

The World Is In Your Hands  
العالم بين يديك

1440 / ربيع ثاني / 5-3 10-12/DEC/2018



معرض عالم التجارة الإلكترونية  
e-commerce world exhibition

Marketing File

## One platform in exchange of experiences and experiments:

Spread of E-Commerce in internet network World is considered as a revolution of small and large companies , where statistics refers to size of E-Commerce transactions between consumers and companies of approximately 32 billion for ٢٠١٧ in KSA.

We are keeping up with vision 2030  and providing solutions of E-Commerce for the private and public sector and small companies besides providing consulting for developing performance within one platform contains the best concepts and methods used by the giant companies and through using advanced information and communications technologies and method of remote communication in service of companies and individuals in « E-Commerce World Exhibition ».



## Vision of E-Commerce world:

It is based on providing opportunity to the licensed stores to offer their services in one place and in a competitive atmosphere suits Saudi economic intellect in particular and the national transformation program and initiatives of communication sector that includes in general development of consumers awareness concerning proper methods of E-Commerce and related rights and reliable entities for e-procurement.

Collecting all experiences and possibilities under one roof in renewable annual event according to facts and economic numbers

## Exhibition message:

Providing a number of procedures and solutions for making E-Commerce more secure and organized.

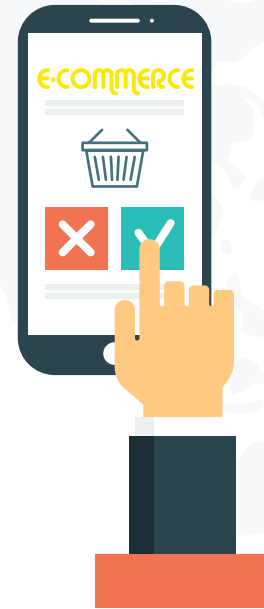
For linking between:

- **B2B** – (Business to business).
- **B2C** – ( Business to consumers).
- **C2C** – (consumers to consumers).

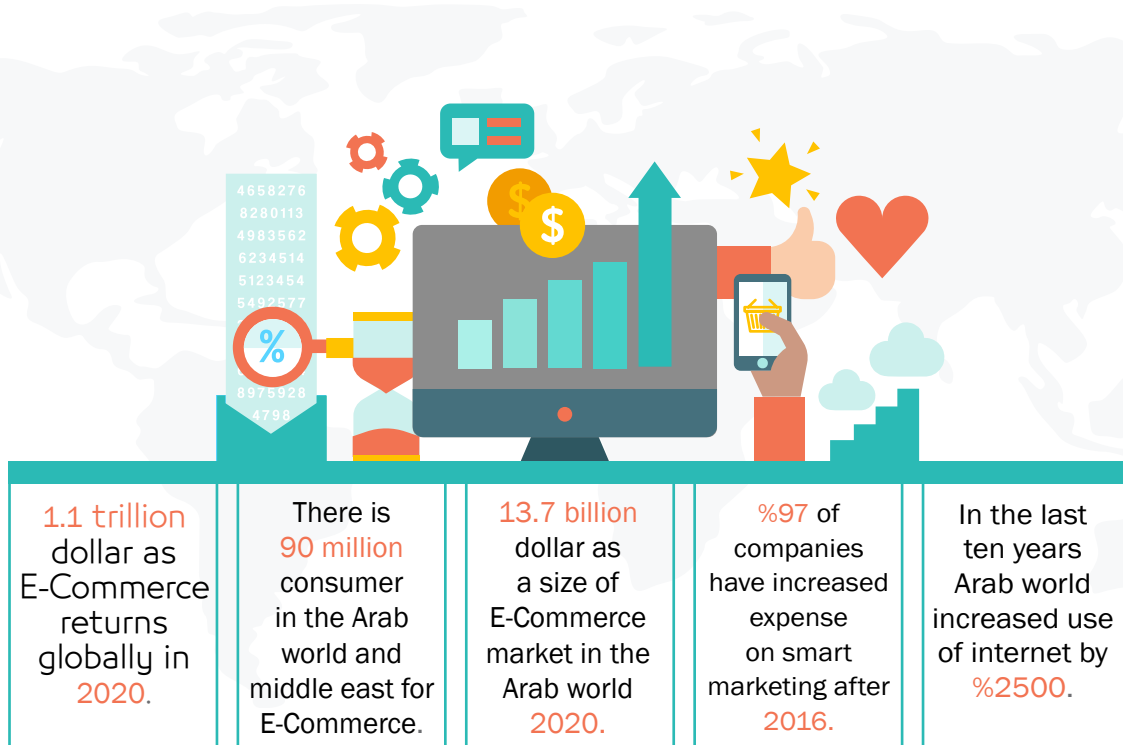


## Features of E-Commerce:

- **Changing** concept of binding and routine traditional work environment.
- **Providing** promising economic opportunities benefit all social segments.
- **Serving** marketing profitably and efficiently and providing a broader freedom in dealing.
- **Reducing** cost of companies and enterprises through reducing labour and fees of maintenance and management besides giving universal dimensions.
- **Removing** distances and borders as well saving time and effort.



