

Exhibition 2025
of men's Fabrics
and Accessories

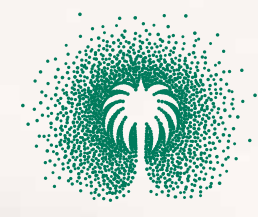
 **2-6** February
2025
21 - 25 Sha'ban 1446

Exhibition 2025
of men's Fabrics
and Accessories

A New Look
with Genuine Elegance.

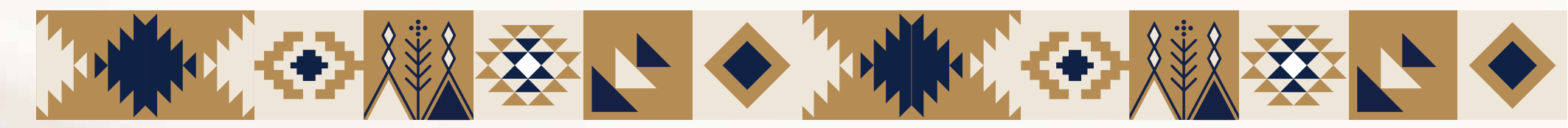


الهيئة العامة للمعارض والمؤتمرات
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MYiDEAS
EVENTS & ADV.

Management
& organization



Exhibition 2025
of men's Fabrics
and Accessories



www.menfaexpo.com



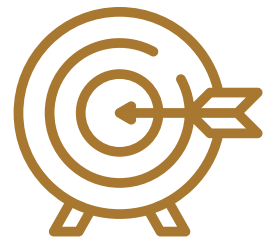
Our Identity and Arab Heritage

Fashion has been an enduring art form throughout history, continuously evolving with global trends. The Saudi attire stands as a testament to this evolution, maintaining its cultural significance and value. Over time, the craftsmanship involved in creating men's essentials has developed into a sophisticated art, showcasing a rich tapestry of designs and influences.

Today, the Saudi garment has garnered considerable attention, resulting in fierce competition to select the finest fabrics for thobes and bishts, ensuring long-lasting quality in ghutras, and showcasing luxurious timepieces. The emphasis on striking fragrances, elegant pens that maintain their charm, and stylish footwear further enhances the refined image of Saudi men.

The Men's Fabrics and Accessories Exhibition unites these diverse elements under one roof, presenting a collection that embodies elegance and sophistication—fashion that truly seeks you.

WE WELCOME YOUR VISIT TO OUR EXHIBITION
DEDICATED TO YOUR ELEGANCE FOR THE YEAR 2025.



Our Goals:

At the 2025 Exhibition, we strive to deliver a unique experience that combines luxury and quality to meet all your aspirations. We aim to be the premier destination for men seeking renewed elegance.



Target Audience:

Men of all age groups.



Our Objectives:

- To showcase the latest carefully selected men's fabrics that cater to diverse tastes.
- To present the most recent designs in men's thobes, where tradition meets modernity.
- To offer a comprehensive platform for displaying new products in the world of men's accessories.
- To create opportunities for networking with industry leaders, clients, and distributors to expand your connections.





