



المعرض السعودي الدولي للمخبوزات والمعجنات
Saudi International Bakery & Pastry Expo

Saudi International Bakery and Pastry Exhibition

Second Edition

»»» 2017 «««





Vision

organize the most important and the largest event in Bakery & Pastry industry in Saudi Arabia.



Mission

Organizing an event to bring together stakeholders and the interested in the bakery industry and the wheat flour industry and the related in Saudi Arabia. This event seeks to develop this industry and raise its efficiency to achieve a higher contribution to the national economy that will have a positive impact on the consumers and the investors.



Values



Social Responsibility



Development
and innovation



Commit to quality



Work with
high professionalism



The objectives

Highlighting the strategic role of SAGO in achieving the economic development and providing citizens' needs of foodstuffs.

Searching for creating event to raise the awareness in the field of Baking.

Raising Bakers' awareness concerning Bread production.

Raising the final consumers' awareness.

Seeking to find new ideas that can reduce the waste resulted from bread making.

Upgrading the bread commodities quality, and thus extending its expir.

Exchanging experiences among authorities participated.

Enhancing direct communication means between SAGO and the workers in the sector of bread industry.

Strengthening direct communications with research centers and scientific bodies with a concern in grains sectors and integrated sectors.



The Advantages of Participation in Saudi International Bakery and Pastry Exhibition (SIBPE):

SIBPE is the most effective business platform in the baking.



1

Meeting with SAGO's officials and strategic partners of the Exhibition and taking apart in discussing subjects and the most important challenges faced in this sector



3

Launching new products directly to the public. (Product Launching)



5

Meeting with the wholesalers, retailers, and the distributors in Bakery and Pastry sector



7



2

Strengthening professional relation network and exchanging the most important recent experience in this sector.



4

Marketing the goods through the direct communication with the final consumer.



6

Enhancing the public awareness concerning the Brand. (Brand Awareness)



8

Meeting with the experts in the Bakery and Pastry sector and integrated industrial sectors



9

Enabling to attract highly experienced technical and administrative staff in such field



The Advantages of attending Saudi International Bakery and Pastry Exhibition (SIBPE):

To be knowledgeable with the products provided by Saudi Grains Organization.

To develop skills related to selection and distinguish between bread quality and different types of pastry.

To be knowledgeable with a large number of bread and pastry suppliers.



To raise the awareness with a regard to preparation, consumption and storage of bread products and pastry.

To be informed with different types of bakery and pastry.



Marketing Plan

The Exhibition has launched an intensive and carefully designed- marketing campaign to support the exhibitors to get to the extent media presence. The campaign includes inviting the senior persons, businessman, businesswomen, and general exhibition's visitors. The event will be covered by the main newspapers, Social media & some Arab satellite channels and magazines as they are considered the exhibition's supporters and participants.



Media Coverage

Media plan will be set up, underling the media administration system to cover the exhibition. This plan's target is to achieve the general objectives of exhibition through the existence of different systems of mass media in the Kingdom of Saudi Arabia by taking the following procedures:

- Establishing brand awareness in a compliance with the general exhibition vision.
- Holding news conference to reveal the identity of exhibition and sponsors in presence with more than 20 mass media.
- Directing mass media to conduct interviews via TV and Radio with sponsors and general visitors to highlight the distinguished aspects of exhibition,
- Managing the means of communication between exhibition and different mass media.



Our partners



Bakery and
pastry equipment



Bakery and
pastry supplies



Baking ingredients
and raw materials



Cleaning and
hygiene



Ice cream and
ice cream production



Gastronomy and
catering



Energy, ventilation
and air-conditioning
technology



Information
technology



Laboratory and
measuring instruments



Packaging solutions



Ovens and
accessories



Logistics



Pasta, pizza and
tortilla production



Process optimization
and automation



Refrigeration and
fermentation
technology



Semi and
fully-baked products



Supplier industry



patisseries
Producers of sweets
and pastries



Opening Hours

SIBPE will be held in Riyadh International Convention & Exhibition Center – RICEC in 15th to 18th October 2017.

Opening hours daily from 1:00 PM to 10:00 PM.

