



ليالي رمضان
في بلادي
1439 هـ - 2018 م

4 - 8 Ramadan 2018

Nayyara Banqueting, Conferences & Exhibitions Center



About the 16th Layali Ramadan Exhibition

Together we seek to highlight the distinction of Saudi women in entrepreneurship and economy.

At Nayara we work together to advance development, and to realise the vision of 2030, we believe in the role of Saudi women in the economic movement.

In Nayara We have used all means to highlight the effective role of women in the field of "Entrepreneurship" and provide excellent opportunities for them to interact directly with the best segments of the target to shorten the time and effort, achieving further growth in its field.

Layali Ramadan is a 16-year-old success story, with unique business leaders in all fields.

We are honored to invite you to participate in this excellence

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Exhibition Features

- The opening ceremony will be attended by Royal Highnesses, Princesses, Ambassadors, elite women, businesswomen, academics and the velvet class of Saudi society.
- More than 25,000 visitors attend the exhibition for five days. It is a marketing investment opportunity for anyone who aspires to individuality and rapid progress through direct contact with the most prominent clients.
- A diverse exhibition of activities with the participation of the leading local companies in at least 120 companies in various fields (Gold & Jewellery, Beauty, Oud & Perfumes, Accessories, Fashion, Photography, Decor Furniture, sweets, charities, agencies of all kinds... act)
- Media coverage in newspapers, magazines, satellite channels, Saudi TV and websites, Internet and social networking sites
- Distinguished attendance of the productive families of charitable societies in the Kingdom, who in turn seek to highlight their presence and activity through the live heritage shows that link the present with the past, which is concerned with heritage and culture, and offers products and traditional crafts and traditional Saudi cuisine with a Ramadan ambience full of good and affection

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Exhibition Goals



To highlight the role of women in economic development



View success stories for working women and businesswomen



All participants have the opportunity to publicize their media activities



Women's economic, social and commercial development



Enrich women's culture with business, investment and self-development



Encourage and support initiatives and women entrepreneurs of small and medium enterprises



Encouraging and supporting handicraft workers and productive families



Provide the opportunity for a number of charities to identify their services



Exhibition Floor Plan





Sponsorship Packages

Benefits	Diamond Sponsor	Gold Sponsor	Silver Sponsor
	200,000 SAR	150,000 SAR	75,000 SAR
Special Location at the main entrance	(4 x 8) ✓	(3 x 6) ✓	(3 x 5) ✓
Logo on all Outdoor Media Campaign (Roads and malls)	(1:1) ✓	(1:2) ✓	(1:3) ✓
Paid Social Media Campaign	✓	✓	✓
Media Coverage by social media celebrities and influencers	✓	✓	✓
Logo on all the exhibition printed materials	(1:1) ✓	(1:2) ✓	(1:3) ✓
Snapchat Geofilter with company logo	✓	✓	✓
Logo on all the exhibition sign boards	(1:1) ✓	(1:2) ✓	(1:3) ✓
Ads on internal digital screens	✓	✓	✓



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Benefits	Diamond Sponsor	Gold Sponsor	Silver Sponsor
	200,000 SAR	150,000 SAR	75,000 SAR
Complimentary outside catering for 25 persons	✓		
Special discount or outside catering for 2018	(20%) ✓	(15%) ✓	(10%) ✓
Social media Coverage on Nayyara's Platforms	✓	✓	✓
Invitations for the private opening ceremony	(200) ✓	(150) ✓	(75) ✓
Logo & company website on Nayyara's official site	✓	✓	✓
Badges	(20) ✓	(15) ✓	(10) ✓
Acknowledgment & VIP trophy provided by Nayyara	✓	✓	✓



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For booking & more info

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✉ info@nayyara.com

Organizers



Telecom Sponsor



Digital Partner



Lighting & Decoration
Partner



Media Partner