Modern Men's Fashion

T-shirts - Pants - Shirts



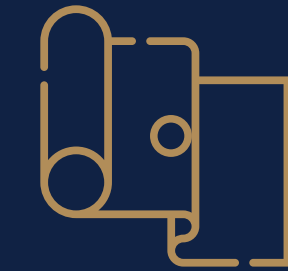
Ghutras and Shimaghs

Scarves - Headbands - Caps



Fabric Tailoring

Fashion Designers - Tailors
- Sewing Supplies and Machines



Men's Fabrics

Summer - Winter



Men's Footwear and Leather Goods

Eastern Shoes - Zubairiyat - Bags - Wallets - Jackets

Exhibition Areas



Bishts and Shawls

Sadirah - Farawis - Daqal - Wool Fabrics



Oud and Men's Fragrances

Incense - Perfumes - Oud Oil



Men's Essentials

Underwear - Socks



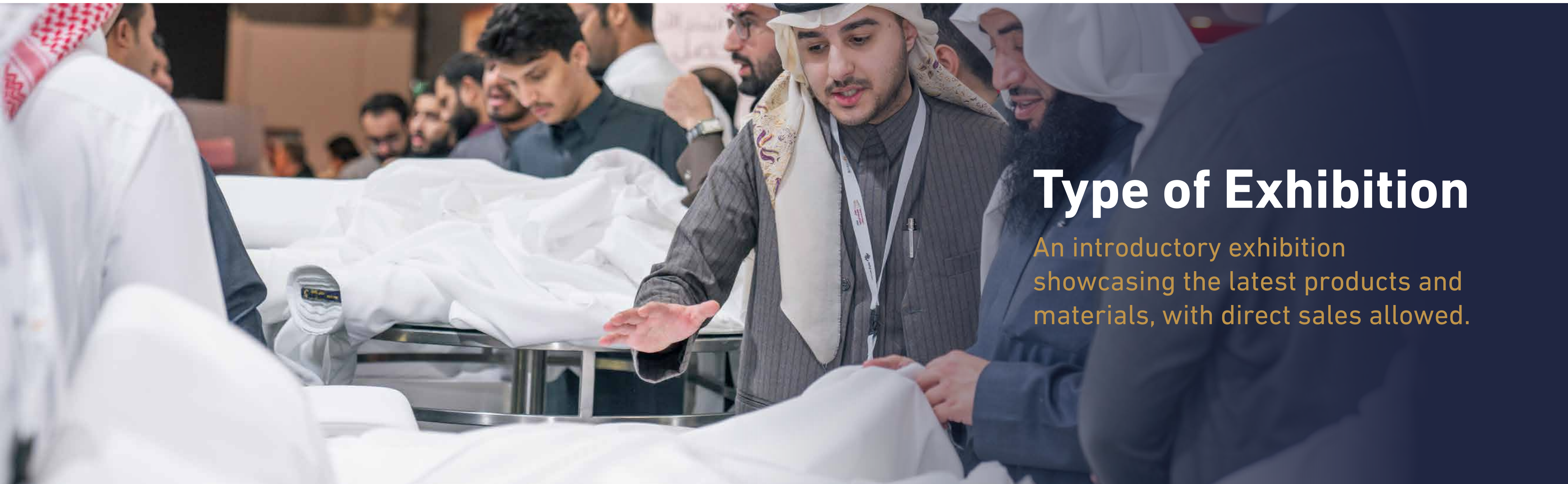
Men's Accessories

Prayer Beads - Rings - Canes - Watches - Pens



Ready-made Garments

Saudi Thobe - Gulf Dishdasha - Shirts



Type of Exhibition

An introductory exhibition showcasing the latest products and materials, with direct sales allowed.



Vendors

Exhibitors are required to provide an electronic sales point (Mada).



Exhibition Hours

From **3 PM to 11 PM**.
Entrance to the exhibition **is free of charge**.

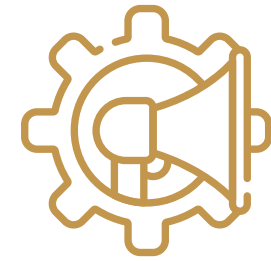
Dates

From **3rd to 7th of Sha'ban, 1446 AH**,
corresponds to **2nd to 6th of February, 2025 AD**.

The Promotional Campaign



Campaign Launch

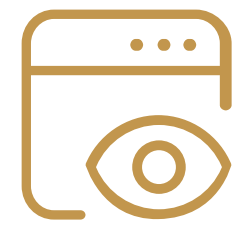


Campaign Launch

prior to the exhibition

4 months

to ensure our message reaches the widest possible audience of potential customers.



Target Numbers

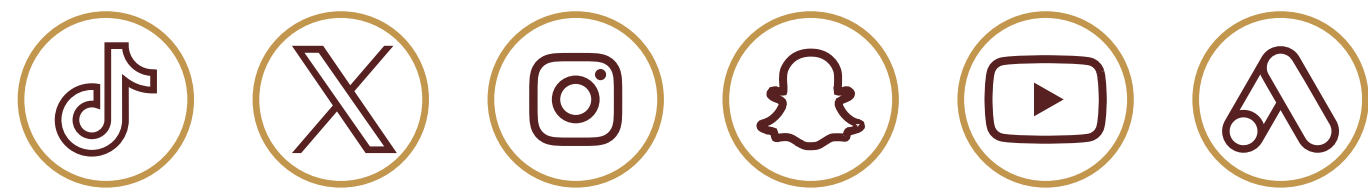
50 million impressions

across social media and influential media platforms.



Campaign Channels

Social media platforms.



Campaign Details

📰 Announce the exhibition opening in **20 influential local newspapers**.

📻 Broadcast the exhibition opening on **3 radio stations**.

📺 Feature the exhibition opening across **5 media channels**.

✉️ Distribute **200,000 email** invitations.

🎥 Produce and edit **2 promotional videos** for the exhibition.

✂️ Sponsor **5 key influencer accounts** on X (formerly Twitter).

✂️ Host **meetings** on X Spaces.

✉️ Extend invitations to **ambassadors and diplomatic representatives**.

✉️ Send special invitations to community **influencers**.

👤 Invite **prominent leaders** to the exhibition opening.

👤 Collaborate with notable **influencers** on Snapchat, including Aziz, Barq, Dahran, Abdulaziz Al-Shahri, Khalid Aoun, and Bandar Al-Shahri. Note: Names are subject to confirmation.



