

Exhibition 2025  
of men's Fabrics  
and Accessories

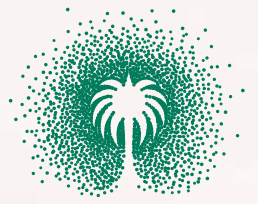
 **1-6** February  
**2025**  
2-7 Sha'ban 1446

Exhibition 2025  
of men's Fabrics  
and Accessories

#Man\_Elegance



الهيئة العامة للمعارض والمؤتمرات  
SAUDI CONVENTIONS & EXHIBITIONS GENERAL AUTHORITY  
ترخيص رقم 24 / 5960



Financial Sponsor

بنك التنمية الاجتماعية  
SOCIAL DEVELOPMENT BANK



Exhibition 2025  
of men's Fabrics  
and Accessories



[www.menfaexpo.com](http://www.menfaexpo.com)

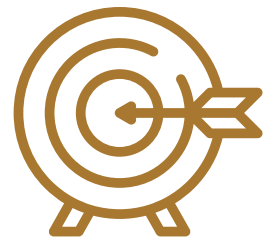


# Our Identity and Arab Heritage

With the evolution of industries across various specialties, the world of fabric, attire, and Arabic accessories has witnessed significant changes and numerous efforts for development over the ages. Renowned brands and labels have competed to showcase the thobe and Arabic elegance in modern, contemporary designs and unique ideas that reflect beauty and authenticity.

Elegance holds a vital place in our fashion world, and we always strive to preserve our Arabic identity and heritage. To cater to these diverse and distinctive tastes, we have brought them all together in one place.

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



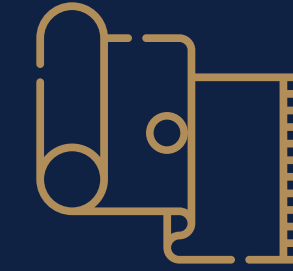
### Ghutras and Shimaghs

Scarves - Headbands - Caps



### Fabric Tailoring

Fashion Designers - Tailors  
- Sewing Supplies and Machines



### Men's Fabrics

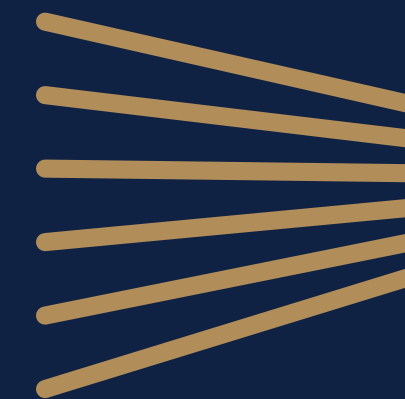
Summer - Winter



### 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 **1 PM to 12 AM**.  
Entrance to the exhibition **is free of charge**.

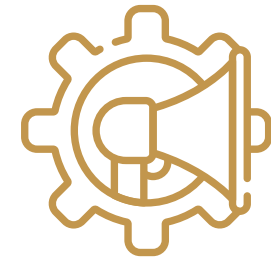
## Dates

From **2nd to 7th of Sha'ban, 1446 AH**, corresponds to **1nd to 6th of February, 2025 AD**.

# The Promotional Campaign



# Campaign Launch

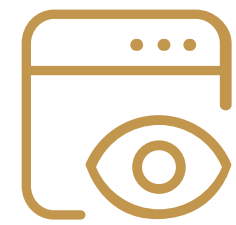


## Campaign Launch

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).



