



معرض الفروسية والإبل والصفور

EQUESTRIAN, CAMELS AND FALCONS EXHIBITION

DOHA EXHIBITION AND CONVENTION CENTER

Doha - Qatar, 25th - 27th of May 2016

EXHIBITION PROFILE





نواصي
NAWASI



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WELCOME TO NAWASI!

Nawasi is the first and only exhibition to be held in Qatar, focusing on Horses, Camel and Falcon equipment. Poised to be held at the Doha Exhibition and Convention Center (DECC) from 25th to 27th of May 2016, Nawasi will energize equestrianism, camel and falconry industries and blaze a trail that carries these arts to a higher level of practice & enjoyment.

The exhibition will accommodate more than 150 premier exhibitors with cutting edge technology and equipment from Qatar, GCC, MENA and from all over the world. These industry leaders will gather under one roof, utilizing 10,000 Sq. meters of exhibition space to display high quality equipment, machinery and merchandise. Nawasi is licensed and registered with Qatar Tourism Authority and is set to become an annual event in Qatar.

Nawasi is a unique event that celebrates the royal Arabic culture of equestrianism, camel raring and falconry. Hence, it has grabbed the attention of owners and industrialists who are dedicated to maintain and keep alive these ageless traditions. Among the key aspirations of Nawasi is to become active hub that shares and promotes knowledge and cooperation, trade, technology and veterinary science as well as history and heritage linked to a passionate engagement with horses, camels and falcons; creatures who have been trained expertly and reared for thousands of generations in this region.



As a ground breaking initiative, Nawasi is poised to take the timeless art of equestrianism, camel raring and falconry to the next level, not just in Qatar but across the entire GCC and MENA region. Thus it is no surprise that Nawasi has earned itself a position as an iconic regional event, which has harnessed the support of key government agencies, clubs and associations in Qatar and within the region.

Nawasi is set to be patronized by leading breeders, owners and trainers, veterinary specialists, government organizations, international and local media, educational bodies and general public drawn from across the GCC and MENA region making it an event of massive industry significance.

Welcome to Nawasi – an exhibition like no other!





QATAR – THE PERFECT HOSTING LOCATION

Listed among the fastest growing economies, with the highest per capita GDP in the world and supported by strong and stable leadership Qatar has staked a claim on the global stage as a land of opportunity.

Positioned strategically within the MENA region and possessing a vast network of trade relationships, Qatar is a gateway that links markets in the Middle East with premier traders in the west. For a spectacular exhibition in the likes of Nawasi, a more perfect location cannot be found.

Qatar provides the ultimate backdrop as a hosting location for Nawasi. With a strong heritage of equestrianism, Camel Rearing/Racing and Falconry that stretches back deep into the past, the selection of Qatar as the host nation has given Nawasi a true authenticity and rich spirit.

As a nation that has harnessed the interest of the world, not least due to its wealth and ambitions Qatar has a proven track record of converting its potential into true opportunity for business. The nation is leveraging its dominant reserves of energy towards the expansion of a productive base and towards long-term diversification.



The country has set aside US\$ 130 billion for non-hydrocarbon investments. Attracting the world to its shores Qatar Tourism Authority is investing USD 20 billion in developing the tourism industry. Importantly, Qatar has been successfully building its credentials and has positioned itself as a destination for Meetings, Incentives, Conferences and Exhibitions popularly known by the acronym MICE. Doha, the country's capital has a busy calendar of inbound, outbound and domestic events. The business and travel industry reaped massive benefits from Qatar's integrated approach, which provides learning, development and networking opportunities for industry professionals. All of these measures have resulted in global recognition and endorsement of Qatar's commitment to promote itself as a MICE destination, thereby creating unparalleled value, as the hosting ground and home of Nawasi.



WHY EXHIBIT?

