

# WEDDING ARABIA

## THE ORGANISER

Jeddah based Al-Harithy Company for Exhibitions is Saudi Arabia's leading event organiser. The first to own dedicated exhibition venues and organise international trade shows in the Kingdom, Al-Harithy has, over more than 30 years, staged in excess of 500 successful exhibitions in Jeddah across a wide range of industry sectors. The company's impressive track record and wealth of expertise provides the assurance that your products and services are promoted with the highest degree of professionalism.

## AFFILIATIONS

These emblems are your assurance that as an exhibitor or visitor the exhibition you are attending is well organised and promoted to the high standard required by association memberships.

MEMBER:

Association of Event Organisers



DECEMBER 02 – 04 2014

## INTRODUCTION:

Weddings are some of the most jubilant occasions in the Middle East, where the dynamic wedding industry is estimated at an exceptional US\$ 2.5 billion, with an outstanding 25% annual growth rate. The demand for a perfect fairytale wedding is on the rise; compelling the regional wedding industry to meet the requirements of the Crème De La Crème of Saudi Arabia.

Saudi Arabia celebrates more than one million weddings every year, out of which nearly one third are held in the Western Province that comprises of nearly half the Saudi population and to which Jeddah the Bride of the Red Sea acts as a focal point.

Almost 60% of the 27 million Saudi population is under the age of 20 and this generation is waiting to materialize their dreams of a perfect wedding over the next few years.

On an average, more than US\$ 50,000 is being spent on weddings with the cost of a standard wedding dress of around US\$ 3,000 and more than US\$ 35,000 spent on jewelry.

Wedding arabia provides an unrivalled opportunity to display your products and services to an affluent audience in one of the most expansive markets in the Gulf region.

Staged at Jeddah's prestigious Hilton Hall, Wedding arabia offers an exceptional chance to access a significant portion of the Kingdom's huge potential market.

Held in parallel, will be a series of exciting attractions, live demonstrations, and interesting workshops by renowned international experts in the field.

Wedding arabia will bring professionals, businessmen, traders, designers and an affluent class of potential customers under one roof providing a stage for leaders in the industry to carve a niche in this enterprising and lucrative market.

## Accommodation –Recommended Hotels

**THE WESTIN**  
JEDDAH

[alaa.wahba@westin.com](mailto:alaa.wahba@westin.com)

راديسون بلو  
**Radisson** BLU  
HOTEL, JEDDAH

[adnan.alhadi@radissonsas.com](mailto:adnan.alhadi@radissonsas.com)

**Marriott**  
JEDDAH

[afzal.hassan@marriott.com](mailto:afzal.hassan@marriott.com)



## CUSTOMS, CLEARANCE, HANDLING

**aramex**  
delivery unlimited

P O Box 15802 Jeddah 21454 K.S.A  
Tel: +966 (0)2 6910000  
Fax: +966 (0)2 6834881  
Mobile: + 966 (0) 504672380  
E-mail: [saeed.hamdan@aramex.com](mailto:saeed.hamdan@aramex.com)

## FREIGHT FORWARDING

 **Show Carriage**  
Event Logistics

SHOW CARRIAGE LIMITED  
Exhibit House, Dunmow Road,  
Felsted, Essex CM6 3LD, England  
Tel: + 44 (0)1371 820820  
Fax: + 44 (0)1371 820720  
E-mail: [ian@showcarriage.com](mailto:ian@showcarriage.com)

**WEDDING ARABIA**  
**ONLINE BROCHURE**



**AFFILIATIONS**  
AEO

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**OFFICIAL SERVICE CONTRACTORS**  
courier ARAMEX



