

Woman & Child Expo 2014

6th International Exhibition of Products and Services for Women and Children



Health & Beauty



Bridal & Wedding



Mother & Baby



Jewellery & Accessories



Fashion & Lifestyle



Home & Kitchen

FOR TODAY'S
WOMEN AND
TOMORROW'S
CITIZENS

9-11 December 2014
Oman International Exhibition Centre
Muscat, Sultanate of Oman
www.womenexpo-oman.com

Organized by:



OMANEXPO
Global Business Platform

LADIES' PREFERENCE, KIDS' PICK!

Woman and Child Expo 2014 is an excellent venue for promoting products and services for women and children.

It will feature everything that matters to women of all ages and to children, offering you an opportunity to present your products and services directly to your target customers.

Health & Beauty

- Cosmetics
- Hair-styling
- Personal Care
- Skin Care
- Hair Care Products
- Spa & Saloon Services

Fashion & Lifestyle

- Abayas and Sheilas
- Bags and Shoes
- Fashion Accessories
- Garments and Textile
- Scarves and Shawls



Mother & Me

- Child & Baby Beverage Products
- Child Entertainment (outdoor toys & games)
- Educational Toys
- Child Nursery & Schools
- Child & Baby Clothes & Accessories
- Educational Books

- Baby Car Seats & Accessories
- Child Hospitals
- Child Saloon & Spa

Home & Kitchen

- Baking Equipment
- Beddings and Curtains
- Food Products
- Glassware and Silverware
- Home Appliances
- Home Décor and Handicrafts
- Kitchen Accessories
- Porcelain Products
- Furniture

Bridal & Wedding

- Wedding Dresses
- Fashion Designers
- Invitations
- Wedding Organisers
- Gift Suppliers
- Wedding Venues
- Flower Providers
- Honeymoon Destinations
- Hair Stylists/Makeup Services
- Catering Services



Career & Education

- Career Choices
- Educational Courses
- Employment Opportunities
- Graduate Programs
- Professional Development
- Short-term Courses
- Tourism Careers

Banking & Finance

- Banking Services for Women
- Insurance Plans
- Investment Opportunities



EDUTAINMENT ACTIVITIES

In addition to the exhibition, Woman and Child Expo 2014 will also feature a wide range of activities that will educate and entertain women and children on all days of the event.

These include:

- Fashion Show for Women and Children
- Cooking Demonstrations
- Make up & Hair Style Show
- Kids Learning Zone



STRENGTHENING MOTHER-CHILD BONDS

It is well known that a mother and her child share more than common features, their tastes, beliefs and aspirations are all closely linked through both nature and nurture. It is to cater to these shared inclinations that the Woman Expo of earlier years has evolved to Woman and Child Expo 2014.

Showcasing products and services specifically designed for both women and children, it offers them the opportunity to realise their common expectations. It is designed to enhance their position in society and play a major role in the social and economic development of the Sultanate. It aims to serve as a catalyst for greater women empowerment and to offer children their rightful status as tomorrow's citizens. It will help increase awareness to the difference women and children can make to society.

Since its launch in 2005, Women Expo has been the only show in Oman that directly caters to the needs and interests of women. Its relaunch this year as Woman and Child Expo adds to its appeal and helps it reach a wider audience.

Woman and Child Expo 2014 builds on the achievements of the previous editions, providing the target group a unique platform to interact and focus on their aspirations and necessities.



EXTENSIVE MEDIA COVERAGE

Woman and Child Expo 2014 will be aggressively promoted utilizing all media channels to ensure attraction of the largest number of visitors.

The media campaign includes:

- Heavy ad placement in local and regional media, both in English and Arabic
- Advertisements and editorial coverage in trade publications
- Regular press releases in newspapers, magazines, and portals
- Email and FAX campaigns targeted at consumers throughout the Middle East region
- SMS broadcasts before and during the event
- Dissemination of flyers, e-newsletters and personalized invitations
- Radio announcements during the exhibition
- Billboard ads
- Announcements in social media channels

EXHIBIT AT WOMAN AND CHILD EXPO

Stall Rates

SPACE ONLY

(min: 18 sq.m.) – RO 120 or US\$315 per sq.m.

(This consists only of bare floor space for exhibitors who want to design and build their own stand.)

SHELL SCHEME

(min: 9 sq.m.) – RO 145 or US\$380

per sq.m. (This is a complete stall consisting of white panel walls, fascia and name board, carpeting, 2 spotlights, 13-amp power socket, a table and two chairs.)

BOOK YOUR STAND TODAY!

Call Hiyam Al Fatha

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BENEFIT BY BEING A SPONSOR

To maximize the impact of your participation in Woman and Child Expo 2014, a wide range of sponsorship opportunities is available to enable you to effectively attract your target customers. The exclusive package of benefits includes:

- Inclusion of your company logo in all newspaper ads, leaflets, invitations and other promotional materials
- Publishing of an exclusive news release on your company's participation as the Platinum, Gold, or Silver Sponsor of the exhibition
- Prominent position of your company name and logo in the 8 x 3m entrance banner at the Exhibition Centre under your sponsorship title
- Inclusion of your hyperlinked company logo and business profile in the exhibition website.



A LOOK AT THE PREVIOUS EDITION OF WOMEN EXPO

The last edition of Women Expo was participated in by leading local and international companies and attracted thousands of women visitors who were delighted by the range of products on display.



SOME OF OUR VALUED EXHIBITORS OF PREVIOUS EDITIONS

- Emirates Medical Center
- Kaya Skin Clinic
- Vlcc International
- The Body Shop
- Eva Cosmetics
- Horizon Fitness
- Artemis Healthy Food Products
- Berger Paints
- Ibn Sina Pharmacy (Chubs, Fairever & Sofn'free)
- Simi Spa
- Nestle Oman Trading
- Mustafa Sultan Electronics

- Mohsin Haidar Darwish – Avon
- Misr Cosmatic
- American Lycetuff Preschool
- Al Nahda Resort & Spa
- Alsawadi Beach Resort
- Adam's Sons Jewellery Co.
- Creative Learning Center
- Damas
- Jotun Paints
- Parachute
- Pedia Sure
- Premium Food Industries
- Red Bull

- Salman Store
- Suhail Bahwan Automobiles
- Omsco – Honda
- Omsco – Panasonic
- Shan Food
- Smart Hammer
- Dr. Nutrition
- Elixir Health Center
- Capital Store
- Entrepreneur Association of Bangladesh
- Red Bull
- Khimji Bait Al Ahlam
- Oman Tourism College
- National Hospital Institution

THE ORGANISER

Omanexpo is the pioneer event management company in Oman and the Sultanate's leading organizer of major trade and consumer shows, exhibitions and conferences. Its primary objectives are to effectively connect buyers and traders, promote business and trade involving local and international companies, and facilitate the introduction of new products, equipment and technologies into the market.

Omanexpo events are specially developed to support the continued growth of various types of industries including Automotive, Building and Construction, Food, Health and Medical, Hospitality, and Oil and Gas.

Omanexpo is active in the global exhibition industry as a member of UFI – The Global Association of the Exhibition Industry – and the International Association of Exhibitions and Events (IAEE).

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THE VENUE

The Oman International Exhibition Centre (OIEC) is the primary venue for major trade fairs and exhibitions in the Sultanate of Oman. Established in 1985, it offers up to 12,000 square metres of indoor exhibition space, with parking space for over 2,500 vehicles. It is conveniently located near Muscat International Airport and is very close to the city centre of Muscat.