Location



Campaign Launch

مركز الرياض الدولي للمؤتمرات والمعارض
Riyadh International Convention & Exhibition Center - RICEC



Expected Views and Engagement

50+
million interactions

projected electronic views and engagement in key regions (Riyadh, Eastern Province, Qassim, and Hail).



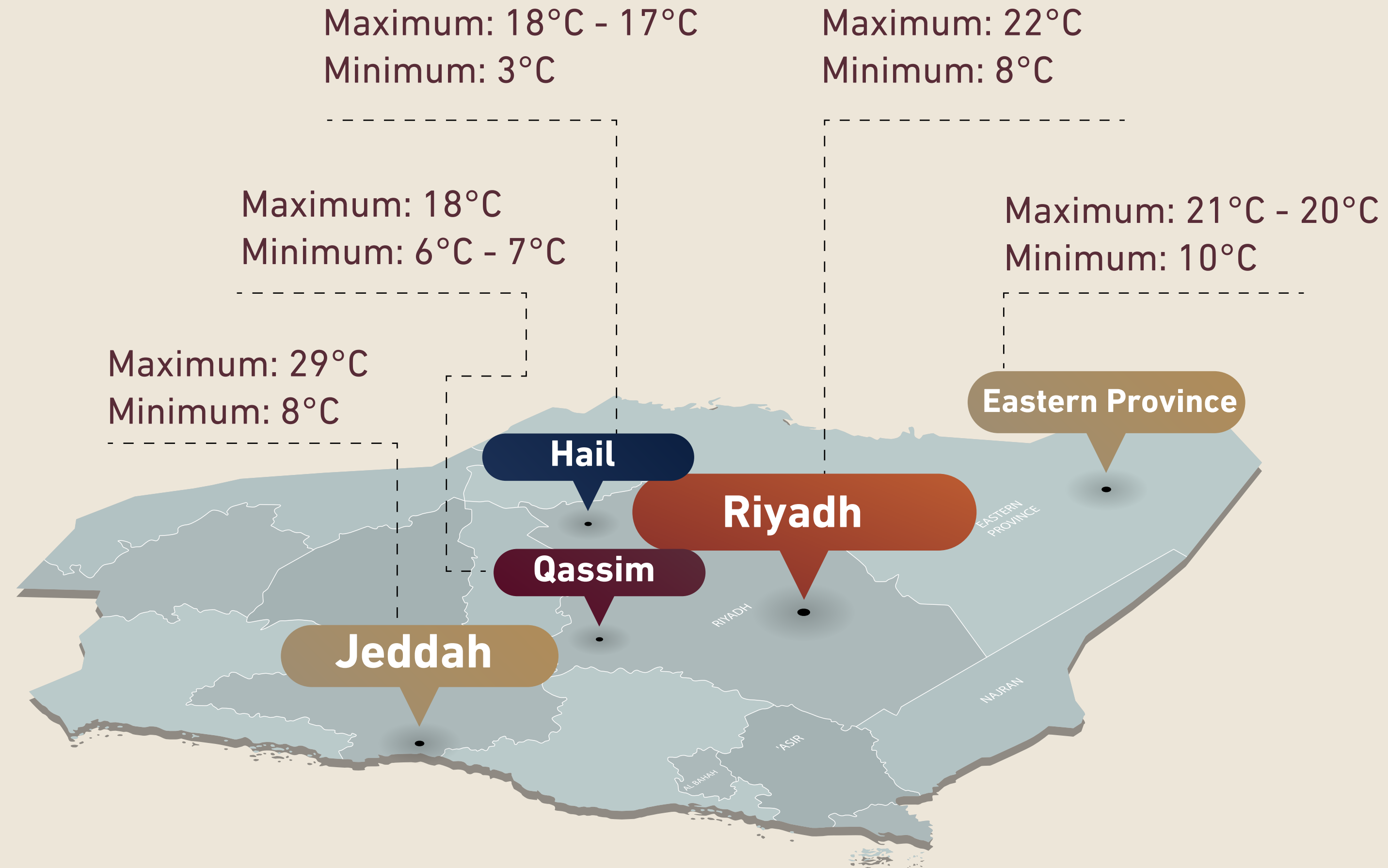
Projected Attendance

50,000+

visitors throughout the 5-day exhibition



Expected Temperatures:



Exhibition Sponsors for 2024

Strategic Partner

SAYYAR سيار

Richy ريتشي

Diamond Sponsor

الدفة
D A F F A H

سماخ السام
جودة ترتديها

كونوز
KONOZ

عجلان و اخوانه
النسيج

Gold Sponsor

خام

جنتلي
GENTLY

أقمشة التميز
AQMISHAT ALTAMAYUZ

PROUD

دسار
DESAR

دانتلي
Dante

Silver Sponsor

سيان
اتمسار

اطياب القمة

المنسجعة العمانية

أقمشة تويل
Twill Fabrics

شركة
التمتياز
Alemtiaz Co., Ltd.

