



Exclusively for Her



WOMEN EXPO
2009

4th International Exhibition of
Women's Products and Services

19-21 October 2009
Oman International Exhibition Centre
Muscat, Sultanate of Oman

Exclusive Look at Women Expo 2007



The 2007 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.

Exceptional Event for Women

Women Expo is the biggest and most important event for women in the Sultanate of Oman, where women enjoy many privileges and are given opportunities to play a major role in the country's social and economic development.

First launched in 2005, Women Expo is the only show that directly caters to the needs and interests of women, making it something that women can truly call their own. It showcases all products and services that are designed especially for them.

Women Expo 2009 builds on the achievements of the previous editions of the event and aims to provide all women in Oman with a unique event wherein they can interact with each other and focus on everything that is important in their lives.

Participate in Women Expo 2009 and effectively reach out to your target customers. Reserve your stall today to get the most strategic location for your company.



Experience Women Expo 2009

Why you should be part of the event:

- Highlight your range of high-quality products and exclusive services for women.
- Interact directly with your target clients to effectively promote your company's products and services.
- Stay ahead of the competition by showcasing what you offer to women of all ages.
- Boost your marketing activities to further strengthen your brand recall among women consumers.
- Meet with potential business partners or major distributors to widen your reach in the Middle East market.



Excellent Venue for Promoting Women's Products & Services



Beauty Products

- cosmetics
- colognes
- hair-styling products
- perfumes
- personal care products
- skin-care products
- shampoos and conditioners

Fashion & Lifestyle

- abayas and sheilas
- bags and shoes
- fashion accessories
- garments and textiles
- hijabs and kaftans
- leather products
- scarves and shawls
- teenage apparel
- wedding dresses

Career & Education

- career choices
- educational courses
- employment opportunities
- graduate programs
- professional development
- short-term courses
- tourism careers

Home & Kitchen

- baking equipment
- beddings and curtains
- food products
- glassware and silverware
- home appliances
- home décor and handicrafts
- kitchen accessories
- porcelain products
- sofas and furniture

Bride & Wedding

- wedding dresses
- fashion designers
- invitations
- wedding organisers
- gift suppliers
- wedding venues
- flower providers
- honeymoon destinations
- hair stylists / makeup services
- catering services

Women Expo 2009 will feature everything that matters to women of all ages, giving you an opportunity to present your products and services directly to your target clients.

Child Care

- baby clothes
- baby products
- children's toys
- diapers and feeding bottles
- gift items and books
- milk products
- snack foods

Jewellery & Finance

- banking services
- diamond collections
- gold jewellery
- other precious stones
- insurance plans
- investment opportunities



Extra Activities

In addition to the exhibition, Women Expo 2009 will also feature a wide range of activities that will educate and entertain women on all days of the event.

- cooking demonstrations
- beauty product testing
- musical performances
- flower arrangement
- vegetable carving
- cake decoration
- gift wrapping
- napkin folding
- and so much more!





Partial List of Exhibitors at Women Expo 2007

- Adam's Sons Jewellery Co.
- Al Diwaniya Perfumes
- Al Majd Flower Trading
- Al Nahda Resort & Spa
- Al Nijris Trading
- Al Sawadi Bech Resort
- Al Oudh Palace
- Al Zahra College for Women
- Capital Stores
- Creative Learning Center
- Damas
- Entrepreneur Association of Bangladesh
- Euro Arabian Specialist Dental Center
- Ibn Sina Pharmacy
- Kaya Skin Clinic
- Khimji's Bait Al Ahlam
- Jotun Paints
- Majan College
- Mazoon College
- Ministry of Health
- Muscat College
- National Hospitality Institute
- National Tea Company
- Oman Modern Electronics
- Oman Tourism College
- Oman Women's Association at Seeb
- Parachute
- Pedia Sure
- Premium Food Industries
- Red Bull
- Salman Stores
- Suhail Bahwan Automobiles
- Tapal Tea
- The Body Shop
- Zainal Baqer Mohebi



Extensive Visitor Promotion Campaign

Women Expo 2009 will be aggressively promoted in the media to attract a maximum number of visitors to the event. The range of promotional activities that will be undertaken before and during the event include the following:

- advertisements in both English and Arabic newspapers
- advertisements and editorial coverage in trade magazines
- press releases to newspapers, magazines and websites
- e-mail and SMS broadcasts to capture targeted clients
- flyers and triads to raise awareness on the event
- radio announcements and direct mailing campaigns

Exhibit at Women Expo 2009

- Space Only (min: 18 sq.m.) - RO 110 or US\$290 per sq.m.
(Space-only bookings are for exhibitors who want to design and build their own stand.)
- Shell Scheme (min: 9 sq.m.) - RO 130 or US\$335 per sq.m.
(Shell scheme includes white panel walls, fascia and name board, carpeting, 2 spotlights, 13-amp power socket, a table and two chairs.)

Exceed Your Expectations

To maximize the impact of your participation in Women Expo 2009, a wide range of sponsorship opportunities is available to enable you to effectively attract your target clients. The exclusive package of benefits includes:

- Inclusion of your company logo in all newspaper ads, leaflets, invitations and other promotional materials.
- Distribution 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 large entrance banner at the exhibition centre.
- Inclusion of your company logo in the exhibition website with a link provided to your company's website.

The Women Expo Venue

Established in 1985, the Oman International Exhibition Centre (OIEC) is the primary venue for major trade fairs and exhibitions in the Sultanate of Oman. 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.

The Organiser

Omanexpo LLC is the pioneer in the events industry in Oman and is the leading organiser of exhibitions and conferences in the Sultanate. With over 20 years of experience in managing major trade and consumer shows, the company continues to set the standard in providing professional services for the benefit of all exhibitors and visitors. In addition to Women Expo, the company's major exhibitions include MedHealth & Wellness, Oil & Gas West Asia, Middle East Artificial Lift Forum, Motor Show, Interiors & Buildex, Food & Hotel Oman, and Eid Festival.



For space reservations or for more information, please contact:



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