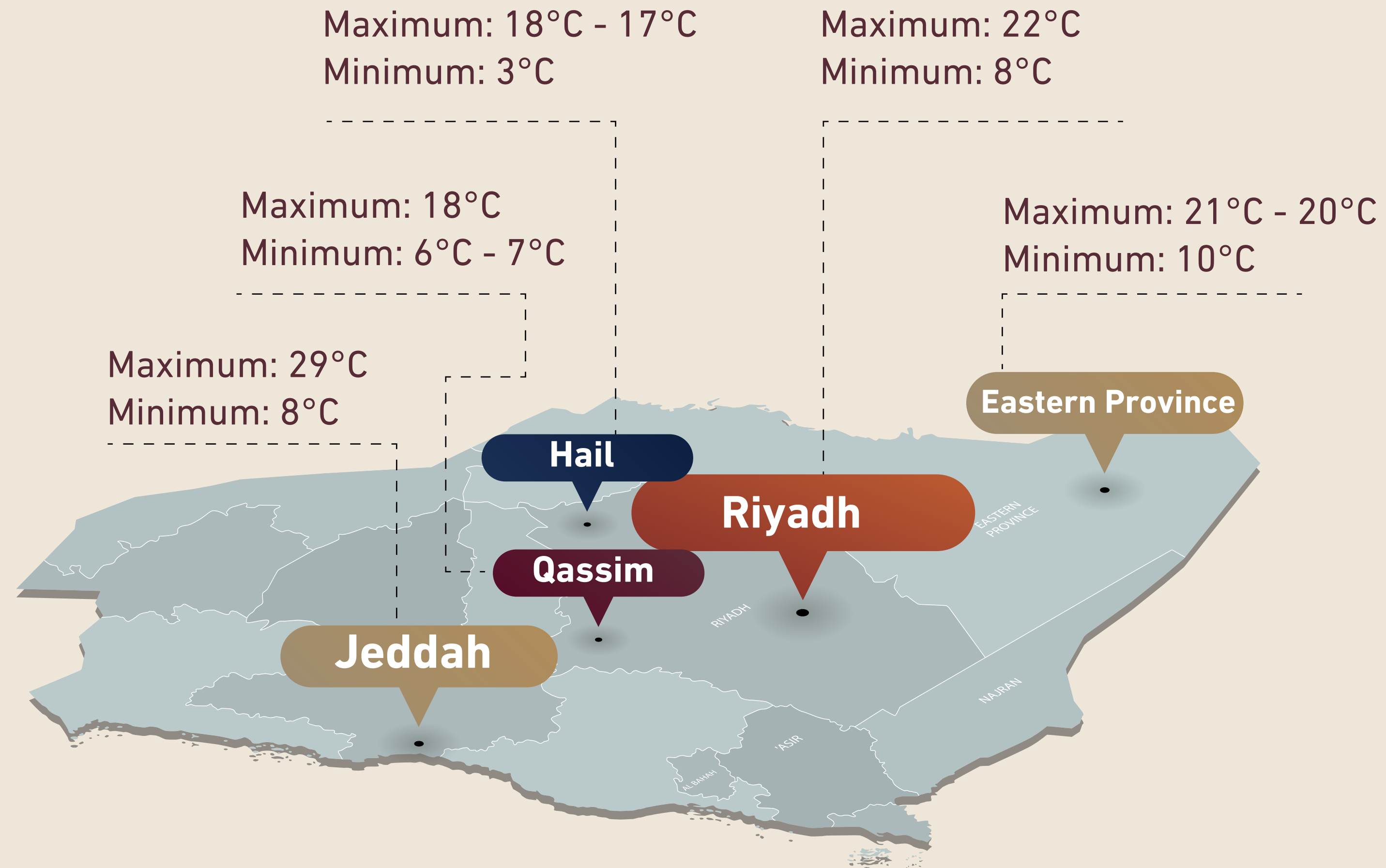
## Projected Attendance

**50,000+**

visitors throughout the 5-day exhibition



# Expected Temperatures:



# Sponsorship by Government Entities



وزارة الصناعة  
والثروة المعدنية  
Ministry of Industry and Mineral Resources



**خرفة الرياض**  
Riyadh Chamber

# Exhibition Sponsors for 2024

## Strategic Partner

SAYYAR سيار

Richy ريتشي

## Diamond Sponsor

الدفة  
D A F F A H

سماخ السام  
جودة نرتديها

كونوز  
KONOOZ

عجلان و اخوانه  
النسيج

## Gold Sponsor

خام

جنتلي  
GENTLY

أقمشة التميز  
AQMISHAT ALTAMAYUZ

PROUD

دسار  
DESAR

دانتلي  
Dante

## Silver Sponsor

سيان  
اتمسار

اطياب القمة

البر للتجارة العامة - جيم

أقمشة تويل  
Twill Fabrics

شركة  
التمتياز  
Alemtiaz Co., Ltd.