علي كاكولي
أهل المنسجعة بربطون

TAD
طاد

CM
XA

محمد سراج عطار وأخويه
M. SIRAJ ATTAR & BROS

MY IDEAS
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and Organization

FM
إوتان
Media
Sponsor

zid
Modern
Retail Partner

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سويتير
Automotive
Care Sponsor

طرود
Torod
Logistic
Sponsor

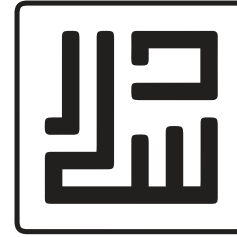
Exhibition Sponsors for 2023

Strategic Partner

سيار SAYYAR

ريشي RICHY

Diamond Sponsor



تاسومة TASOOMA
since 1998



كنوز KONOOZ

عجلان و اخوانه
ajlan & bros.
النسيج Textile

Gold Sponsor

Modern
Retail Partner



EC
ELEGANT
القطن الأنيق

أقمشة التميز
AQMISHAT ALTAMAYUZ

خرافة
KHARAZAH
RIYADH

هبة
HAIBA

نسيج
NASEEJ
النسيج العربي للتجارة
Al Naseej Al-Arabi Trading Co.

دانتلي
Dante

Management
and Organization

MY IDEAS
EVENTS & ADV.

Funding Sponsor

بنك التنمية الاجتماعية
SOCIAL DEVELOPMENT BANK

Silver Sponsor

أوبشن بي

طاد

Swan

Exhibition Sponsors for 2022

Richy ريتشي® Diamond Sponsor

SAYYAR سيار Strategic Partner

Gold Sponsor

سماخ للستا سماخ للستا جودة ترتديها
ALFAKHERA الفاخرة للخياطة الرجالية
TASOOMA تاسوومة since 1998

Platinum Sponsor

Primo
التجري للمستلزمات الرجالية

Management and Organization

MY IDEAS EVENTS & ADV.