**MEDIA SOURCE:**  
[STYLE.COM/ARABIA](http://STYLE.COM/ARABIA)  
[ARABIAWEDDING.COM](http://ARABIAWEDDING.COM)

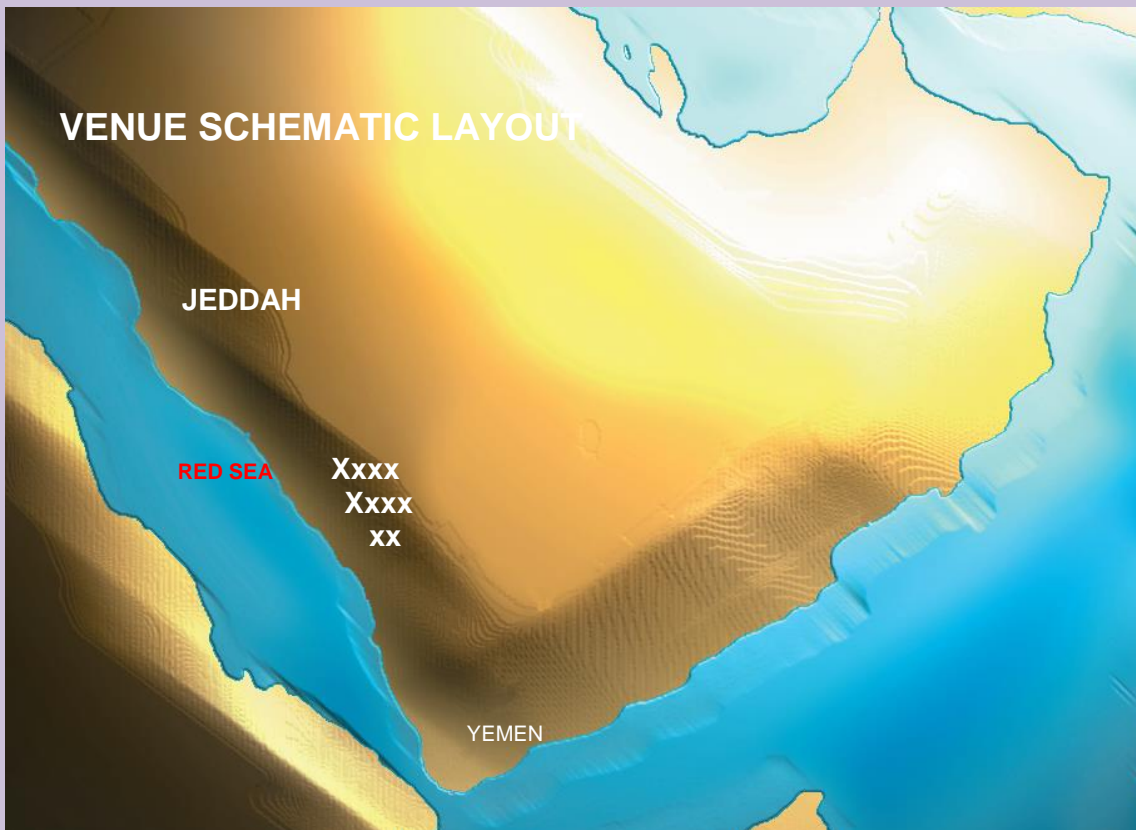
**SAUDI ARABIA**  
**THE REGION'S LARGEST GROWTH POTENTIAL MARKET**

The growing affluent population of the Middle East is creating ever-higher demands for lavish, unique marriage celebrations and this is propelling the regional wedding industry to newer heights, according to industry leaders. Across the Middle East, the wedding industry is estimated at a phenomenal US\$ 2.5 billion. What's more, the sector has not only remained strong in recent years, but has actually blossomed with an incredible 25% annual growth rate.

More than one million weddings are celebrated in Saudi Arabia each year with nearly one third taking place in the Western Region that accommodates more than half the Saudi population, to which Jeddah acts as the focal point and is regarded as the Kingdom's undisputed commercial and leisure centre. Nearly 60% of the 27 million Saudi population is aged under 20 and this generation will be planning weddings over the next few years.

Since Saudi Arabia is among the world's few countries with the highest proportion of millionaires, there is no wonder that the demand for high-expenditure weddings is on the rise here.

On an average, over US\$ 50,000 is being spent on each Saudi wedding with the cost of a standard wedding dress around US\$ 3,000 and more than US\$ 35,000 is spent on jewellery for the celebration.



## WEDDING ARABIA – A MARRIAGE BETWEEN BUSINESS AND STYLE

Wedding arabia provides an unrivalled opportunity to display your product and services to an affluent audience in one of the most expensive markets in the Gulf region. Held at Jeddah's prestigious Hilton Hall, Wedding arabia offers an exceptional chance to access a significant portion of the Kingdom's huge potential market.

At Wedding arabia everything required to ensure a perfect and memorable day will be on offer, including the latest styles in bridal gowns, haute couture, vintage and traditional dresses, high-end jewellery, distinguished accessories, wedding planners, caterers, wedding cakes, florists, photographers and video producers, hair and make up products and stylists, honeymoon destinations, and lots more. Held in parallel, will be a series of live demonstrations, entertainment features seminars and workshops conducted by renowned experts in the field. Wedding arabia will gather thousands of professionals, businessmen, designers traders, contractors and potential customers in one location. It is a must for every exhibitor wishing to enter or increase its share in this dynamic and lucrative market.