علي كاكولي  
أهل الصنعة يربطون

TAD  
طاد

CM  
XA

محمد سراج عطار وأخويه  
M. SIRAJ ATTAR & BROS

MY IDEAS  
EVENTS & ADV.  
Management  
and Organization

FM  
فونان  
Media  
Sponsor

zid  
Modern  
Retail Partner

SWEATER  
سويتير  
Automotive  
Care Sponsor

طرود  
Torod  
Logistic  
Sponsor

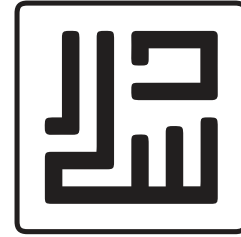
# Exhibition Sponsors for 2023

## 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

خرارة  
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 TAD

Swar

# Exhibition Sponsors for 2022

Richy ريتشي® Diamond Sponsor

SAYYAR سيار Strategic Partner

Gold Sponsor

سماخ للستا  
جودة ترتديها

الفخرة  
ALFAKHERA  
للخياطة الرجالية

تاسومة  
TASOOMA  
since 1998

Platinum Sponsor

٩٠-١١١  
Primo

التهجري  
للمستلزمات الرجالية

Management and Organization

MY IDEAS  
EVENTS & ADV.

Supporting Sponsor

خفة الريان

Funding Sponsor

بنك التنمية الاجتماعية  
SOCIAL DEVELOPMENT BANK

Participating Sponsor

LYNX  
Parfume

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العبير  
AL OBAIDANI STORES

TAD  
طاد

Silver Sponsor

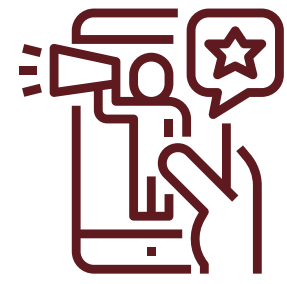
رويالتي  
ROYALTY

# Participants





# Key Statistics



**+35**

influencers