- Nawasi will create the most significant and high-potential trade opportunities, networking opportunities, partnership opportunities and high value lead generation for international exhibitors linked to the equestrian, camel & falconry industries.
- Nawasi is a forum for exchange between industry professionals from the Middle East, the Near East, Europe, America and Asia.
- Located in the heart of the Middle East region, Qatar is a strategic gateway that is essential to economic and industrial relationships for ambitious exhibitors with a goal to spread their geographic foot-print into the GCC, the MENA region and Asia.
- The field of equestrianism, camel and falconry industry in Qatar is ripe and ready for fresh infusion of technology, equipment and sciences, which will uplift capabilities on a long-term basis among owners, breeders and enthusiasts. Exhibitors at Nawasi will therefore become front-runners who can directly bring in high quality products, know-how and standards that can impact the industry in a highly profitable manner.
- Nawasi is the ideal meeting place for key players in the Middle East's equestrian, camels and falconry industry. The exhibition will allow those present to strengthen established business relationships, build up new contacts and discover the sector's products, services and know-how.





WHO SHOULD EXHIBIT?

Equestrian, Camel and Falcon industries, traders, manufacturers, producers, professionals & suppliers offering:

- General Equipment & Technology Solutions
- Racing Equipment & Technology Solutions
- Veterinary equipment & Solutions
- Clothing & Accessories
- Care & Nutrition
- Healthcare and Supplies
- Stable, Manage, Pasture and Haulage Equipment
- General Services, Organizations, special interest groups and Publications
- Hunting Trips organizers
- Innovative IT Solutions for Horses, Camels and Falcons.







CHOOSE YOUR SPACE

Keeping in mind that our exhibitors will need well-planned, versatile specs to best display their technology, equipment and services Nawasi will offer two distinct space options.

1- Raw Space (Open space zone/inside space):

- a. Price: 415 USD/SQM
- b. Minimum space: 24 SQM.

2- Fitted Stand (Shell Scheme):

- a. Price: 445 USD/SQM
- b. Minimum space: 12 SQM.

The shell scheme booth of 12 SQM includes:

(One table, Two chairs, 3 spot lights, 1 electrical wall plug, Fascia name, Carpet)

Should you have any special design requirements for your booth you may contact Nawasi's official contractor who will be happy to help you create the distinct identity and design you need. Feel free to use the below contact details for any assistance:

Doha Media
Phone: +974 4460 2874
Mail: info@doha-media.com
Website: www.doha-media.com



SPONSORSHIP

Nawasi's sponsorship benefits have been competitively designed to give maximum exposure to our sponsors in each dedicated category. While the overall impact of being a leading sponsor of Nawasi will bring in a yield beyond quantifiable impacts, what is listed below is a snapshot of the brand presence, media opportunities, publicity and exposure our sponsors will receive.



137,000 USD**• Diamond Sponsor.**

- A 168 square meter space at the most prime location at the entrance of the exhibition hall
- Logo insertion in all commercials and spots
- One full-color spread advertisement in the exhibition's official catalogue
- One full-page company profile in the exhibition's official catalogue
- Recognition as the Principal Sponsor in all printed literature. This will be effective from the starting date of the agreement
- Logo of the Diamond sponsor to be 50% bigger than the Gold sponsor logo in all printed materials
- Diamond sponsor's logo in all advertising and promotion campaign in newspapers, trade magazines and outdoor advertisements.
- Free insert of the Diamond sponsor's printed material in Nawasi's local direct mail campaign.
- Diamond sponsor's logo on the visitor's invitation card to be distributed to a pre-selected list of targeted audience
- Diamond sponsor's logo to be displayed on the official press conference backdrop.
- Diamond sponsor's press release will be included in Nawasi's press kit
- Diamond sponsor's delegate will be given a speaking slot and time at the press conference table. (The press conference will take place one week before the exhibition opening)
- Link to Diamond sponsor's website from Nawasi website
- Diamond sponsor's logo showing on main panel board at the event venue entrance
- Placement of 3 Diamond sponsor's rollups at the exhibition entrance
- A signing ceremony press conference will be arranged to announce the partnership with the Diamond sponsor
- The sponsorship will be mentioned in all newspaper ads. , banners, and outdoor and indoor advertisements as a prestigious Diamond sponsorship
- 75 complimentary VIP invitation for the opening ceremony for Diamond sponsor's VIP's and VVIPs' guests.
- Certificate of Appreciation