Supporting Sponsor

خفة الرياكا

Funding Sponsor

بنك التنمية الاجتماعية SOCIAL DEVELOPMENT BANK

Participating Sponsor

LYNX
AL OBAIDANI STORES
TAD

Silver Sponsor

ROYALTY رويلتي

Participants





2024
مركز
القيامة الرجالية
والتخصصات

2024
مركز
القيامة الرجالية
والتخصصات

2024
مركز
القيامة الرجالية
والتخصصات

2024
مركز
القيامة الرجالية
والتخصصات

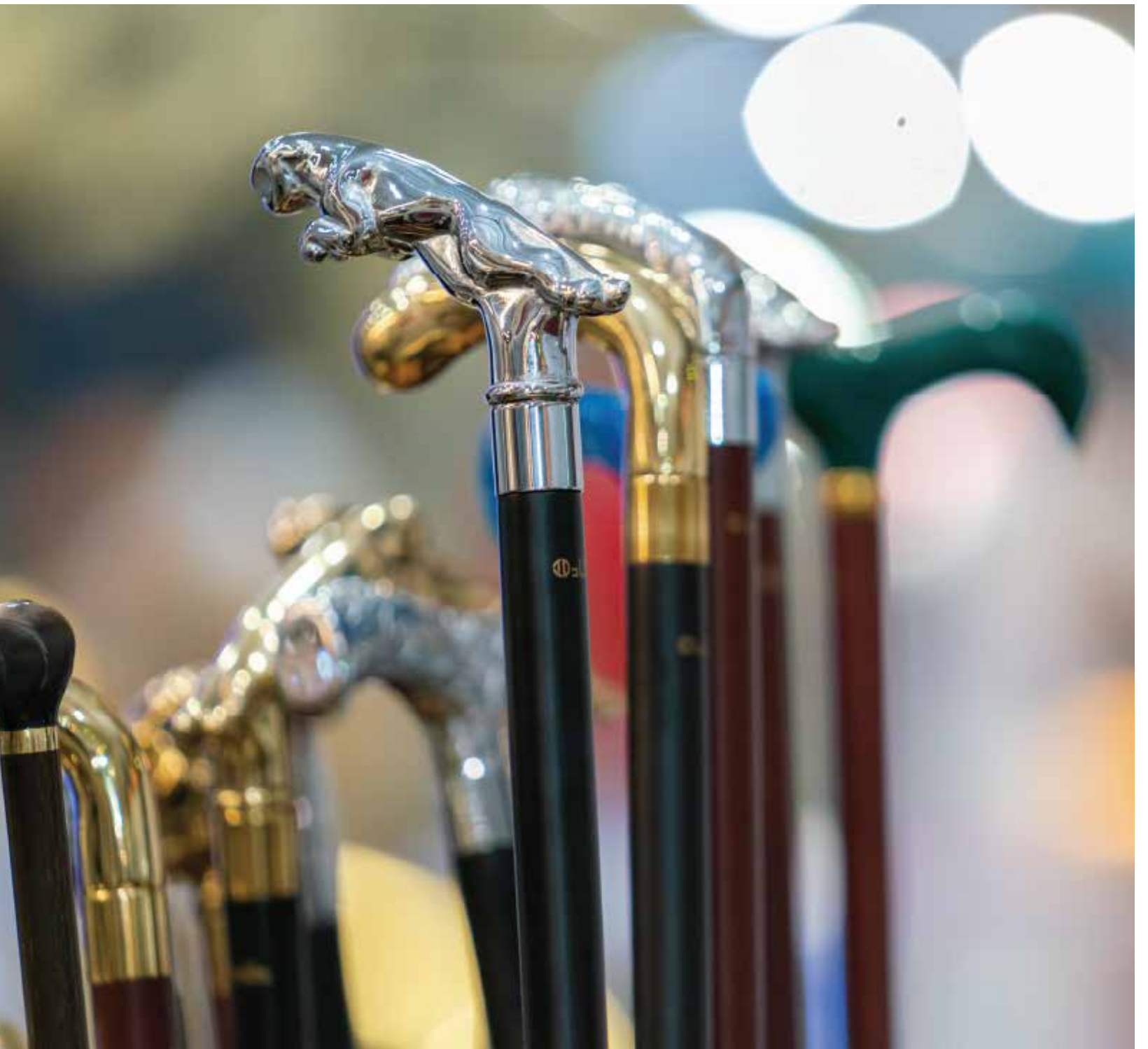




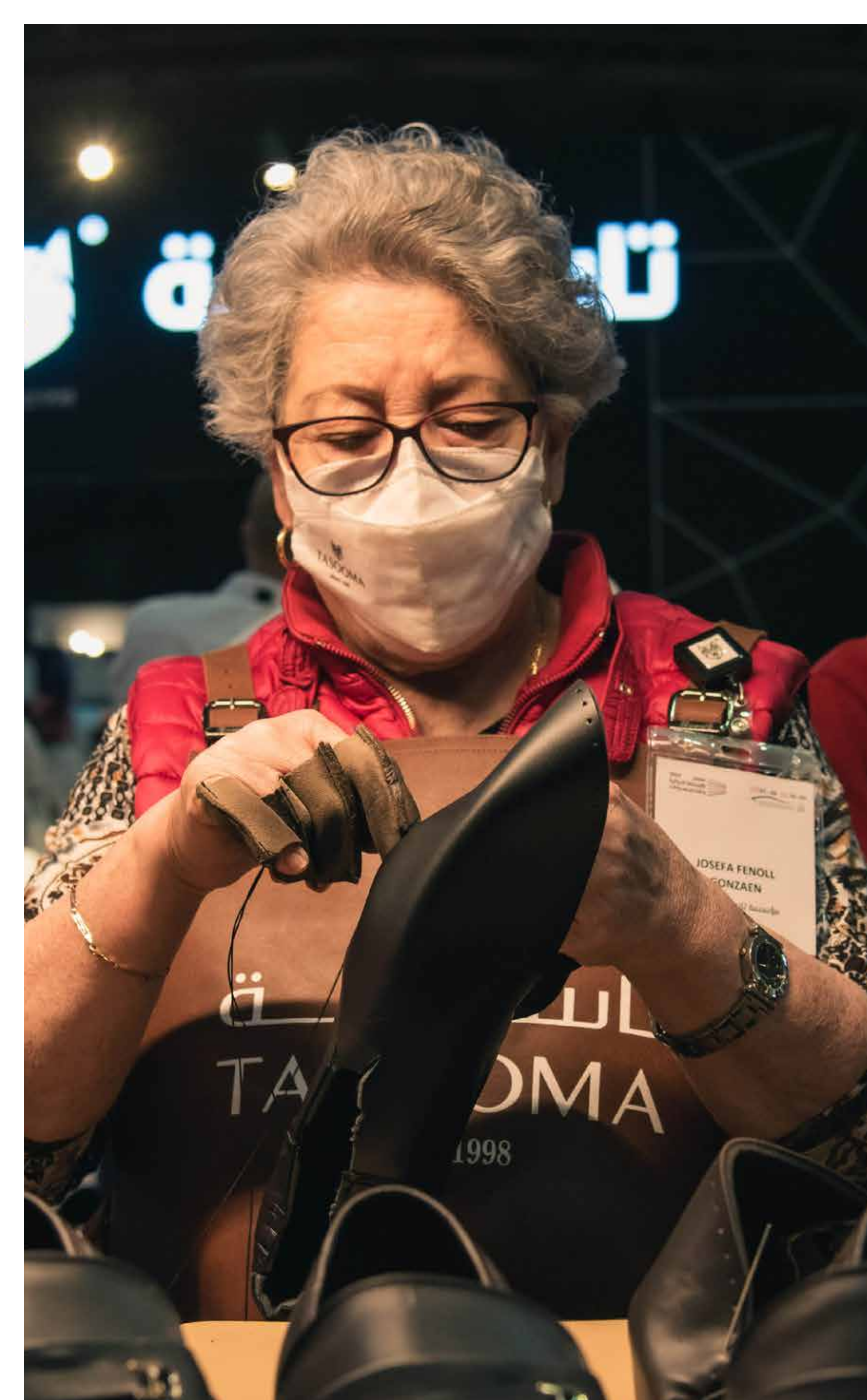


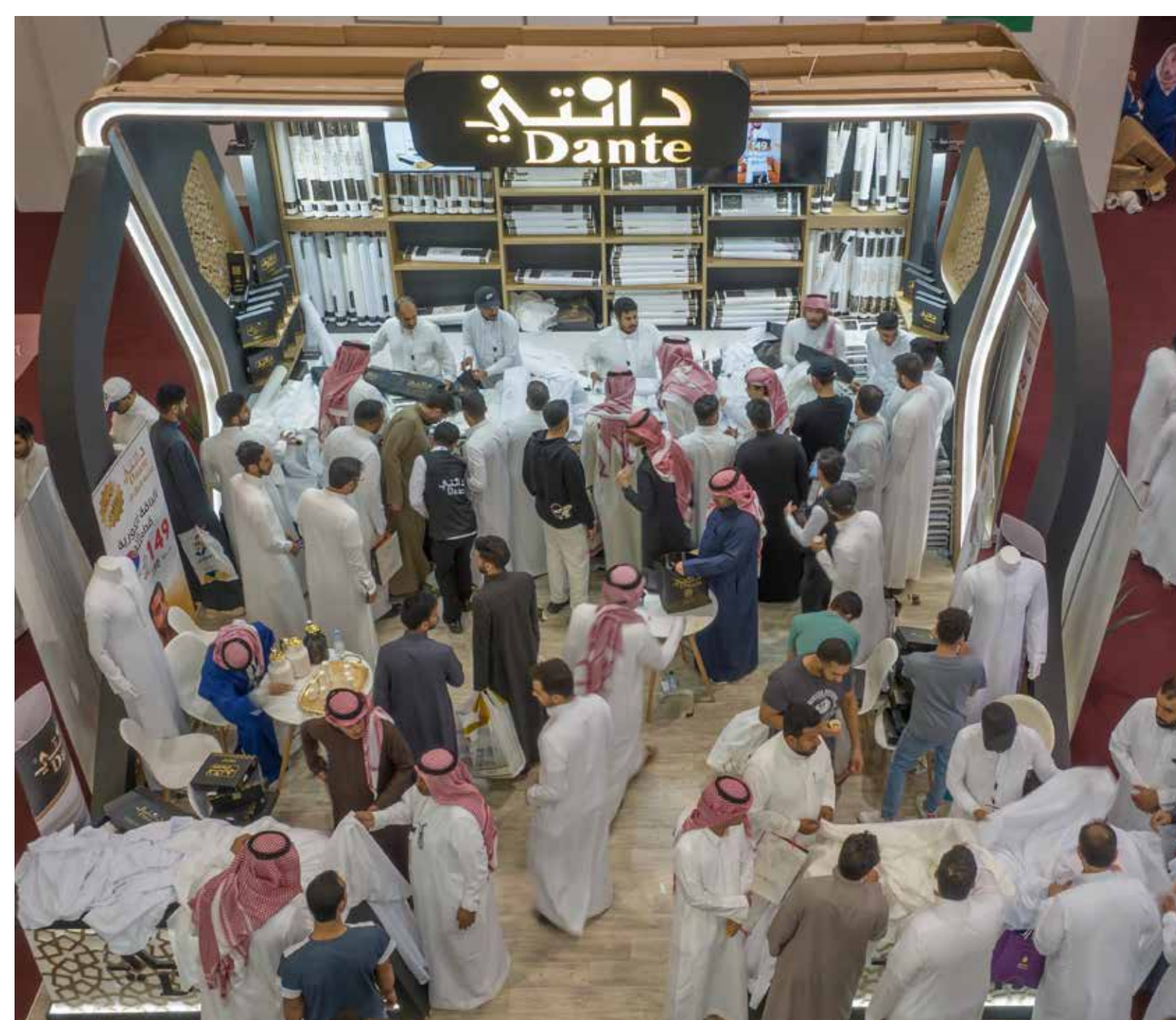
















Key Statistics



+35

influencers



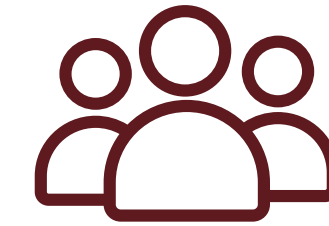
180

participating entities



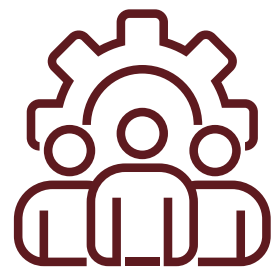
+22M

views of the exhibition content



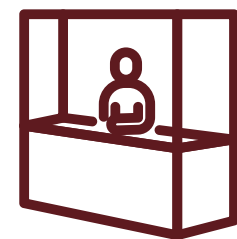
+140,000

visitors from across the Kingdom



306

Organizers



1,650

exhibitors



+65

visual media pieces



+74M

views from influencers

2025

Sponsorship Benefits

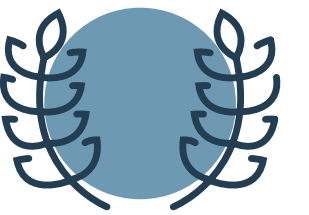


Benefits of Strategic Partnership



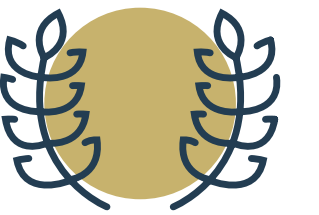
- A premium exhibition space of 120 m² at the main entrance of the exhibition (unfurnished) located in the exhibition hall.
- Recognition of the sponsoring entity during the opening ceremony.
- Prominent display of the company logo as a strategic partner in marketing campaigns for the exhibition, including online, visual, audio, and print media.
- Two advertising pages in the exhibition's electronic guide.
- Display of the company logo as a strategic partner on external and internal signage at the exhibition.
- Inclusion of the company logo on exhibitors' badges as a strategic partner.
