decorators, architects and designers as well as an excellent opportunity to meet new business partners and sign profitable contracts.

Organized into thematic sectors, the fair brings together the offer of Classic and Modern Furniture and Decoration Salons, where visitors can share tips and ideas to turn their house into an ideal home, according to each one's personality and taste, and the Kitchen Salon, which completes the concept of interior design.

Pavilion B1 of BIFE-SIM 2019 will also complete the furniture industry's big picture, by presenting a rich offer of machinery and equipment for the wood industry, designed to streamline the production flow and to implement new technologies.



LOCATION

BIFE-SIM 2019 takes place in Pavilions B1 and B2! BIFE-SIM 2019 will have a total area of 30,000 square meters, indoor and outdoor, the pavilions becoming the ideal location for hosting international fairs and exhibitions.

Information – Pavilions B1 and B2:

- Height: ground floor
- Total exhibition area: 30,000 sqm
- Height under metal structure: 10,56 m
- Total height: 14,17 m
- Max. height allowed for stand construction: 7 m
- The two pavilions, B1 and B2, are united forming a common building, B3
- The up-link building has two conference rooms (capacity of 75 people each), Titulescu and Madgearu





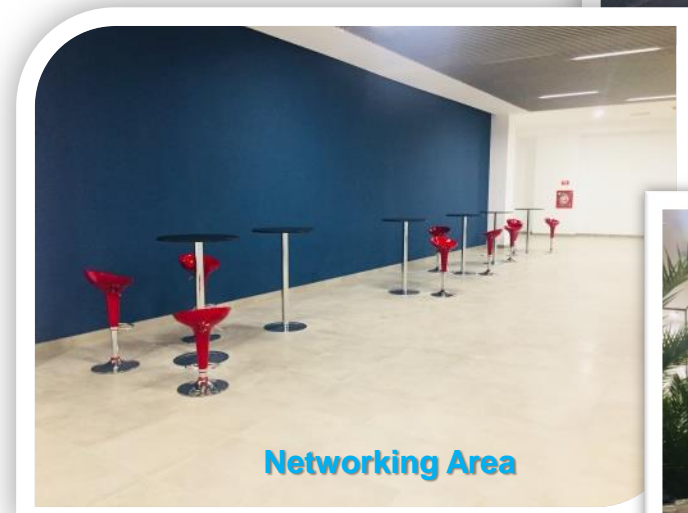
Welcome Area



B3 entrance



Pavilion Area



Networking Area



Coffee Shop Area



Conferences room

Furniture: Classic, Design, Comfort, Kitchens

- BIFE-SIM aims to bring together all the existing furniture styles and to present a high range of offers to the visitors.
- BIFE-SIM comes with ingenious ideas for any kind of space and to meet all tastes.
- BIFE-SIM 2019 also includes a full offer of equipment and machinery for the wood industry.

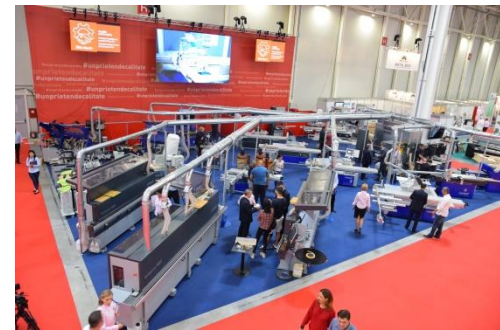


Equipment and machinery

BIFE-SIM is also the perfect opportunity for equipment, tools and machinery producers, distributors, importers and suppliers to interact with new clients and to consolidate all their existing business relations.

No matter how big your company is, BIFE-SIM can help you promote it! The international trade fair for furniture, equipment and accessories brings up the possibility to present your offers to all the specialists visitors interested in new technologies and in making the production flow more efficient.

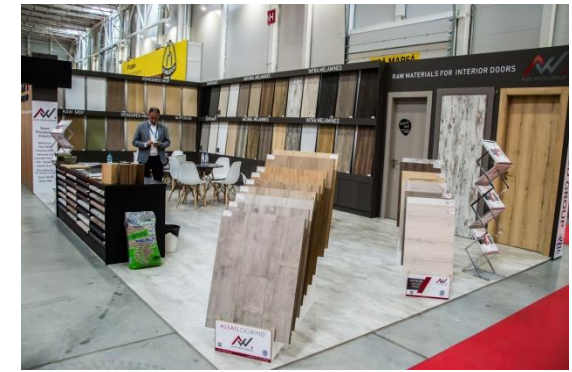
The equipment offer will enable specialists visitors to may compare the advantages, analyze the offers and decide where to invest in the future.



Accessories and materials

More than any similar event, BIFE-SIM is the meeting point for accessories and material suppliers and the decision makers of the Romanian and foreign furniture manufacturers.

