

Romexpo S.A.

BIFE-SIM

17th -20th of September 2020





ABOUT BIFE SIM

2020

- the largest international fair for furniture, equipment and accessories from Romania

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 2020 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.

What we have planned for 2020 edition

Retrospective edition 2019

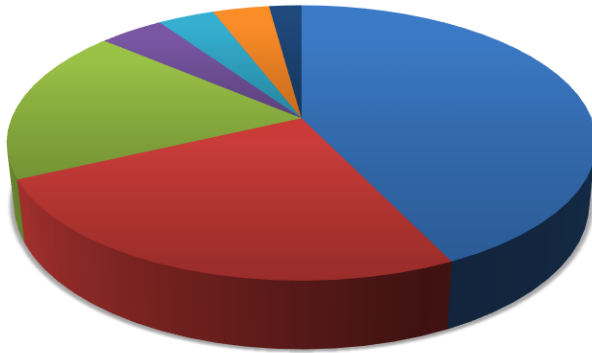
- 238 companies exhibitors at the fair
- 23,913 sqm exhibition area
- 15 participating countries: Austria, Belgium, Bulgaria, China, Denmark, Germany, Greece, Italy, Latvia, Moldova, Poland, Romania, Spain, Turkey, Hungary

Target for 2020 edition

- ✓ **270** companies exhibitors
- ✓ **30,000** sqm exhibition area
- ✓ **16** participating countries
- ✓ **15,000** visitors
- ✓ Organization of the 9th edition of the **Design Conference**
- ✓ Extension of the project **Apartment #better**
- ✓ Organizing events of interest for exhibiting companies

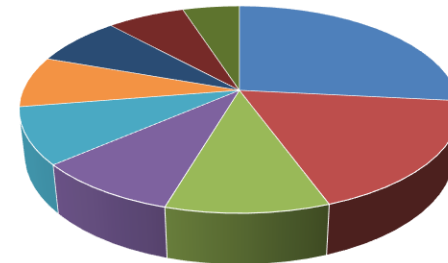


Specialists visitors



- Engineer
- Economist
- Architect | Interior Designer
- Operator
- Carpenter, furniture maker
- Marketing Specialist
- Public relations specialist

Areas of interest



- Classic furniture
- Modern and design furniture
- Interior / exterior decorations
- Hardware, varnishes, paints, adhesives
- Raw materials and components for the furniture industry
- Furniture for public spaces
- Technologies and equipment for logging

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 2020 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.

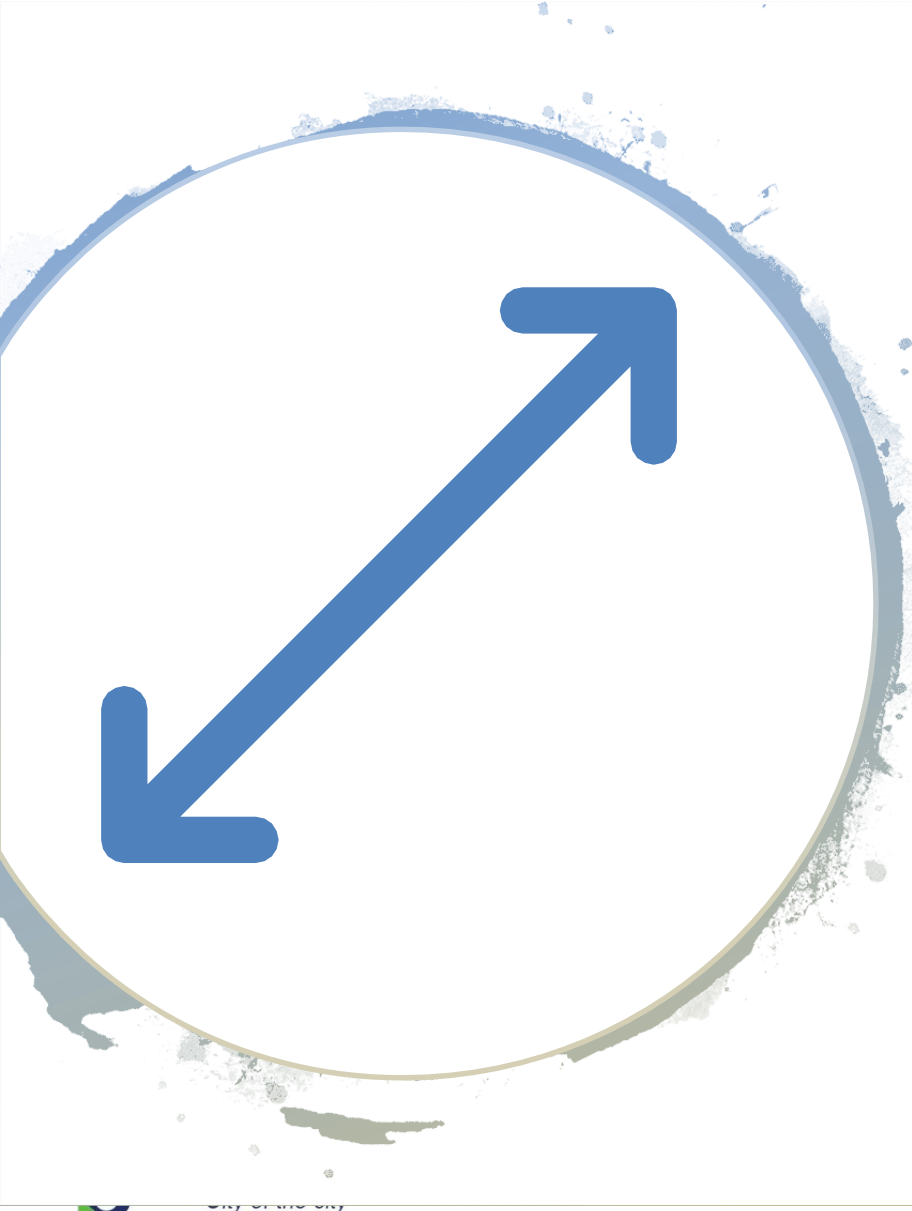
The services that we provide as well as the entire concept of the fair will guarantee a successful participation in this event. Take this opportunity in order to keep in touch with the market and to make serious partnerships.

