

Supported by World Sports Federation



**WORLD SPORTS
FEDERATION**

**Sport Exhibition for Ladies Fashion
&**

Accompanying events

located in the medical inaya colleges in Riyadh

From 20 to 23 Jumada I, corresponding from 6 to 9 February

Official Sponsors



exclusive carrier



Radio sponsor



main partner



Organization



Introduction



The **SPORT EXHIBITION FOR LADEIS FASHION** is organized as a community activity in line with the Saudi Association for Community Sport's initiative in establishing and supporting the activity towards achieving its ambitious national vision, which was designed to develop the society and the society of women's sports. Half of the society and its focus are fundamental .

The **SELF** Exhibition and its activities have been reflected in the organization of the sport exhibition for ladies fashion Including many sporting events, sports and leisure activities, and the women's hockey championships .



Description of the event



The event will consist of four days, including an exhibition, recreational activities, an area dedicated to mental games and a women's equestrian tournament .

- 1- The exhibition will be held four days from 10 am to 10 pm
- 2- Entertainment events are held throughout the four days of 5 pm to 10
- 3- The workshop will take place within the entertainment events
- 4- The Mental Games Championship are held four days in the exhibition
- 5- The equestrian championship is held on the last day of the event

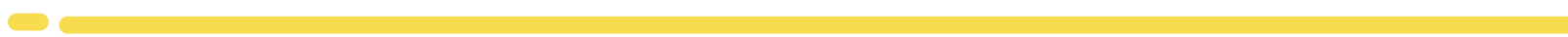


SELF FASHION



Targets

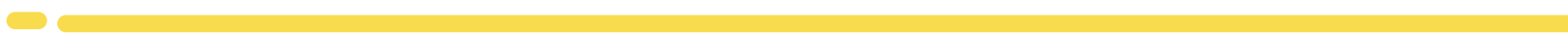
- > Governmental bodies and institutions
- > Women's associations
- > Women's sports clubs
- > Apparel Trading Companies,
- > Beauty centers Physiotherapy centers
- > Medical Companies
- > Medical centers and hospitals,
- > Pharmacies
- > Sports equipment companies,
- > Health food companies and centers
- > Companies and car dealers
- > Construction companies
- > Electronic Appliance Companies
- > Banks and finance companies
- > Insurance companies
- > Commercial centers and malls
- > Sports Investment Companies
- > Perfumes and cosmetics companies
- > Chambers of Commerce and Industry in the Kingdom





Target Audience

- > A selection of experts, specialists and those interested in sports
- > Sports personalities
- > Businessmen
- > Members of the Board of Directors of Chambers of Commerce and Industry
- > The wives of members of the diplomatic corps
- > Staff members
- > Saudi fashion designers



WORK SHOPS



Presenting several seminars and lectures on sports topics of importance to increase the cultural awareness of visitors under the supervision of the American International Sports Federation (WSF)

➤ **1- lectures on sports fashion and its importance**

To discuss several topics about sportswear and its positive impact on athletes and the appropriate requirements for different sports fields

➤ **2-Seminar on the development and preparation of trainers**

Discuss the rapid sports development and its impact on development and the promotion of community health awareness

➤ **3-Symposium on sports injuries**

Discussing several topics about the types of sports injuries and their causes, how to avoid them and deal with them and introduce common sports mistakes which causes injuries and trauma



Events



SELF Yoga

A yoga session is for daily in a hall equipped with state of the art equipment and the best trainers

SELF Style

The most luxurious and upscale salon area for hairdressing salons with the latest hairstyles, where hairstyles and tips are offered by participating salons throughout the day

SELF Show

A sports section presented by a group of 14 international coaches, including various sports fields, under the auspices of the World American Sports Federation

SELF Food

A dedicated area for food carts and productive families for various health food and beverages



Events



Mental Games

Speedway is a game within the women's activities held within the campus of the College of Care for Medical Sciences

SELF Walk

Speedway is a game within the women's activities held within the campus of the College of Care for Medical Sciences



Boot Camp

A set of burning exercises and resistance in the form of stations or sports tours using several sports tools such as, barriers, ropes, weights and others