The services that we provide as well as the entire concept of the fair will guarantee a successful participation in this event. Take this opportunity in order to keep in touch with the market and to make serious partnerships.



The biggest show dedicated to the Romanian furniture industry will present tendencies and solutions for specialized visitors to develop their business.

All the Romanian brands are expected to be present in the fair and to seduce the visitors with their newest products and concepts.

Why to participate?

- ▶ organizing BIFE-SIM in a place to compete with those occupied by the international fairs. That is why the edition 2019 takes place in the new Pavilions which Romexpo has open in fall 2017. Modernity, flexibility and the unique concept of new spaces will create the framework for a better relationship between companies and end-users
- ▶ promoting your company at Romania's most important fair in the furniture industry;
- ▶ signing contracts with potential partners;
- ▶ specialized media channels to attract the general public and specialized visitors;
- ▶ all the suppliers in the field under the same roof – furniture, accessories, raw materials, interior decorations, machines and woodworking equipment;
- ▶ getting a real image of the specialized market – direct contact with customers and real time feedback;
- ▶ being informed on the latest news and tendencies in the field;
- ▶ showing practical functions of the exhibits;
- ▶ launching point for your business or strengthening your position on the market;

The National Design Contest

Organized by The Romanian Furniture Manufacturers Association, the 17th edition of The National Design Contest aims to offer a chance for the young furniture and interior decoration designers to make themselves known.

By having a special advertising campaign the contest promotes the participants' innovative ideas displayed in functional products that use ecological materials and can be technically and serially produced.

The competition has two stages, but the winners will be announced during BIFE-SIM 2019



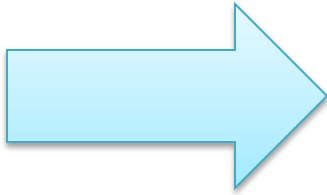
What did BIFE-SIM mean in 2018?

- ▶ Remarkable personalities specialized in architecture and design were present at the 7th edition of the “Design Conference” that had as main topic the value and promotion of product design culture in Romania;
- ▶ The National Design Contest nominated its winners – future furniture designers;
- ▶ International trend furniture and the newest accessories;
- ▶ A significant number of satisfied customers who asked for offers at BIFE-SIM, that later turned into orders;
- ▶ Visitors Tombola, with prizes consisting in pieces of furniture and interior decorations



Advertising campaign

**VISITORS AT
BIFE-SIM 2019**



B2B – Wood, furniture and HoReCa specialists; CEOs of furniture factories or companies; showrooms; retailers and merchants; administrative representatives; research institutes; real estate agents; architects.

B2C – General public, visitors that intend to buy the newest pieces of furniture and accessories.

National and international media channels

BIFE-SIM 2018 will benefit from a large advertising campaign via partnerships with Intact Media Group, high profile media stations around the country and the most prestigious national and international publications.

TV: PRO TV, ANTENA 1, REALITATEA TV and B1 TV

Radio: radio spots on Radio Romania Actualitati, Radio ZU, Radio Guerilla;

Print press: advertising layouts in mass-market placed newspapers and magazines, as well as in specialized press; (MOBELMARKT, FURNITURE NEWS, LE COURIER DU MEUBLE, MEBELNY BIZNES)

Online – commercials, news, special projects and online banners on portals, specialized, business, news and lifestyle websites; Google Adwords

PR campaigns: news, advertorials, interviews, press releases, TV shows;

Outdoor: billboards placed in central locations and unipoles on DN1, A1 and A2.

Advertising campaign II

Direct Marketing

BIFE-SIM is also about targeted advertising.

We have a data base and stay in permanent contact with BIFE-SIM's target public.

Mailing

e-mail – the latest news of the industry, information about the event, interviews with representatives of the companies in the field.

Social Media campaigns, personalized newsletters with the latest news of the exhibiting companies

Main media partner: MOBILA Magazine



International advertising

External partnerships on the most important targeted markets of: Germany, Great Britain, Russia and France.

International fairs: **IMM Cologne** (Koln), **Kiev Expo**, **Salone Internazionale del Mobile** (Milano), **Maison and Objet**(Paris), **Mebel** (Moscova), **Malaysian International Furniture Fair - MIFF** (Kuala Lumpur)

BIFE-SIM website has an English version as well, is interactive and permanently updated.

Participation fees

Participation fee: 150 Euro/company

Raw indoor space rent:

- 1 open side: 100 euro/sqm
- 2 open sides: 104 euro/sqm
- 3 open sides: 108 euro/sqm
- 4 open sides: 112 euro/sqm

Raw outdoor space rent: 30 euro/ sqm

Indoor standard stand construction: 25 euro/ sqm

Outdoor standard stand construction: 40 euro/ sqm

Minimum space to rent: 6 sqm

**Fees do not include VAT*

Contact

A show of shapes and ideas

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