

live the Luxury | عيش الفخامة

10 - 12 May 2018  
٢٦-٢٤ شعبان ١٤٣٩هـ

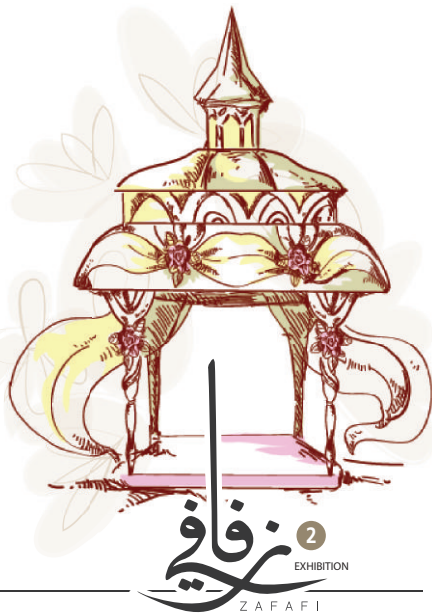
# زفاف

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EXHIBITION  
Z A F A F I



## Why is Movenpick hall selected?

- After the first version of the exhibition had a huge number of visitors we have found in the next version of the exhibition it is necessary to select another site situated in center of the capital to be easily accessed and having a huge number of guests, so after investigating a big group of options , the selection was in favor of Movenpick hotel /Riyadh of five stars which is considered one of the hugest, most famous and distinguished hotel in the city, especially in huge festivals hall , where that provides flexibility and easiness in organization with high capacity .



- The exhibition will continue for 3 days within May 2018 , where Period “ May” has been selected because this period synchronizes with summer holiday which allows various segments of people visit the exhibition and benefit from presentations of the exhibitions and temperature in this month is somewhat acceptable in this month for getting out and following all events and activities.





- More than 10,000 visitors
- More than 80 participants
- More than 10,000 pieces are displayed and services are provided



*From dream to reality ..*

«Zafafi»

Coming back with a second copy to achieve more dreams...

**It is not just an exhibition!!**

It is an integrated world...

From the latest reached by the taste of Saudi Arabia in the organization of weddings and provide the needs of the bride and honeymoon arrangements and equipping the marital home ..



2

EXHIBITION

ZAFAFI

- Zafafi exhibition is considered as an ideal destination for watching the most modern preparation, ideas and designs besides identifying creations of the most famous and ancient companies specialized in organization of wedding festival and tourism trips companies that are specialized in providing honey month trips and companies working in domestic wedding preparations and needs of the couple as well it is also considered a platform to companies , institutions and creative persons for presenting their ideas and polarizing customers looking for distinction.

### Vision of the exhibition:

- Presenting an annual renewable and unique content related to advanced selection of the participating parties through which we are keen on adapting international standards with requirements of Saudi community



## For companies:

- Empowering the participants from positive competition which upgrades and enhances the national economy besides providing a enough spaces for presenting their products and services.
- Creating communication channels between local and international companies for exchanging experiences, developmental ideas and information.
- Polarizing international investors and suppliers who desire to provide new investments in the kingdom.

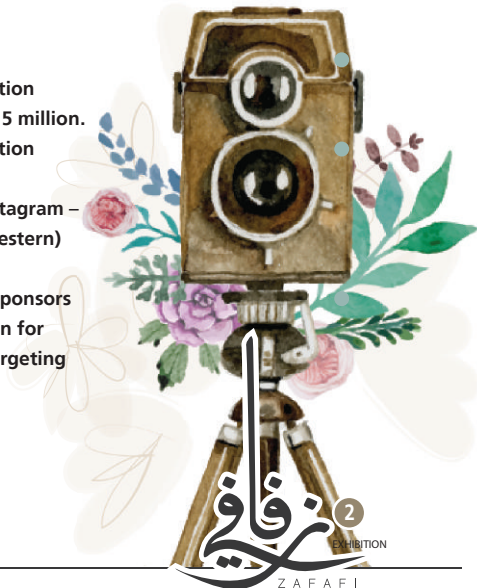
## For attendants:

- Facilitating tasks of establishing wedding ceremonies and related preparations before Saudi through briefing them on the most modern designs , services and preparations in this sector.
- Being employed within this industry and helping them to set their efforts and creations in the suitable place



## Media and advertising plan

- Producing promo films about the exhibition for invitation of visits , each one of 35 second targeting more than 5 million.
- Producing promo films about the exhibition for invitation of participation each one of 35 second ( including logos of all sponsors) being declared in Instagram – the following areas: (the central , the eastern – the western) targeting more than 2 million viewers.
- Promo films for covering an documenting activity of sponsors and participants' suites and all events of the exhibition for being presented on Instagram “ Riyadh district” for targeting more than 5 million viewers.