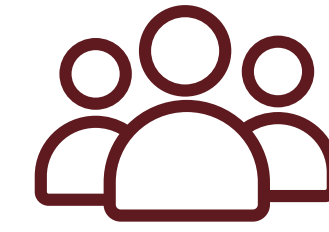
**180**

participating entities



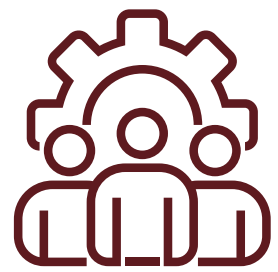
**+22M**

views of the exhibition content



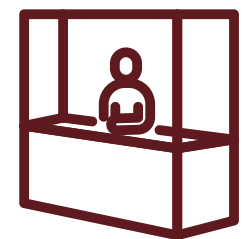
**+140,000**

visitors from across the Kingdom



**306**

Organizers



**1,650**

exhibitors



**+65**

visual media pieces



**+74M**

views from influencers

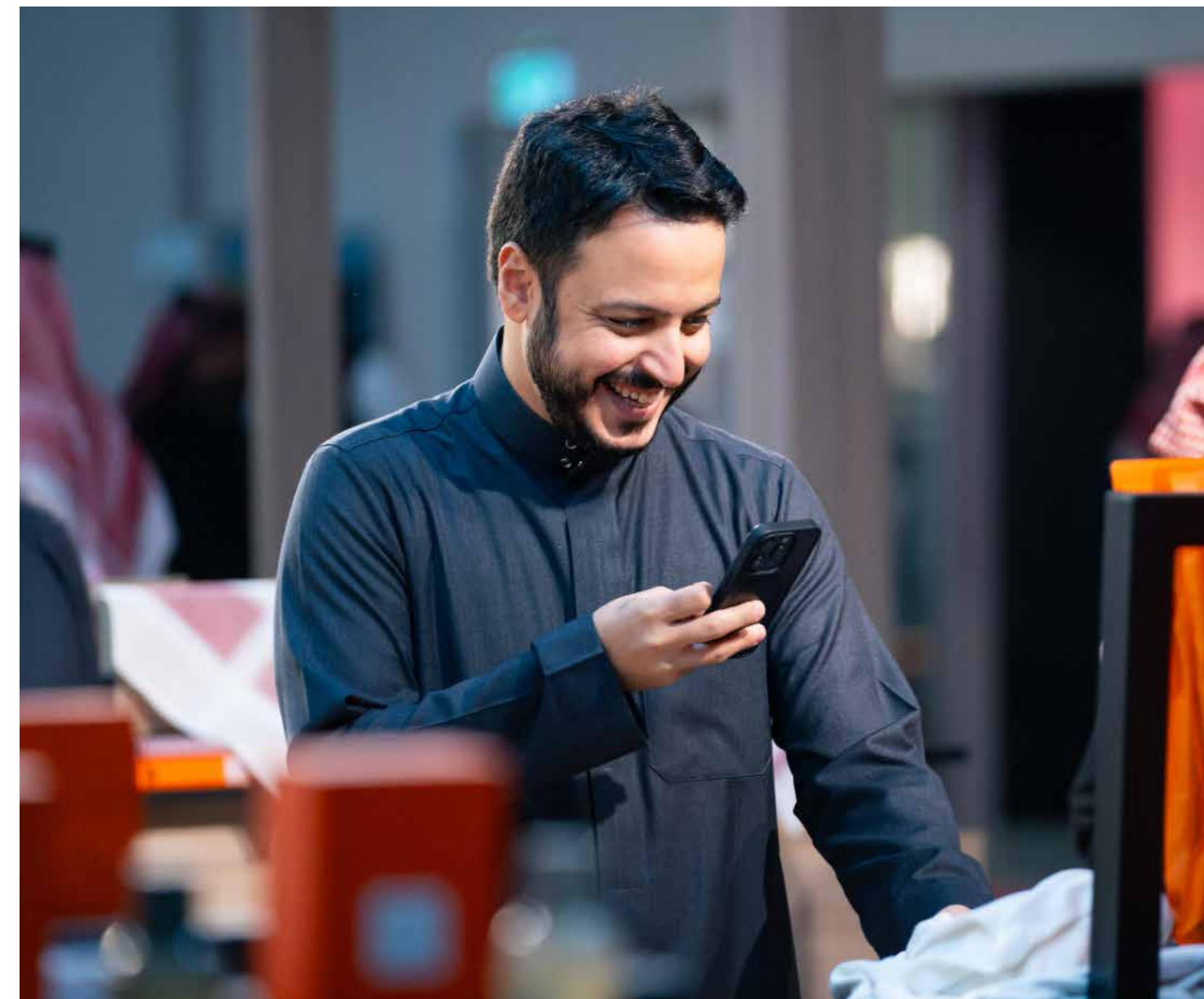


2024  
مركز  
القيامة الرجالية  
والتخصصات

2024  
مركز  
القيامة الرجالية  
والتخصصات

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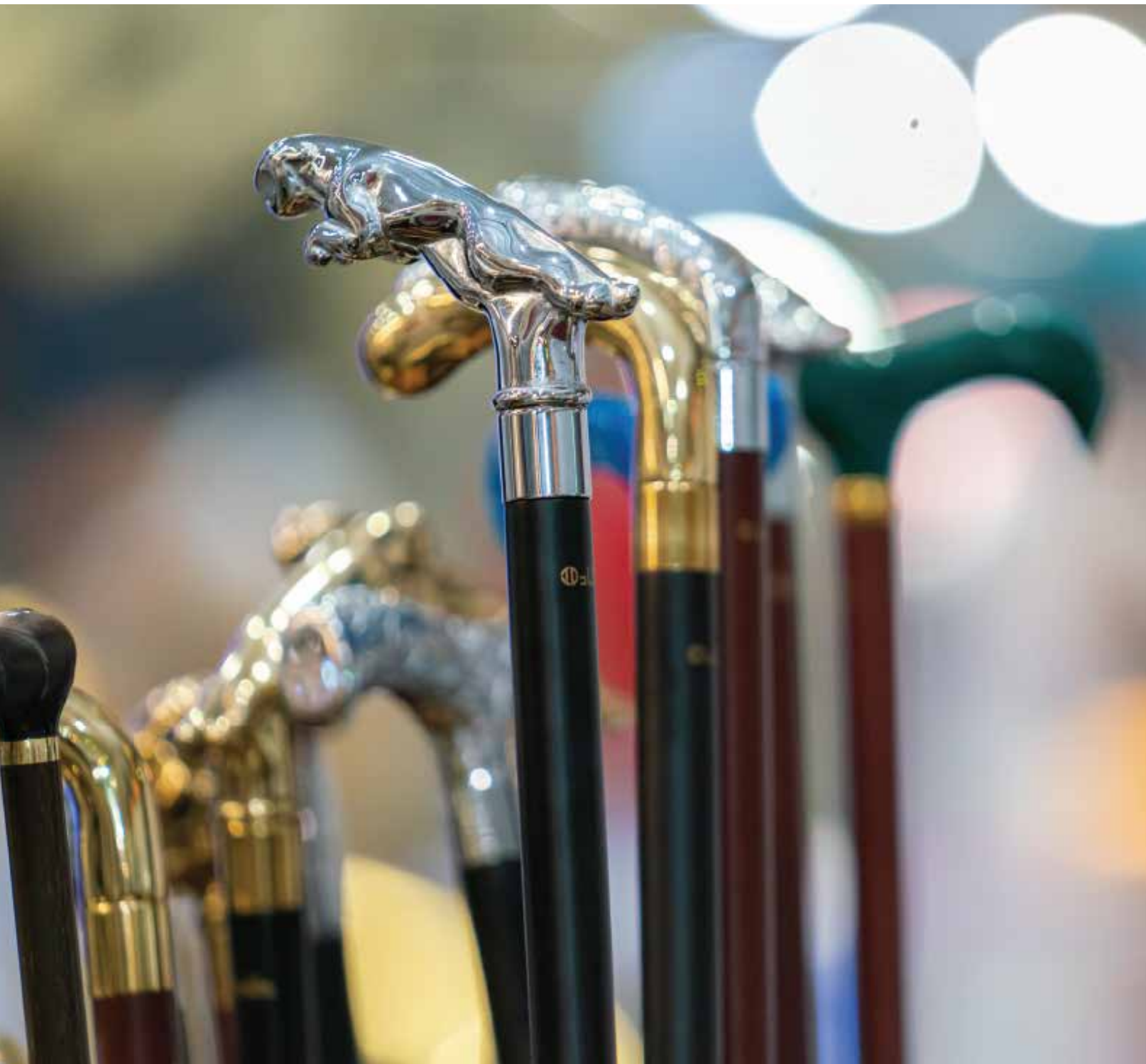