96,000 USD

• **Gold Sponsor.**

- A 120 square meter space at a prime location at the entrance of the exhibition hall
- Logo insertion in all commercials and spots
- One full-color spread advertisement in the exhibition's official catalogue
- One full-page company profile in the exhibition's official catalogue
- Recognition as the Gold sponsor in all printed literature. This will be effective from the starting date of the agreement
- Logo of the Gold sponsor to be 50% bigger than the Silver sponsor's logo in all printed materials
- Gold sponsor's logo in all advertising and promotion campaign in newspapers, trade magazines and outdoor advertisements.
- Free insert of the Gold sponsor's printed materials in the shows local direct mail campaign
- Gold sponsor's logo on the visitor's invitation card to be distributed to a pre-selected list of targeted audience
- Gold sponsor's logo to be displayed on the official press conference backdrop.
- Gold sponsor's press release will be included in Nawasi's press kit
- Gold sponsor's delegate will be given a speaking slot and time at the press conference table. (The press conference will take place one week before the exhibition opening)
- Link to Gold sponsor's website from the official event website
- Gold sponsor's logo showing on main panel board at the event venue entrance
- Placement of 2 Gold sponsor's rollups at the exhibition entrance
- The sponsorship will be mentioned in all newspaper advertisements, banners, and outdoor and indoor ads as Gold sponsorship
- 50 complimentary VIP invitation for the opening ceremony for Gold sponsor's VIP's and VVIPs' guests.
- Certificate of Appreciation

55,000 USD

• Silver Sponsor.

- A 70 square meter space at a prime location at the entrance of the exhibition hall
- Logo insertion in all commercials and spots
- One full-color single Page advertisement in the exhibition's official catalogue
- One full-page company profile in the exhibition's official catalogue
- Recognition as the Silver sponsor in all printed literature. This will be effective from the starting date of the agreement
- Logo of the Silver sponsor to be 50% bigger than the Support sponsor's logo in all printed materials
- Silver sponsor's logo in all advertising and promotion campaign in newspapers, trade magazines and outdoor advertisements.
- Free insert of the Silver sponsor's printed materials in Nawasi's local direct mail campaign
- Silver sponsor's logo on the visitor's invitation card to be distributed to a pre-selected list of targeted audience
- Silver sponsor's logo to be displayed on the official press conference backdrop.
- Silver sponsor's press release will be included in the Nawasi press kit
- Link to Silver sponsor's website from the official event website
- Silver sponsor's logo showing on main panel board at the event venue entrance
- Placement of 2 Silver sponsor's rollups at the exhibition entrance
- The sponsorship will be mentioned in all newspaper ads. , banners, and outdoor and indoor ads. As Silver sponsorship
- 40 complimentary VIP invitation for the opening ceremony for Diamond sponsor's VIP's and VVIPs' guests.
- Certificate of Appreciation.

28,000 USD

• **Support Sponsor.**

- A 40 square meter space at a prime location at the entrance of the exhibition hall
- Logo insertion in all commercials and spots
- One full-color single Page advertisement in the exhibition's official catalogue
- One full-page company profile in the exhibition's official catalogue
- Recognition as the Support sponsor in all printed literature. This will be effective from the starting date of the agreement
- Support sponsor's logo in all advertising and promotion campaign in newspapers, trade magazines and outdoor advertisements.
- Free insert of the Support sponsor's printed materials in Nawasi's local direct mail campaign
- Support sponsor's logo on the visitor's invitation card to be distributed to a pre-selected list of targeted audience
- Support sponsor's logo to be displayed on the official press conference backdrop.
- Support sponsor's press release will be included in Nawasi's press kit
- Link to Support sponsor's website from the official event website
- Support sponsor's logo showing on main panel board at the event venue entrance
- The sponsorship will be mentioned in all newspaper ads. , banners, and outdoor and indoor ads. As Support sponsorship
- 25 complimentary VIP invitation for the opening ceremony for Gold sponsor's VIP's and VVIPs' guests.
- Certificate of Appreciation.



PARTNERS

Nawasi is proud of its ever growing, strong network of partnerships. Below are a few of our partners who are adding value to Nawasi's aspirations and who stand with us enjoying the event's success.

MEDIA PARTNER



OFFICIAL ACCOMMODATION PARTNERS



OFFICIAL AIRLINE

MELIÄ DOHA QATAR



OFFICIAL FREIGHT FORWARDER



Marketing Partners



PRESENTED BY

ORGANIZED BY

Siigns Projects - Doha - Qatar
 Tel: +974 4423 1245
 Fax: +974 4423 1100
 Email: info@siigns.net
 Website: www.siigns.net



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