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?



- improving the image of your company at the largest and most important fair in Romania for 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;

What we do for BIFE-SIM 2020

ROMEXPO supports the participation of companies by

- ❖ Customized offers for the **personalized stand construction**
- ❖ **Phone contact and pre-established meetings** with company representatives by the project team
- ❖ Target media campaign: **TV, RADIO, online, print, PR actions**
- ❖ Weekly submission of targeted **newsletters to specialized visitors database**
- ❖ **Regular posts on the Facebook page** about the products and services of participating companies
- ❖ Online promotion through campaigns targeted to **Facebook Ads and Google Adwords**
- ❖ **Print promotion** in specialized magazines, media partners of the event
- ❖ The **event's website** is interactive and continually updated
- ❖ **News section** dedicated to participating companies on www.bife-sim.ro/en
- ❖ **Online invitations** are available for you! Do not forget to invite potential customers to the fair!

How to optimize your participation at BIFE-SIM?



Set with Romexpo exhibition space

Choose a modern stand design that will highlight the products displayed

We make your products known on social networks and in the News section!

LIKE the Facebook page of BIFE-SIM and find out the news of the fair, but also of your competitors!

SHARE Facebook page of BIFE-SIM and announce that the event will take place in Halls B1 and B2, between 17th – 20th of September 2020!

Register until 29th May of 2020 to book your location!

Best options to increase your stand visibility at BIFE-SIM

LED, banner, mesh are just a few of the elements that can highlight your stand!

Advantages of the banner on the wall of the pavilion:

- ✓ Permanent visibility during the fair
- ✓ Large exposure area
- ✓ Cost optimization through future use

Advantages of a suspended structure:

- ✓ Increased visibility - suspension up to 7 meters
- ✓ Suspended structure highlight your whole stand
- ✓ Optimizing space by removing ground support structures

The advantages of setting up a customized stand:

- ✓ Increased visibility
- ✓ Great promotion solution
- ✓ Romexpo's architect at your disposal for stand design

The advantages of displaying the advertisement on light boxes, poles, elevators and toilets - Pavilion B3

- ✓ complete the mix of your promotion
- ✓ improves the brand image in the fair
- ✓ intensify the promotion of your products and be visible in areas accessible to specialist visitors



National and international media channels

BIFE-SIM 2020 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 - Germany, FURNITURE NEWS - UK, LE COURIER DU MEUBLE - France, MEBELNY BIZNES – Russia, MD - Bulgaria)

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;

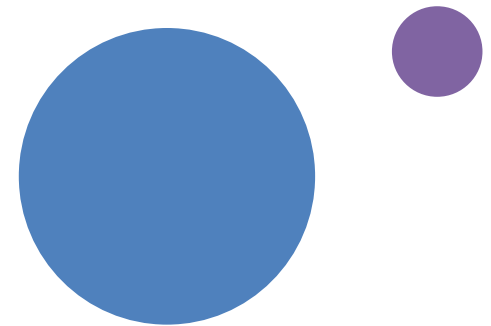
Outdoor: billboards placed in central locations and unipoles on DN1, A1 and A2.

Advertising campaign

YOUR VISITORS AT BIFE-SIM 2020

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



Advertising campaign



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

International advertising

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

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

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

The National Design Contest

Organized by The Romanian Furniture Manufacturers Association, the 18th 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 2020



Side events

The **Design Conference** reached the eighth edition with the theme "**Use and optimization of spaces**". The event benefited from a real success, being present famous specialists from Romania who support the development of the Romanian design at the highest level.

The specialists approached topics such as: "The use of multifunctional furniture to optimize the living space", "The feminine dimension of utility", "Art in the public space in Bucharest" and "Hypotheses of living in declining cities".

The event hosted 13 specialists and 150 guests!

Apartment #better

This project had the role of informing the public about a correct apartment from the point of view of the optimal surface and the arrangement of the pieces of furniture. It included both the educational / informational side, as well as the practical presentation of a correct apartment in terms of surface, access and arrangement of furniture



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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Organizer:



ROMEXPO S.A.
City of the city

Co-organizers:



ROMANIAN FURNITURE MANUFACTURERS
ASSOCIATION - **APMR**



Main media partner:

Revista
MOBILA
din 1964 publicatia profesionistilor din industria mobila

www.romexpo.ro