## 5 e-conomic information about E-Commerce:



## Kingdom of Saudi Arabia within the largest growing market in E-Commerce:

- **30 billion riyal ( 8 billion dollar)** as an amount of E-Commerce transactions between consumers and companies in Saudi market.
- **4000 Saudi riyals** as an average of expense of Saudi traditional online shoppers a year.
- E-Commerce is growing each year by **%20**.
- From **19.6 million** to **24 million** is internet users in The kingdom between **2014** to **2016**.
- **%42** of online shoppers purchase via sites and applications of social networking.
- More than **12** law and regulation for organizing the sector issued by Saudi ministry of commerce and investment in the last year.
- Now **30** draft law and regulation are being developed



## E-Commerce world aims to:

- Building a link between the public that likes to know new developments of E-Commerce and online shopping providers.
- Publishing culture of E-Commerce investment in a way that develops and supports it besides helping in diversifying economy , enhancing the gross domestic product , decreasing unemployment rates and motivating more national industries.
- A platform for exhibiting successful trade in the field of E-Commerce and providing opportunities for benefiting of and increasing awareness about.
- Offering opportunities to Saudi entrepreneurs who apply for projects of online applications or e-procurement sites to exhibit their trademarks to the target segments directly.



## Activities of E-Commerce world:





# The target entities



- Governmental bodies that are concerned with sector of communications and IT whether directly or not.
- Logistic sector ( shipping and post companies).
- Designers who are interested in contracting with entities that make online promotion to related products.
- Communications companies.
- Consumer goods entities who are interested in offering their products for being online sold.
- E-Applications.
- E-Stores.
- Companies specialized in technological affairs.

## Exhibition in media

Media and advertising plan of the exhibition will focus on realizing its message within a group of outlets which are most importantly as follows:-

- 1.Road advertising (posters).
- 2.E-newspapers.
- 3.Paper newspapers.
- 4.E-mail campaigns.
- 5.Text message campaigns.
- 6.E-advertising spaces .
- 7.Advertising via social networking sites.
- 8.Advertising within social networking influencers.
- 9.TV commercials .
- 10.Radio commercials.





## Sponsors of the exhibition



Features	PLATINUM SPONSOR	DIAMOND SPONSOR	GOLDEN SPONSOR	SILVER SPONSOR	E-PAYMENT SPONSOR	UPS SPONSORS	TECHNICAL SPONSOR	OFFICIAL TRANSPORT SPONSOR	BRONZE SPONSOR
Distinguished unequipped platform	32 m	35 m	30 m	18 m	18 m	18 m	18 m	18 m	16 m
Area number	sp1	SP 2-3	SP4	SP 5-6	SP7	SP8	SP9	SP10	SP 11 SP 12
Putting trademarks in all promotional advertising , prints , welcome boards , electronic and printed invitation card	√	√	√	√	√	√	√	√	√
Linking logo of the exhibition to website	√	√	√	√	√	√	√	√	√
Dedicating an advertising area for the sponsor in manual of the exhibition	6 Pages	5 Pages	4 Pages	3 Pages	2 Pages	2 Pages	2 Pages	2 Pages	one Page
Dedicating an editing area for the sponsor in manual of the exhibition	√	√	√	√	√	√	√	√	-
Memorial plate	√	√	√	√	√	√	√	√	√
E-invitation	100 invitation	80 invitation	70 invitation	60 invitation	50 invitation	50 invitation	40 invitation	40 invitation	30 invitation
Printed invitation	10 invitations	8 invitations	6 invitations	4 invitations	3 invitations	3 invitations	2 invitations	2 invitations	one invitation



Features	PLATINUM SPONSOR	DIAMOND SPONSOR	GOLDEN SPONSOR	SILVER SPONSOR	E-PAYMENT SPONSOR	UPS SPONSORS	TECHNICAL SPONSOR	OFFICIAL TRANSPORT SPONSOR	BRONZE SPONSOR
VIPs seats in dialogue session of the exhibition	√	√	√	√	√	√	√	√	√
Speakers by sponsors of the exhibition in dialogue session	√	√	√	√	√	√	√	√	-
Presenting a video for sponsor in display screens	60 second	30 second	-	-	-	-	-	-	-
E-copy of documentation of the exhibition	√	√	√	-	-	-	-	-	-
Putting logo of sponsor in welcome boards in hall dedicated for dialogue session	√	√	√	√	-	-	-	-	-
Making media interview with sponsor	√	√	√	√	√	√	√	√	√
Designing and implementing pavilions	optional	optional	optional	optional	optional	optional	optional	optional	optional
Sponsorship value in Saudi Riyal	300.000	200.000	150.000	100.000	60.000	60.000	50.000	50.000	40.000