- Display of the company logo on invitation cards for visiting the exhibition and in printed materials.
- Appearance of the strategic partner logo in promotional materials for the exhibition.
- Strategic partner logo showcased on the sponsor recognition platform during the opening ceremony.
- Receipt of 30 invitation cards for attending the exhibition opening, along with reserved parking.
- Display of the strategic partner logo in the registration area.
- Conducting a video interview to present the strategic partner on social media platforms.
- Prominent placement of the company's platform on the exhibition map as a strategic partner.
- Display of the company logo on the exhibition's official website, including a six-month electronic banner link to the sponsoring company's website.
- Inclusion of the strategic partner's name on exhibition registration cards.
- Visits from invited celebrities to the strategic partner's booth, with coverage of the booth and company products.
- Delivery of a commemorative album about the exhibition to the strategic partner.
- Printing of the strategic partner logo on the exhibition lanyards.
- Provision of comprehensive visual coverage regarding the strategic partner's participation throughout the exhibition.
- Receipt of a copy of visitor data.

Benefits of Diamond Sponsorship



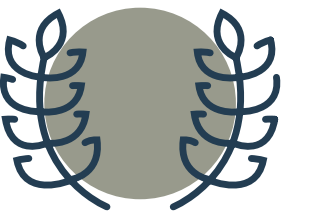
- A premium exhibition space of 100 m² located at the main entrance of the exhibition (unfurnished) within the exhibition hall.
- Recognition of the sponsoring entity during the opening ceremony.