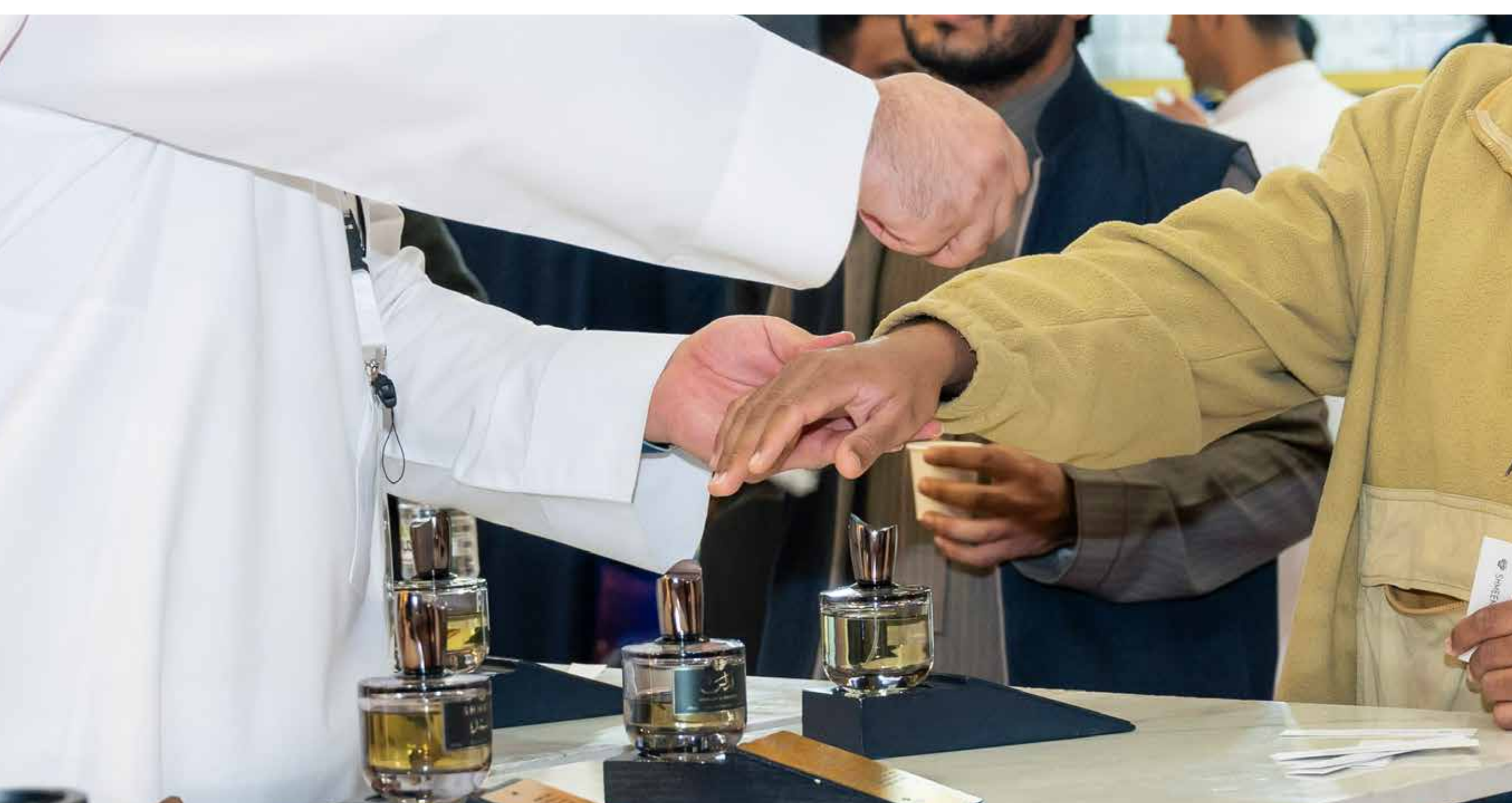




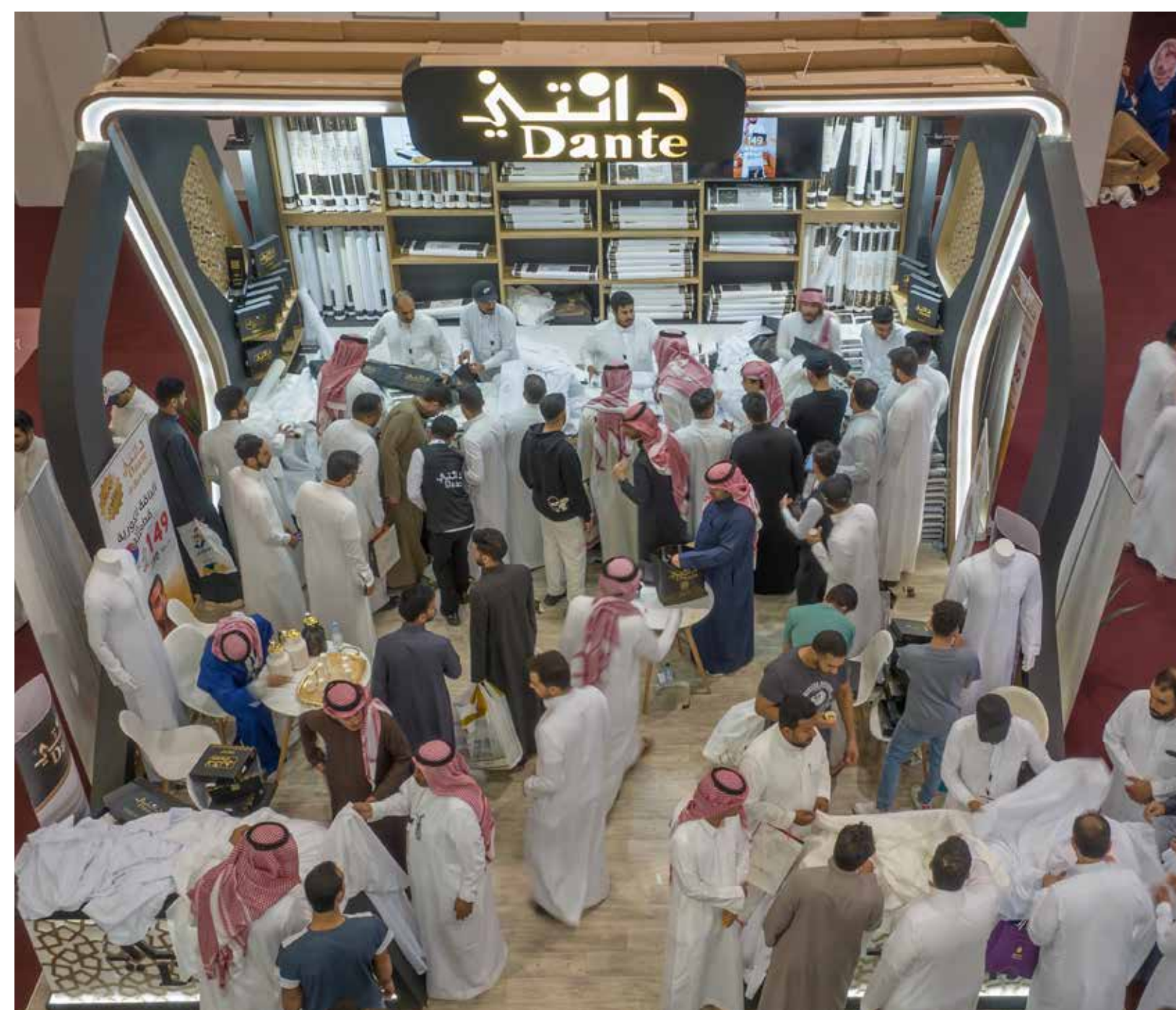
















**2025**

# **Sponsorship Benefits**

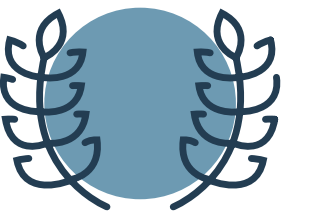


# Benefits of Strategic Partnership



- A premium exhibition space of 120 m<sup>2</sup> 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.

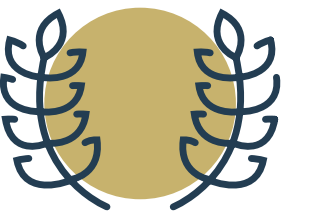
# Benefits of Diamond Sponsorship



- A premium exhibition space of 100 m<sup>2</sup> 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.

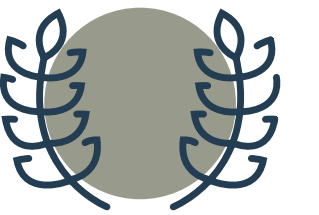


# Benefits of Gold Sponsorship



- A prime exhibition space of 48 m<sup>2</sup> 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 m<sup>2</sup> 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



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