Day / Date	Activity	Time
Sunday 15 October 2017	Exhibition work	From 01:00 to 22:00
Monday 16 October 2017	Exhibition work	From 01:00 to 22:00
Tuesday 17 October 2017	Exhibition work	From 01:00 to 22:00



Opening Ceremony

Activity	Day / Date	Time
Entry of the representatives of the exhibitors and the participating parties	Sunday 15 October 2017	12:30 pm
Entry of the Minister of the ceremony and VIPs		01:00 pm
Honoring the Sponsors		01:10 pm
Tour sponsor of the show		01:30 pm



Installation and disassembly of wings

Day / Date	Activity	Time
Saturday 14 October 2017	Installation of Booths	At 07:00 am
Sunday 15 October 2017	Finish the installation of the Booths	At 10:00 am
Wednesday 18 October 2017	Removing the Booths	At 07:00 am
	Ending of Booths removing	At 07:00 pm



Services



Water



Electricity



Exhibitor Cards



Exhibitor parking
cards



Characteristics of the strategic sponsor (SAR 500,000):

- 1** The strategic partner of the exhibition will have a pavilion in a unique location of 90 m2 (9 \ 10).
- 2** Announce the name of the strategic partner at the press conference.
- 3** Allocate a word to the strategic partner at the press conference.
- 4** Holding TV, radio and press interviews with the strategic partner during the exhibition period.
- 5** The strategic partner has the opportunity to benefit from the exhibition sites for marketing and propaganda purposes in coordination with the organizer.
- 6** Display the name and logo of the strategic partner in all electronic and printed advertising materials such as media, bulletins, banners, advertising backgrounds, as well as on the website.
- 7** Acknowledgment of the strategic partner on the event website with the sponsor's link and logo on the Internet.
- 8** A strategic shield for the strategic partner is presented by the patron of the ceremony during the opening ceremony.
- 9** The strategic partner receives 20 special invitation cards for the opening ceremony.
- 10** Display the name and logo of the strategic partner on the main advertising area of the exhibition in front of the hall entrance.



Characteristics of the strategic sponsor (SAR 500,000):

- 11** The strategic partner has the right to provide attendance certificates to visitors bearing his name and logo.
- 12** To announce the name of the strategic partner in the advertising campaign of the exhibition through social media during the duration of the event.
- 13** Announce the name of the strategic partner in the press releases of the exhibition.
- 14** The strategic partner is entitled to take advantage of the name of the exhibition in its advertising campaign.
- 15** The strategic partner has the opportunity to distribute promotional materials to attend the exhibition.
- 16** Provide free hospitality to strategic partner.
- 17** The strategic partner obtains full documentation of the exhibition's activities.
- 18** The strategic partner will receive a copy of the exhibition's database.



The Characteristic of a Diamond Sponsor (300,000 SAR):

- 1** Position the name and logo of the Diamond Sponsors in all printed and electronic advertising collaterals such as Mass Media, publications, banners, and advertising background. In addition, the advertising collaterals include website.
- 2** Express thanks and appreciation to the Diamond Sponsors on the website related to the event along with sponsor's link and logo on the sponsorship on the website.
- 3** Express thanks to a Diamond Sponsor in the exhibition.
- 4** To grant appreciation shield to a Diamond Sponsor by the Ceremony's sponsors during the ceremony.
- 5** To allocate a free suite in 90m2 (9*10) distinguishable location in the exhibition.
- 6** To place the diamond sponsor's name and logo on the main panel placed in front of the hall entrance.
- 7** A Diamond Sponsor has the right to provide the visitors with attendance certificate bearing his name and logo.
- 8** The name of the Diamond Sponsor will be announced in the advertising campaign of exhibition via social mass media during the event period.
- 9** To provide a Diamond Sponsor with a copy of database of exhibition's attendance.
- 10** A Diamond Sponsor has the right to make use of exhibition's image in his own advertising campaign



The Characteristic of a Diamond Sponsor (300,000 SAR):

- 11 To provide the Diamond Sponsor with an opportunity to distribute the advertising materials to the attendee of the event.
- 12 To provide a free hospitality to the Diamond Sponsor.





The Characteristics of a Platinum Sponsor (150,000 SAR):

- 1 To position the name and logo of a Platinum Sponsor in all printed and electronic advertising collaterals such as Mass Media, publications, banners, and advertising background. In addition, the advertising collaterals include website.
- 2 Express thanks and appreciation to ta Platinum Sponsor on the website related to the event along with sponsor's link and logo on the sponsorship on the website.
- 3 To grant appreciation shield to the Platinum Sponsor by the Ceremony's sponsors during the ceremony.
- 4 To allocate a free suite in 72m2 (9*8) distinguishable location in the exhibition.
- 5 To place the Platinum Sponsor's name and logo on the main panel placed in front of the hall entrance.
- 6 The name of a Platinum Sponsor will be announced in the advertising campaign of exhibition via social mass media during the event period.
- 7 To position the Platinum Sponsor's name and logo in the platform related to honor and media coverage.
- 8 The Platinum Sponsor has the right to make use of exhibition's image in his own advertising campaign.
- 9 To provide a Platinum Sponsor with an opportunity to distribute the advertising materials to the attendee of the event.