Advertising campaign and media



- Send direct invitations to guests to the exhibition and VIP events
- Advertising in the newspapers Newspaper Riyadh, Okaz newspaper, Al Hayat newspapers, sports advertising in the Arabic plates in the roads
- Advertising through social media accounts of the effectiveness of advertising through high-level sports coaches
- Advertising through some famous social networking sites
- Media coverage in the visual media, the Arabic channel and Saudi official channels
- Media coverage in the audio media UFM , Panorama FM
- Send one million advertising emails
- Send 100000 text messages



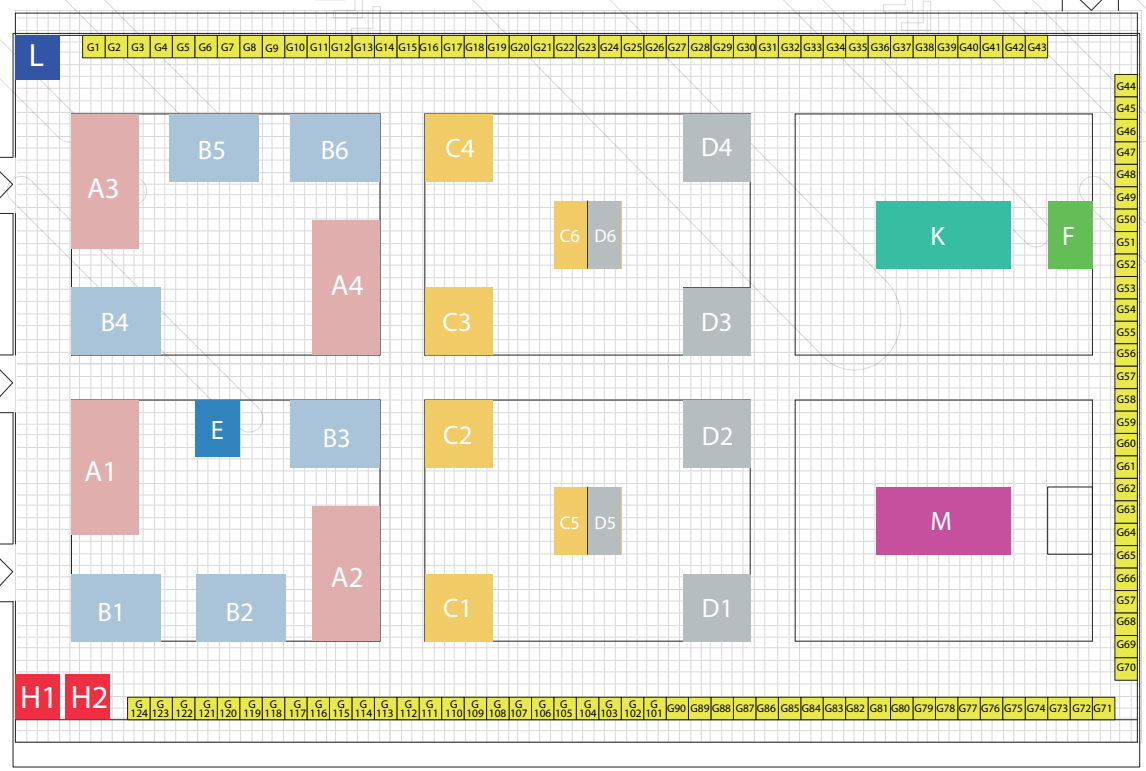


مخرج الطوارئ

الدخول

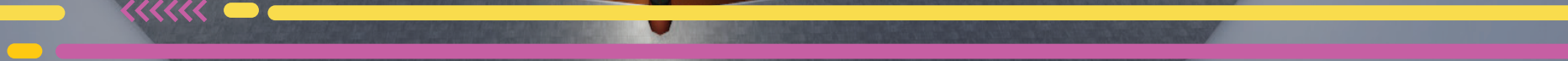
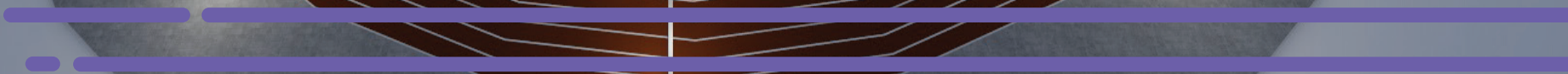
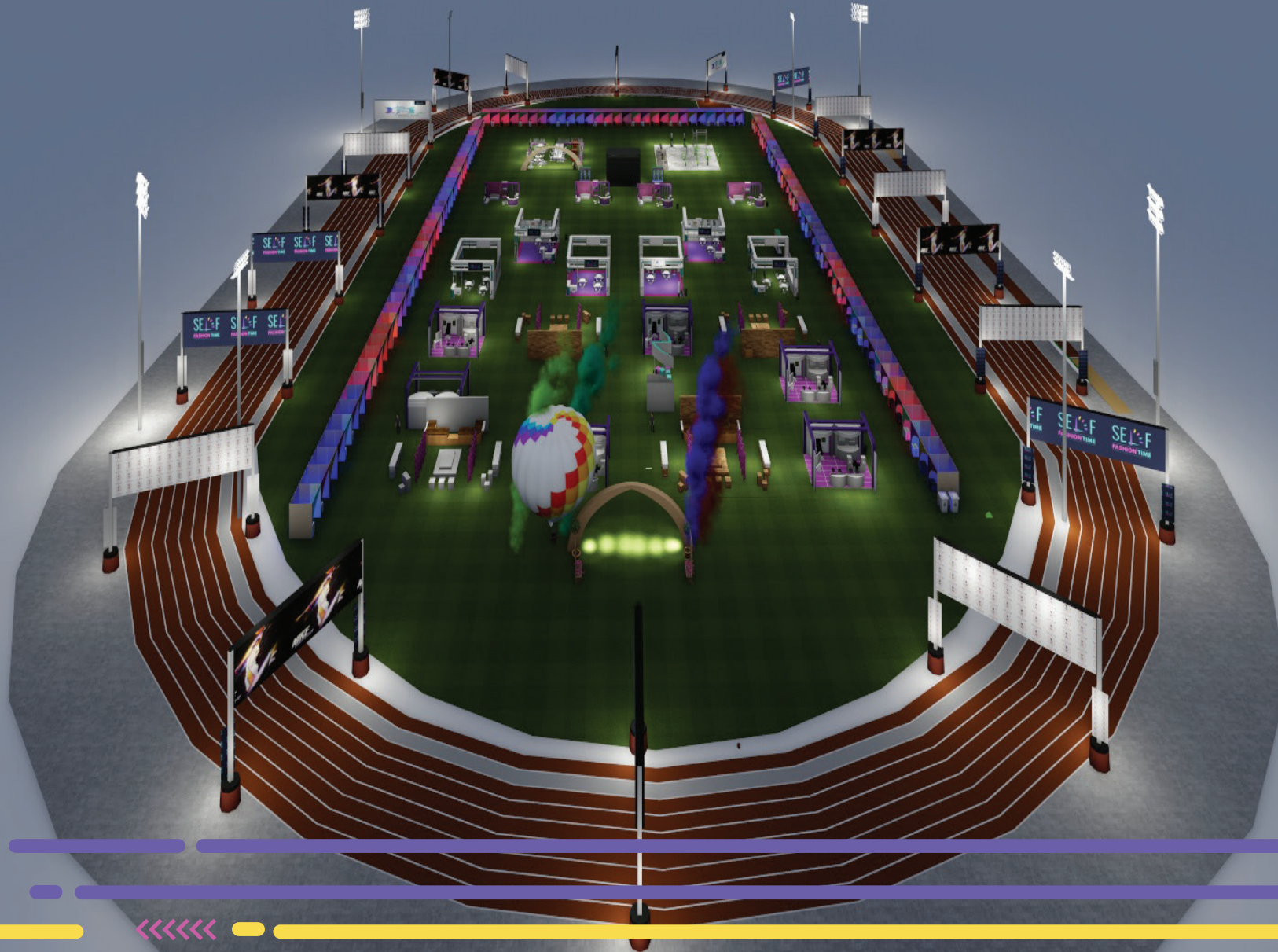
الخروج

الدخول



- A
Strategic Partner
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- L
Charities
3*3 m
- K
Mental Games
12*6 m
- M
Boot Camp
12*6 m





رؤية VISION



المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

برنامج التحوّل
الوطني 2020





Sport Exhibition For Ladies Fashion

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