- Press news and advertisements for all exhibition activities including, introducing exhibition in its second edition, and lunching event news in all local and electronic newspapers like Al-Jazirah newspaper, Al-Riyadh newspaper, Okaz newspaper, Asharq Al-Awsat newspaper, Al-Ra'1, Al-Wee'am, Ajel, Sabq...etc
- Advertise in social media celebrities' accounts on Instagram -Snapchat - Twitter.
- Wide media campaign in Google Ad World and in the most important apps and websites.
- Advertisement on different social media platforms "Instagram – Snapchat - Twitter".
- Place a YouTube Banner Advertisement for 2 months.
- Distribute special invitations to social media celebrities and advertise the exhibition in their accounts.
- Covering the exhibition by social media celebrities and advertising in their accounts.
- Inviting the most prominent media personnel to visit and cover the exhibition.
- The announcement about Her Royal Highness "the guest of honor of the opening and honoring sponsors and participants".
- Mentioning the sponsors and participants in the organizer's social media accounts.
- Snapchat filter throughout the exhibition days.
- Publishing news of sponsorship and participation in the most important newspapers and electronic websites.
- Sending more than 2 million invitation emails for visiting the exhibition.
- Sending more than 2 million invitation SMSs for visiting the exhibition.
- Sending SMS for over half a million agent of Golden Goal institution for organizing exhibitions and conferences.
- Doing television and radio interviews with the exhibition participants from sponsors and participants and making announcement in the most important newspapers and magazines.



## Platinum Sponsor

- 1/ Granting unprepared space in Salon of the exhibition.
- 2/ Suite area is 4 x 8 M (SP1).
- 3/ Sponsorship value is **100 thousand Riyal including:**
- 4/ Making media meetings ( press – TV- broadcasting – many bodies during activities of the exhibition).
- 5/ declaring partnership in all promotional campaigns of the exhibition.
- 6/ Honoring during inauguration.
- 7/ Direct coverage of the related suite through attendance of celebrities of social media.
- 8/ Inserting the logo in all promotional campaigns regarding the exhibition in the name of platinum partner.
- 9/ making TV meetings before start of the exhibition.
- 10/ 4 advertising pages in catalogue of the exhibition.



## Diamond sponsor

- 1/ Granting unprepared space in hall of the exhibition.
- 2/ Suite area is 4 x 7 M (SP2).
- 3/ Sponsorship value is 75 thousand Riyal.
- 4/ Making media meetings ( Press – TV- broadcasting – many bodies during activities of the exhibition).
- 5/ Honoring during inauguration.
- 6/ Inserting the logo in all promotional campaigns regarding the exhibition.
- 7/ Direct coverage of the related suite through attendance of celebrities of social media.
- 8/ 3 advertising pages in catalogue of the exhibition.



## Gold Sponsor

- 1/ Granting unprepared space in Salon of the exhibition.
- 2/ Suite area is 4 x 6 M ( SP3 )-(SP4).
- 3/ Sponsorship value is 50 thousand Riyal.
- 4/ Making media meetings ( Media – TV- broadcasting – many bodies during activities of the exhibition).
- 5/ Honoring during inauguration.
- 6/ Inserting the logo in all promotional campaigns regarding the exhibition.
- 7/ Direct coverage of the related suite through attendance of celebrities of social media.
- 8/ 2 advertising pages in catalogue of the exhibition.



## Silver Sponsor

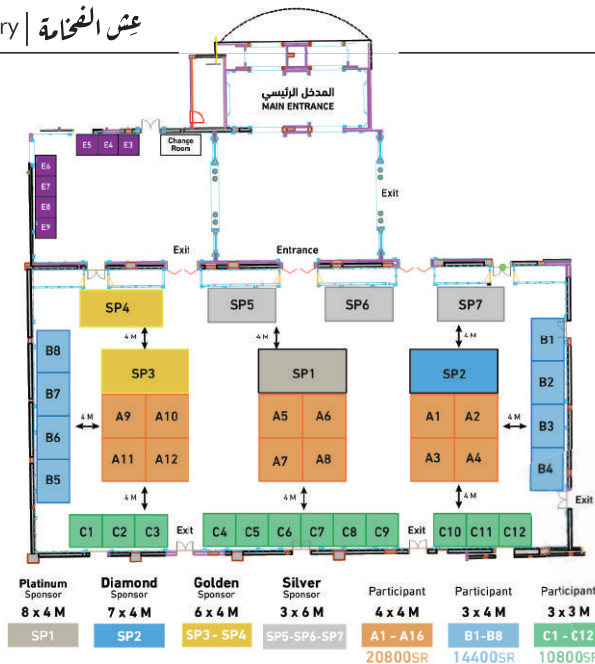
- 1/ Granting unprepared space in saloon of the exhibition.
- 2/ Suite area is 3 x 6 ( SP4 - SP5-SP7).
- 3/ Sponsorship value is **35 thousand Riyal**.
- 4/ Making media meetings ( media – TV- broadcasting – many bodies during activities of the exhibition).
- 5/ Honoring during inauguration.
- 6/ Inserting the logo in all promotional campaigns regarding the exhibition.
- 7/ Direct coverage of the related suite through attendance of celebrities of social media.
- 8/ 1 advertising page in catalogue of the exhibition.



## Hospitality Sponsor

- 1/ Distinctive space next to the hotel's swimming pool is equipped with luxurious and well-appointed sessions to be enjoyed by the guest, to welcome the visitors to the exhibition in its own way, with its specialties and drinks.
- 2/ Granting a unprepared space in exhibition hall.
- 3/ Value of suite is 30 thousand Riyal.
- 4/ Honoring during inauguration.
- 5/ Inserting the logo in promotional campaigns concerning the exhibition.
- 6/ 1 advertising page in catalogue of the exhibition.
- 7/ Direct coverage of his pavilion at the show





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Organizers & Mrketers



Exhibition Venue



رقم التصريح 18/1910