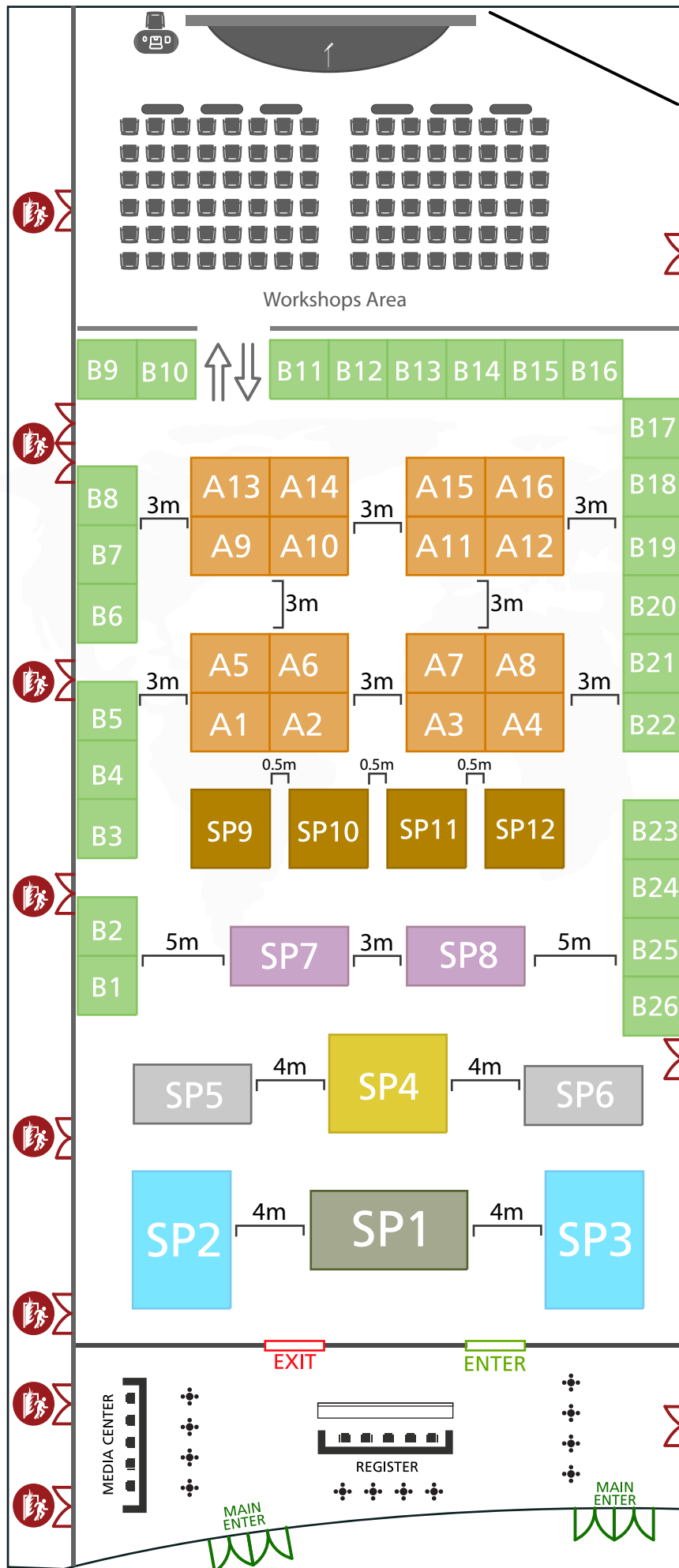
\*Amounts are subject to added value tax 5% (300063361700003)



## Designing and implementing pavilions



# Exhibition Floor Plan



- 4x8 Metre** PLATINUM SPONSOR 300,000 SR
- 5x7 Metre** DIAMOND SPONSOR 200,000 SR
- 5x6 Metre** GOLDEN SPONSOR 150,000 SR
- 6x3 Metre** SILVER SPONSOR 100,000 SR
- 6x3 Metre** E-PAYMENT SPONSOR 60,000 SR
- 6x3 Metre** STARTUP COMPANIES SPONSOR 60,000 SR
- 6x3 Metre** TECHNOLOGICAL SPONSOR 50,000 SR
- 6x3 Metre** OFFICIAL CARRIAGE SPONSOR 50,000 SR
- 4x4 Metre** BRONZE SPONSOR 40,000 SR
- 4x3 Metre** A1-A16 10,800 SR
- 3x3 Metre** B1-B26 8,100 SR



# To Participate



## place

Al-faisaliah Hotel  
Riyadh



الفيصلية

AL FAISALIAH



## Date

10-12 dec. 2018  
3-5 Rabi' al-Thani  
1440



## License No.

5592/18



## Area

2700 Sq. m  
including more  
than  
100 pavilion



## Vision

Obtaining all  
experiences and  
potentials under one  
ceiling in a renewable  
annual event  
according to economic  
facts and numbers.



## Message

Providing a group of  
actions , solutions  
and clarifications for  
making E-Commerce  
secure and  
organized .