- Prominent display of the diamond sponsor's logo in marketing campaigns for the exhibition, including online, visual, audio, and print media.
- Two advertising pages featured in the exhibition's electronic guide.
- Highlighting the diamond sponsor's participation in the exhibition's final report.
- Display of the diamond sponsor's logo on external and internal signage throughout the exhibition.
- Inclusion of the diamond sponsor's logo on badges for organizers and exhibitors.
- Display of the diamond sponsor's logo on invitation cards for visiting the exhibition and in printed materials.
- Inclusion of the diamond sponsor logo in promotional materials for the exhibition.
- Presentation of the diamond sponsor's logo on the sponsor recognition platform during the opening ceremony.
- Receipt of 25 invitation cards for the exhibition opening, along with reserved parking.
- Display of the diamond sponsor's logo in the registration area.
- Conducting a video interview to showcase the diamond sponsor on social media platforms.
- Prominent placement of the diamond sponsor's platform on the exhibition map.
- Display of the diamond sponsor's logo on the exhibition's official website, along with a six-month electronic banner link to the sponsoring company's website.
- Visits from invited celebrities to highlight the diamond sponsor's booth and products during the exhibition.
- Delivery of a commemorative album about the exhibition to the diamond sponsor.
- Provision of comprehensive visual coverage regarding the diamond sponsor's participation throughout the exhibition.