### BEAUTY & HEALTH

Anti aging & Wellness  
Beauty clinic

## BEAUTY PRODUCTS

Beauty saloons  
Bridal & Hair Dressing  
Cosmeticians / skin care before & after the wedding  
Cosmetics / perfumes / Arabic oud  
Dental professionals  
Diet centres  
Fitness clubs  
Hair products  
Health clubs  
Make up brands  
Makeup artists  
Spa / spa facilities  
Spa equipment  
Fashion accessories  
Bags  
Bridal accessories  
Diamond jewelry  
Faux bijoux  
Footwear  
Jewelry / gold  
Luxury Watches  
Pearls

## FASHION DESIGNERS

Evening dress designers  
Groom's wear  
Haute Couture  
Lingerie  
Men's wear  
Wedding dress designers

## Food / catering

Banquet services  
Caterers / catering specialists  
Chocolates  
Restaurants / Hotels  
Wedding cakes

## WEDDING DECORATION

Antiques / Islamic antiques  
Art objects  
Carpet-rug  
Crystal  
Furniture / bedrooms  
Home accessories & technology  
Houseware  
Kitchen / Bathroom  
Luxury brand gifts  
Paintings / calligraphies  
Silverware  
Souvenirs  
Stage design  
Table accessories / Art de table  
Wedding contractors  
Wedding venues







## VISITOR PROMOTION AND PUBLICITY CAMPAIGN

### The campaign will incorporate:

An extensive promotion and publicity campaign will be undertaken throughout Saudi Arabia and the neighbouring Gulf States. This will ensure the maximum number of high profile visitors. Personal invitations, direct fax- and e-mail campaign to agents, wholesalers and distributors. Special invitations to beauticians, fashion designers, jewelry and fashion houses, hotels, restaurants, diet and fitness centers. Advertisements and supplements in newspapers and specialist journals. Radio, SMS and e-campaign. Posters, banners and billboards. A series of live displays, demonstrations, workshops and exciting features.



# Saudi Arabia Prime Venue

SAUDI ARABIA

OMAN

YEMEN

UAE

RED SEA

RED SEA

Jeddah

Jeddah Makkah

Yanbu

Medina

Taif



## JEDDAH CORNICHE

Hilton Hall offers services to the highest international standards. This modern exhibition complex is conveniently located just minutes from Jeddah's main Business Centre, banks, government offices, shopping malls and major hotels. Jeddah is a thriving modern city of nearly 3 million and headquarters of many of the Kingdom's largest companies and a major international centre. The city boasts the Arab World's largest seaport together with the busiest international airport in the Middle East. Jeddah is the Kingdom's commercial and leisure centre and the focal point of the Western Region which accommodates more than half the 26 million plus Saudi population. The Region also contains the Holy Cities of Makkah and Medina, Taif - and the industrial cityport of Yanbu.





HILTON JEDDAH CITY, RED SEA COAST





-1 entry in the show catalogue



Please note:

It is mandatory that organiser's shell scheme stand fitting shall apply to all stands on the perimeter sites of the hall and to other central sites of areas not exceeding 30 m<sup>2</sup>.

#### **Indoors**

space only per m<sup>2</sup>

US\$ 300

SR 1.125

EUR 232

#### **Indoors + Shell scheme**

space + shell scheme only per m<sup>2</sup>

US\$ 360

SR 1.350

EUR 279

#### **Outdoors**

space only per m<sup>2</sup>

US\$ 120

SR 450

EUR 93

This service is complimented by offering on lease a wide selection of furniture, lighting, display aids and graphics. Please see the show exhibitor manual on our website:

MINIUM: 9 m<sup>2</sup>





# WEDDING ARABIA BOOKING FORM

## STAND BOOKING FORM

I WOULD LIKE TO RESERVE A STAND MEASURING:

SPACE ONLY (MINIMUM 30 M<sup>2</sup>)  
SPACE PLUS SHELL SCHEME (MINIMUM 9 M<sup>2</sup>)  
STAND PACKAGES

A B C D E F G

COMPANY:  
POSITION IN THE COMPANY:  
FIRST NAME:  
SECOND NAME:

ADDRESS:

TELEPHONE:

FACSIMILE:

EMAIL:

COMPANY ACTIVITY:

NAME:  
TITLE:  
DATE:

PLEASE COMPLETE, TEAR OFF  
AND FAX OR EMAIL TO:

