

mother, baby & child show muscat

Where mums go when they want to know

Co-organizers



OMAN CONVENTION
& EXHIBITION CENTRE
مركز عُمان للمؤتمرات والمعارض



10-12 MAY 2018

**Oman Convention & Exhibition Centre
Muscat, Sultanate of Oman**

**WHERE MUMS GO
WHEN THEY WANT
TO KNOW**



Organized by



www.motherbabyandchildmuscat.com

About the Show

Meet your market face to face

The Mother Baby & Child Show provides a forum for global and local brands, retailers and manufacturers to sell, promote and market their products in an effective and targeted format.

Experiential marketing is all about building connections with customers in the form of experiences that are personally relevant, memorable and interactive. These connections lead to increased sales and brand loyalty.



The MBC show has a number of exciting features available for sponsorship

- Entertainment Stage – Special Guest TBA
- Baby Feeding Area
- Baby Changing Area
- Health & Wellness Lounge - Pre/Ante & Postnatal mother and child
- Activity Zone - For kids of all ages
- The Nibble Kitchen - Parent and Child Cookery Classes and Demos
- Food Trucks - Gourmet, classics, sweet treats, light bites, juices
- Kids Zone - For commando crawlers, bum shufflers and new walkers
- Nibble - Family dining, demos and food sampling



Rationale – Why Muscat?



The time is right, the time is now.

Oman is currently experiencing the fastest population expansion in fifty years and it has one of the fastest-growing populations in the world with a development rate of more than 9% per year.

The retail sector has expanded by 7% since 2014 and continues to increase, as large construction projects, predominantly malls and hypermarkets, look set to add more retail space to the sector. The rise in the number of shopping malls, currently numbering 16 in Muscat alone.

The first phase of a new community resort village is due to be completed later in 2017, and will include 260 residential units in three zones. Additionally hotel giant Jumeirah are building two five-star hotels resort, one opening in 2017.

Source: **Alpen Capital**

The newly opened state of the art Oman Convention & Exhibition Centre has become an iconic landmark in the epicenter of Muscat.

www.omanconvention.com



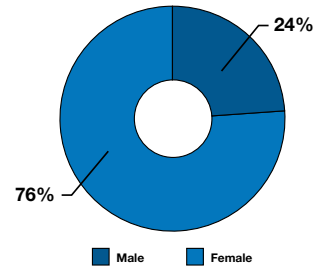
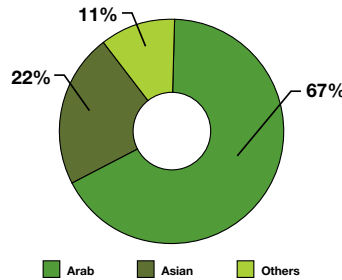
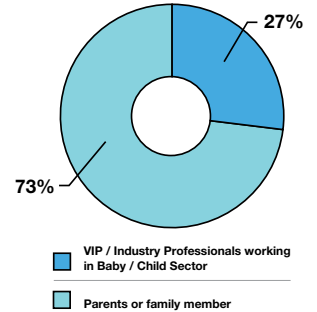
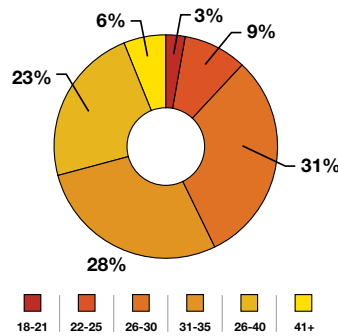
About Our Visitors

- **66%** of our visitors are looking to buy a new product, gift or service.
- **75%** of our audience planned to spend between RO 20-100
- **86%** are in the high & middle income bracket
- **37%** are expectant parents
- **64%** visitors have 2 or more children
- **32%** are planning a pregnancy



Visitors Feedback:

- **93%** rated the show atmosphere as good or very good
- **92%** found the event to be informative and fun
- **94%** said they would recommend attending the event to a friend or to a colleague
- **72%** came across a new product or service of interest



65% of parents today re-evaluate their buying habits specifically because of the birth of a child.