Benefits of Gold Sponsorship



- A prime exhibition space of 48 m² at the main entrance of the exhibition (unfurnished) within the exhibition hall.
- Recognition of the sponsoring entity during the opening ceremony.
- Prominent display of the gold sponsor's logo in marketing campaigns for the exhibition, including online, visual, audio, and print media.
- Two advertising pages featured in the exhibition's electronic guide.
- Highlighting the gold sponsor's participation in the exhibition's final report.
- Display of the gold sponsor's logo on external and internal signage throughout the exhibition.
- Inclusion of the gold sponsor's logo on badges for organizers and exhibitors.
- Display of the gold sponsor's logo on invitation cards for visiting the exhibition and in printed materials.
- Inclusion of the gold sponsor logo in promotional materials for the exhibition.
- Presentation of the gold sponsor's logo on the sponsor recognition platform during the opening ceremony.
- Receipt of 15 invitation cards for attending the exhibition opening, along with reserved parking.
- Display of the gold sponsor logo in the registration area.
- Conducting a video interview to showcase the gold sponsor on social media platforms.
- Prominent placement of the company's platform as a gold sponsor on the exhibition map.
- Display of the gold sponsor's logo on the exhibition's official website, along with a six-month electronic banner link to the sponsoring company's website.
- Visits from invited celebrities to highlight the gold sponsor's booth and products during the exhibition.
- Delivery of a commemorative album about the exhibition to the gold sponsor.
- Provision of comprehensive visual coverage regarding the gold sponsor's participation throughout the exhibition.

Benefits of Silver Sponsorship



- A prime exhibition space of 30 m² located at the main entrance of the exhibition (unfurnished) within the exhibition hall.
- Recognition of the sponsoring entity during the opening ceremony.
- Prominent display of the silver sponsor's logo in marketing campaigns for the exhibition, including online, visual, audio, and print media.
- Two advertising pages featured in the exhibition's electronic guide.
- Highlighting the silver sponsor's participation in the exhibition's final report.
- Display of the silver sponsor's logo on both external and internal signage throughout the exhibition.
- Inclusion of the silver sponsor's logo on badges for organizers and exhibitors.
- Display of the silver sponsor's logo on invitation cards for visiting the exhibition and in printed materials.
- Inclusion of the silver sponsor's logo in promotional materials for the exhibition.
- Presentation of the silver sponsor's logo on the sponsor recognition platform during the opening ceremony.
- Receipt of 5 invitation cards for attending the exhibition opening, along with reserved parking.
- Display of the silver sponsor's logo in the registration area.
- Prominent placement of the company's platform as a silver sponsor on the exhibition map.
- Display of the silver sponsor's logo on the exhibition's official website, along with a six-month electronic banner link to the sponsoring company's website.
- Visits from invited celebrities to highlight the silver sponsor's booth and products during the exhibition.
- Delivery of a commemorative album about the exhibition to the silver sponsor.
- Provision of comprehensive visual coverage regarding the silver sponsor's participation throughout the exhibition.

About Us

My Ideas Events and Advertising was established in 2009 with the Saudi Exhibition for Advertising and Promotional Materials, under the patronage of the Honorable Minister of Culture and Information.



- ▶ Management and organization of the Men's Fabrics and Accessories Exhibition (2022 - 2023 - 2024) at the Riyadh International Convention and Exhibition Center.
- ▶ Management and organization of the Thai Exhibition (2023).
- ▶ Management and organization of the Taber Exhibition (2023).
- ▶ Arab Camel Genome Conference at King Abdulaziz City for Science and Technology, under the patronage of the Honorable Minister of Agriculture.
- ▶ Water Technologies and Research Conference for the Sheikh Mohammed bin Hussein Al-Amoudi Chair for Water Research.
- ▶ Career Day Exhibition for several colleges at King Saud University.
- ▶ Launch event for the identity of Al-Saidan Real Estate Company at the Reestatix Exhibition.
- ▶ Production of virtual buildings for the Prince Naif Operations Center.
- ▶ Opening ceremony of the Wafir Pro Program for the Royal Guard.
- ▶ Merger celebration of Eidak Saudi Arabia with Mario France.
- ▶ Opening ceremony for Aluna Café (German) and Julian Café (Belgian).
- ▶ Initiative event "#How to Identify Al-Bassam Ghutra" at Nakheel Mall.
- ▶ Auction event for real estate products by Remax at the Crowne Plaza Hotel.



Exhibition of men's Fabrics and Accessories

Thanks



Exhibition 2025 of men's Fabrics and Accessories



www.menfaexpo.com



www.myideas-adv.com
info@myideas-adv.com

MY IDEAS Advertising (LLC)
Kingdom of Saudi Arabia - Riyadh

contact

Mob : 0553633955
920000494