ORGANISER AL HARITHY JEDDAH, KINGDOM OF JEDDAH  
YOUR LOCAL EXIBITION AGENT: SLADANA AMIDZIC

EMAIL: MAIL@SLADANAHEYDE.COM  
CUSTOMER SUPPORT: 00436607722616

COUNTRY: AUSTRIA, EUROPE  
AGENT: SLADANA AMIDZIC, MRS

AGENT:

USEFUL LINKS:  
JEDDAH, CHAMBER OF COMMERCE  
<http://www.jcci.org.sa/English/>

SAUDIMINISTRY OF FOREIGN AFFAIRS  
<http://www.mofa.gov.sa/sites/mofaen/Pages/Default.aspx>

## WEDDING ARABIA BOOKING FORM CATALOG BOOKING

### CATALOG ENTRIES

Advertising in the exhibition catalogue is a very effective way of promoting your company to a highly targeted readership. Catalogues are used extensively by exhibition visitors to locate specific exhibitors or pavilions and are then retained as a valuable source of contact information.

Catalog entries	Size			
Foldable Color	30 x 21	\$ 5.000	SR 18.750	EUR 3.866
Book Mark	06 x 17	\$ 4.000	SR 15.000	EUR 3.092
Inside Front Cover (IFC) Full Page / Colour	15 x 21	\$ 2.000	SR 7.500	EUR 1.546
Inside Back Cover (IBC) Full Page / Colour	15 x 21	\$ 1.500	SR 5.625	EUR 1.160
Inside Full Page / colour	15 x 21	\$ 750	SR 2.825	EUR 580

E-mail your Ad. in high resolution 300dpi

Confirmed exhibitors are eligible for **one free** catalogue listing in English and may also supply a duplicate in Arabic.

### Company Profile

A maximum of 100 words can be accepted. Longer texts will be cut without editing. Forms received after the published closing date can not be accepted. Entries should be forwarded (clearly typed) by e-mail. In this case you should include all data requested on this page as an MS Word file attachment. Arabic entries must duplicate all English data.

## Passport and visa, in general

All persons visiting Saudi Arabia must be in possession of a passport valid at least six months beyond their estimated stay. Certain occupational designations are sensitive to the Saudi authorities and can cause undue delays sometimes resulting in the refusal of visa issue, it is therefore advisable to check this point with the organiser.

Visas are not required by GCC nationals. All other nationalities require a Single Entry visa (valid for 2 months) to enter Saudi Arabia. Women delegates are unlikely to gain visas to enter Saudi Arabia, though this depends on status. It must be noted that any person holding a passport with any indication of travel to Israel will result in refusal of entry to Saudi Arabia.

**OBTAINING A VISA INVOLVES RECEIVING A LETTER OF INVITATION (OR VISA NUMBER) FROM SAUDI ARABIA TO ENTER THE KINGDOM.** First, complete the enclosed Visa Application Form 2 and fax this to Al Harithy in Jeddah, making sure that you clearly indicate the city in which you will collect your visa. Second, apply to the Consular Section of the Embassy of Saudi Arabia in your country (or nearest country) for a Business Visa Application Form. When you have received this, complete in line with the instructions and hold on to this Form (see Notes below). When your application is processed by Al Harithy, a visa number will be issued and will be faxed to you, which will serve to notify you that the Consulate in your country has received the visa number. You then need to take your completed Business Visa Application Form, together with your copy of the visa number to the Consular Section of the Embassy of Saudi Arabia in your country you so designated. Local processing by the Consulate should take 2-5 working days depending on the country.

## Organisers Conditions for Assisting in Visa Application:

No visa application can be accepted later than 45 days prior to opening of the exhibition. Application assistance is limited to commercial exhibitors only and, if required, by special arrangement with the Organisers, a limited number of their selected VIP's. Government and quasi-government bodies must apply through normal diplomatic channels (ask agent). Arrangements cannot be made for visitors, standfitters, designers, forwarders and other personal support service agency staff.

### IMPORTANT

The Organiser will accept ONLY ORDER FORM NO. 2 for Visa Application. No other handwritten documents nor copies of passport will be accepted.

### Notes

Note carefully the procedure and visa fee payment laid down by the Embassy of Saudi Arabia in your country.

## II

Delays can be expected at certain times of the week. It should be noted that the Ministries in Saudi Arabia work from Saturday to Wednesday whereas Embassies (other than in Muslim areas) work from Monday to Friday - therefore, unless applications are timed between Saturday and Wednesday, there will be a four day loss plus the normal procedural time required.

