



10Th CHIC LADY Show



Organized by



AL HADER الحاضر
Exhibitions & Conferences تنظيم المعارض و المؤتمرات

1ST - 5TH MAY 2019

HALL 5 ADNEC
ABU DHABI NATIONAL EXHIBITION CENTER
ABU DHABI UAE

Information



- ❖ U.A.E has a prosperous economy which makes it one of the richest markets in the world. Since beauty issues are very important in this society and forming a major part of its traditions and customs, the annual growth of woman beauty business is high and has a very big potential. Abu Dhabi is the new undisputed center of the Arab fashion & beauty world, and is a main partner in the development and progress programs of the U.A.E and this was sure after the great success of the Previous editions which made Chic Lady show an annual event to offer all the woman's beauty services and reflect why chic lady remains a fine art in the élite Arab society and it's results will be reflected on local & international exhibitors & visitors.

Exhibits

- ❖ Fashion Shows
- ❖ Wedding Dresses
- ❖ Perfumes
- ❖ Cosmetics and Beauty Centers
- ❖ Accessories
- ❖ Abaya & Sheila
- ❖ Fitness Products
- ❖ Wedding Organizer
- ❖ Jewelry
- ❖ Watches
- ❖ Hotels & Resorts
- ❖ Holiday Tourism



Our Visitors:



- ❖ Chic Lady Show is a public show serving ladies in the world of beauty, fitness & Elegance, Over 8,000 visitors visited Chic Lady Show 2016.

Aged between 18 and 40

Brides, local & Expat women

Affluent and sociable

95% of visitors were female

Exhibitors Options:



- ❖ Sponsoring Chic Lady Show
- ❖ Organizing hair & fashion shows
- ❖ Advertise in the official show guide
- ❖ Take advantage of the promotional offers
- ❖ Direct selling & marketing

Opportunities:



- ❖ Establishing practical relations with related visitors with face to face meetings.
- ❖ Promoting exhibitors products and services and launching new products.
- ❖ Exhibiting with the pioneer companies in this field and evaluating your Positioning with them
- ❖ Promoting your company name in the market and defining the direct competitors.
- ❖ Benefiting from the advertising and media campaign of the exhibition.
- ❖ Knowing the latest news of this business.
- ❖ Having direct sales with the visitors.

Fashion shows:



1st show

6:30 pm to 7:00pm

Price 11,000 AED / 3,000 \$

2nd show

7:30 pm to 8:00pm

Price 15,000 AED / 4,100 \$

3rd show

8:30 pm to 9:00pm

Price 13,000 AED / 3,350 \$

Sponsorship Benefits:

❖ Main Sponsor (100,000)AED

- Free Space (24 sqm) Shell Stand
- Two free internal pages in the show guide
- Showing the logo of the sponsor in:
 1. Selected newspapers & magazines
 2. Banners in the registration area
 3. All the banners on site
 4. Exhibition show guide
 5. Invitation cards
 6. Emarat F.M.

❖ Co- Sponsor (75,000)AED

- Free Space (12 sqm) Shell Stand
- One free internal page in the show guide
- Showing the logo of the sponsor in:
 1. Selected newspapers & magazines
 2. All the banners on site
 3. Exhibition show guide

Promotional offers:

➤ Details	Price \ AED
❖ Sponsoring Emirate F.M. Spot	60,000
❖ Sponsoring road banners	60,000
❖ Sponsoring 100,000 SMS (AD – Al Ain)	30,000
❖ Sponsoring the official Show Guide	30,000
❖ Sponsoring the official Show Guide	30,000
❖ Sponsoring the invitation card	15,000

➤ Details AED	Price \
❖ Sponsoring the hall board	10,000
❖ Sponsoring the Lanyard	10,000
❖ Sponsoring the exhibition bags	10,000
❖ Sponsoring the registration desk	8,000
❖ Sponsoring the registration form	8,000
❖ Banner at the hall entrance.	1,000

Show guide advertisements:

❖ Details

Price \ AED

- Back Cover
- Duple internal pages
- Inside front cover

8,000

7,000

6,000

❖ Details

Price \ AED

- First internal page
- Inside back cover
- Internal page

5,000

4,000

3,000



Chic Lady show, the sign of beauty and fashion in the capital of UAE

With high quality of local and international participants offering distinguished products and services to clientele visiting the show, the event gives great chance to promote, display and sell in one of the richest cities, Abu Dhabi.

It is our pleasure to invite you to participate in the 10th Chic Lady show by reserving a display space, by sponsoring and benefiting from the promotion packages.

We are looking forward to seeing you in Chic Lady Show 2017

For Reservation :

Please call / contact :

Abu Dhabi Office.

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Email: info@al-hader.com