The Characteristics of Gold Sponsor (85,000 SAR):

1

To position the name and logo of a Gold Sponsor in all printed and electronic advertising collaterals such as Mass Media, publications, banners, and advertising background. In addition, the advertising collaterals include website.

2

To grant appreciation shield to a Gold Sponsor by the Ceremony's sponsors during the ceremony.

3

To allocate a free suite in 42m2 (6*7) distinguishable location in the exhibition.

4

To place a Gold Sponsor's name and logo on the main panel placed in front of the hall entrance.

5

The name of a Gold Sponsor will be announced in the advertising campaign of exhibition via social mass media during the event period.



The Characteristics of a Silver Sponsor (75,000 SAR):

1

To position the name and logo of a Silver Sponsor in all printed and electronic advertising collaterals such as Mass Media, publications, banners, and advertising background. In addition, the advertising collaterals include website.

2

To grant appreciation shield to a Silver Sponsor by the Ceremony's sponsors during the ceremony.

3

To allocate a free suite in 36m² (6*6) distinguishable location in the exhibition.

4

To place the Silver Sponsor's name and logo on the main panel placed in front of the hall entrance.

5

The name of a Silver Sponsor will be announced in the advertising campaign of exhibition via social mass media during the event period.



The Characteristics of a Bronze Sponsor (50,000 SAR):

1

To position the name and logo of a Bronze Sponsor in all printed and electronic advertising collaterals such as Mass Media, publications, banners, and advertising background. In addition, the advertising collaterals include website.

2

To grant appreciation shield to a Bronze Sponsor by the Ceremony's sponsors during the ceremony.

3

To allocate a free suite in 25m² (5*5) distinguishable location in the exhibition.

4

To place the Bronze Sponsor's name and logo on the main panel placed in front of the hall entrance.

5

The name of a Bronze Sponsor will be announced in the advertising campaign of exhibition via social mass media during the event period.



Participant Exhibitor (11,500 SAR):

1

The participant exhibitor will get a furnished 16 m² octanorm booth in the exhibition with company name & logo printed sign.

- 1 Upon signing and sealing the sponsorship reservation application, a sponsor agrees upon the suite location, specification, and costs related to the sponsorship chosen.
- 2 The Sponsorship reservation shall be binding upon the organizers after the sponsorship costs are paid by a sponsor, provided that the costs shall be paid within ten days from delivering the sponsorship reservation application to organizers.
- 3 Upon signing and sealing the participation reservation application, a participant agrees upon the suite location, its area, and costs related to the sponsorship chosen. Therefore, the participant shall comply with the same.
- 4 The participation reservation shall be binding upon the organizers after the participation costs are paid by a participant, provided that the costs shall be paid within ten days from delivering the participation reservation application to organizers.
- 5 All applicable laws and systems in the Kingdom of Saudi Arabia shall be applied to sponsors and participants. The organizers shall not be any liability arising out of violating such laws and systems by sponsors or participants.
- 6 Sponsors and participants shall get all documents, papers and the requirements necessary to practice their activities and participate in the exhibition. Only sponsors and participants shall bear a complete responsibility thereof, and the organizers shall not be responsible for any noncompliance.



The Conditions and Liabilities Related to book Sponsorship or Participation in Saudi International Bakery and Pastry Exhibition held in 2017:

7

In the case of designing the suite, sponsors and participants shall set up a reasonable design to the suites, causing no damages to other third party or obscuring the vision to other suites.

8

The reservation shall not be canceled upon signing and sealing the application. In such cases, all sponsorship or participations values shall be paid in full to organizers after being approved and all pre-paid shall not be recovered.

9

The sponsorship or participation amounts shall be deposited to the organization of exhibition business account No. SA3005000068200948083000 in Alinma Bank.





Exhibition outline





Sponsorship Form

After reviewing the sponsorship advantages and obligations at the Saudi International Bakery and Pastry Exhibition 2017 We would like to be sponsor in the exhibition.

- Strategic Partner Diamond Sponsor Platinum Sponsor Goldin Sponsor
 Silver Sponsor Bronze Sponsor

With cost of Location Number.....

Name.....

Job Titel.....

Company Name.....

Tel:.....

Email Address.....

Signature Stamp.....

Please fill the form and send it to info@exhbiz.com



Exhibitor Form

We would like to reserve the Booth No. (.....) with a space (..... m) at the Saudi International Bakery & Pastry Exhibition 2017.

With cost of

Name.....

Job Titel.....

Company Name.....

Tel:.....

Email Address.....

Signature Stamp.....

Please fill the form and send it to info@exhbiz.com



Exhibitions Business
أعمال المعارض

 0505408629 - 0555050249

 info@exhbiz.com

 www.exhbiz.com