## III

Delays will also be encountered if submission is made during public holidays. These normally occur twice a year and for varying periods and dates check Saudi holiday periods for appropriate dates and duration.

## IV

There appears to be reluctance in acceptance of certain categories of trade or professional descriptions i.e. Photographer, Journalist, Carpenter, Electrician. Suggested alternatives or additions would be – Technician, Engineer, Specialist, Consultant, Manager or Representative. However, in this respect it is most important that the passport, application and visa details correspond exactly.

## SUPPLEMENTARY SERVICES

### Florist

The Organiser has appointed a leading local florist as the official supplier for the exhibition. Exhibitors should book this service by completing the relevant section of Order Form 7. Exhibitors can finalize their requirements on site at the florist's stand prior to show opening.

The Organiser's official photographer will be available for all photographic requirements. Exhibitors should indicate whether they require this service to the Organiser by completing the relevant section of Order Form 7 and finalize their requirements on site prior to show opening.

**Video tapes:** exhibitors are reminded that all video tapes and slides will be subject to the scrutiny of the customs authorities, and that sufficient time should be allowed for official clearance.

**Courier:** Air and surface mail services are in operation between Jeddah and most parts of the World. Courier services are also available to most parts of the World. Airmail letters and parcels are dispatched daily and take 5 to 7 days to reach the major countries. Exhibitors are advised to dispatch all mail by air.

### Refreshments

Arrangements have been made for the provision of a food and beverage service on site, including a fast food service and centrally situated cafeteria.

**Car park:** A controlled car park is provided for the use of exhibitors. Entry will only be gained by showing an exhibitor's badge at the entrance gate. No private cars are permitted on the exhibition grounds except for Official Organising staff and VIP permits. In all areas of the venue a speed limit of 10 km per hour exists and must be strictly adhered to.

**Internet access:** Exhibitors requiring Internet Access should contact the Official ISP booth located in the Foyer on entry to the exhibition.

## **Security.**

**WEDDING ARABIA, SA.** uses appropriate security measures to protect the information you give us. However, while we take all reasonable steps to protect your personal information, you accept that no Internet data transmission can be guaranteed to be secure from access by unintended recipients and will not hold us responsible for any breach of security unless this is due to our negligence.

## **Mail-In Entries.**

Entrants may submit an entry by mail by sending, via Agent Postal Service, First Class Mail, postage paid, a courier card (or an envelope containing index letter of agent), to: Saudi Arabia Wedding Guide; PO Box 40740 Jeddah 21511, Kingdom of Saudi Arabia, the agent's local office/local company address (customer support: 00436607722616), or any supportive government bodies. The contact form must contain all of the following information: Entrant's full name, phone number and address (e-mail address optional). Mail-In entries will be deemed made when postmarked by the Jeddah Postal Service. All Mail-In entries and visa enquiries must be made on or before September 18, 2014 at 11:59:59 p.m. (EST) and received no later than October 01, 2014.

## **Applicable Laws and Dispute Resolution.**

The construction, validity, interpretation and enforceability of these Official location rules shall be governed by the laws of the Kingdom Saudi Arabia, without regard to principles of conflicts of laws. Any and all disputes arising out of or related to the Registration (including these Official Rules) will be resolved individually, and without resort to space size, exclusively by a state or federal Saudi sales. Should there be a conflict between the laws of the State of Jeddah Kingdom and any other laws, the conflict will be resolved in favor of the laws of the State of the local terms and conditions. If any exclusions of these Official Rules are found by a court of competent jurisdiction to be illegal, unenforceable or void, then such exclusions will be deemed stricken but each other agent's request will be enforced to fullest extent permitted by law.

The submitted entries may be disqualified, in Agent's sole discretion: Internet entries that are incomplete, illegible, lost, late, incorrectly addressed, misdirected, garbled, or incompletely received, for any reason; and Mail-In submissions that are incomplete, illegible, lost, late, incorrectly addressed, misdirected, or received postage-due. The Agent may, in its sole discretion, disqualify any Entrant it finds to be tampering with the entry process or the operation of the Registration, or acting in violation of these Official Rules or in a disruptive manner.

**© 2013 Wedding Arabia Corporation.** Wedding Arabia is a registered trademark of Saudi Ministry of Commerce local exhibitors Al-Harithy association in the SA Kingdom, and Jeddah foreign affairs/jurisdictions Pre-Fall 2013. The company's impressive track record and wealth of expertise provides the assurance that your products and services are promoted with the highest degree of professionalism. All rights reserved.