Products / Services our visitors look to purchase in the next 12 Months

Product / Service	% of total
Fashion Clothes	55%
Healthcare	54%
Furniture	54%
Beauty products	43%
Holidays	41%
Financial Planning	41%
Home Care products	40%
Children's Soft Furnishings	38%
Home Appliance	38%
Hygiene / Diapers	37%
Feeding Equipment	37%
Fashion	36%
Computer Software	38%
Electronic Equipment	36%
Child Friendly Car	35%
Mobile Telephone	25%
Professional Photography	23%

MBC In Pictures



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Media and Promotions



- Magazines advertising and editorial features
- Regional Press Multi Lingual advertising in local and regional press radio & tv competitions, advertising and live broadcast
- Leaflets distribution through retailers, nurseries, hospitals, clinics, clubs, crèches, schools, associations, etc.
- Social media
- Website
- E-Mail
- Poster campaign
- POS through retail outlets



Media coverage for MBC Show
The US\$ 120,000 + media and promotion campaign contributes to the success of the Show



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Exhibition Stand Options



Cost - Shell Scheme



Golden Zone @ **\$330 per m2**
Silver Zone @ **\$290 per m2**

Bronze Zone @ **\$260 per m2**

Includes Octanorm Shell Scheme Stand, with white vinyl covered panels, standard fascia panel with exhibitors name, electric's consisting of 3 x 100 watt spot lights and a 1 x 13 amp socket outlet.

Cost - Space Only



Golden Zone @ **\$300 per m2**
Silver Zone @ **\$260 per m2**

Bronze Zone @ **\$230 per m2**

Gold Sponsorship



- **36m2 of space in a Gold location**
- Logo on advertising material
- Material included in the press packs
- Logo on in hall directional signage
- Facebook competition/ product endorsement
- 4 Roll up banner sites
- 4 FPFC advert in the show catalogue
- Logo on show website
- 100 free entrance tickets

Total Value **US\$ 50,000**
Actual Cost **US\$ 20,000**

Silver Sponsorship

- **24m2 space only/or feature area**
- Logo will be featured on all advertising material
- 2 Roll up banners sites
- 1 FPFC advert in the show catalogue
- Logo on show website
- 50 free entrance tickets



Total Value **US\$ 40,000**
Actual Cost **US\$ 15,000**

Bronze Sponsorship



- **18m2 Space only**
- 2 roll up banner sites
- 1 FPFC advert in the show catalogue
- Logo on show website
- 30 free entrance tickets

Total Value **US\$ 7,500**
Actual Cost **US\$ 6,000**



Catalogue Advertising



Platinum Position:	US\$ 3,000	Front Cover Gate Fold
Gold Position:	US\$ 2,000	Inside Front Cover Inside Back Cover Outside Back Cover
Silver Position:	US\$ 1,500	Full Page Full Colour (page 3,5,7,9)
Bronze Position:	US\$ 1,000	Full Page Full Colour
Editorial Position:	US\$ 1,000	Full Page
Enhanced Entry:	US\$ 50	Includes Company's Logo
Bookmark:	US\$ 2,000	

Marketing and Branding Opportunities



Goodie Bags:

Every visitor will be given a goodie bag. This is an excellent chance to drive traffic and boost sales either by branding the bag or simply by inserting your promotional leaflet or sample of your product.

Bag Branding: US\$ 3,000 per 5,000 bags (one-sided branding)

Insertion: US\$ 2,000 per 5,000 bags

or

Supply your own US\$ 2,000 per 5,000 bags

E Marketing

Reach the inbox of all MBC visitors by broadcasting your own unique message, newsletter or special offers. US\$1,500

You will also have the opportunity to be included in our monthly newsletter that will be broadcasted to our 20,000 Parent's Club members.

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Oman Convention & Exhibition Centre
Thursday 10th to Saturday 12th May 2018

TO INQUIRE ABOUT PARTICIPATION AND SPONSORSHIP, PLEASE CONTACT:

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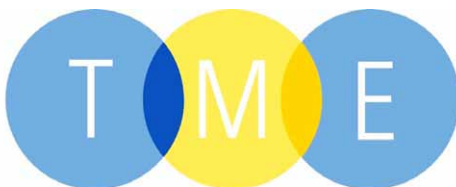


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