



25 Nov. - 1 Dec. 2007 ١٥ - ٢١ ذو القعدة ١٤٢٨

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**Post Show Report**  
**The Saudi International**  
**KIDS SHOW 2007**

25 November – 1 December 2007

Dhahran International Exhibitions Company  
Eastern Province - Kingdom of Saudi Arabia

**The Kids Show 2007** proved to a successful exhibition for both exhibitors and visitors alike, with more than 40 exhibitors spread over an exhibiting area of 3,600 square meters, and more than 100000 visitors coming from the Kingdom and nearby countries.

**Frequency**

Yearly

**Sponsors of the Show**

**Platinum Sponsor:**

Mothercare  
Jhonson's Baby

**Silver Spnsor:**

Pigeon  
Abbott

**Media Partners**

Play station magazing  
Shater magazine  
Al Oum Wa Toful magazine  
Anas magazine  
Basim magazine

## Opening Ceremony

The opening ceremony was inaugurated by Mr. Zareb Bin Saeed AL-Qhtani the Assistant to the Governor of the Eastern Province of the Kingdom of Saudi Arabia.

## Area, Exhibitors & Visitors

### Area

- Covered Area: 1,600 Sq. m.
- International Exhibitors: 120 sq. m.
- Total Covered Area: 3,600 sq. m.

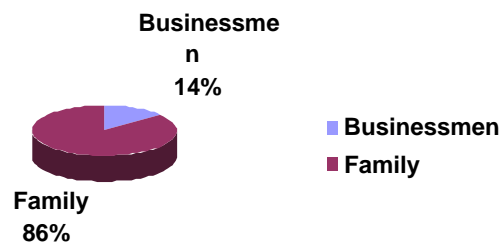
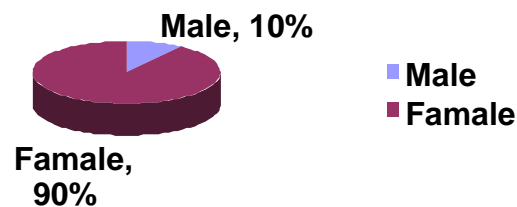
### Exhibitors

- International Exhibitors: 7
- Local Exhibitors: 43
- Total Exhibitors: 50

### Visitors

- Businessmen 14,000
- Public 86,000
- Total Visitors 100,000

Visitors from: Saudi Arabia, Bahrain, Qatar, U.A.E., Syria, Egypt, Kuwait, Jordan, Palestine, Lebanon, Pakistan, India, Yemen, Oman, Philippine, China, etc.



## **Profile of Exhibition**

Baby, infant & pre-school toys & products  
Beauty products  
Bedrooms  
Body care products  
Cartoon characters and accessories  
Entertainment  
Educational products  
Electronics for children  
Experimental kits  
Festive decorations & products  
Food  
Furniture  
Games  
Gifts  
Handicraft kits & Hobby products  
Home computers & products  
Kids toys  
Outdoor games  
Party supplies  
Playground equipment  
Products & services  
Publications & magazines  
Recreational areas  
Safety products  
Schools  
School equipment & supplies  
Shoes  
Sports products & equipments  
Sweets, confectionery & soft drinks  
Toys

## **Media Campaign**

### **Newspapers :**

- Al-Eqtisadiyah Newspaper
- Al-Hayat
- Middle East
- Al-Riyadh
- Okaa
- Al-Yaum
- Al-Waseet
- Al-Waseeleh
- Arab news

### Magazines:

- Play station magazing
- Shater magazine
- Al Oum Wa Toful magazine
- Anas magazine
- Basim magazine

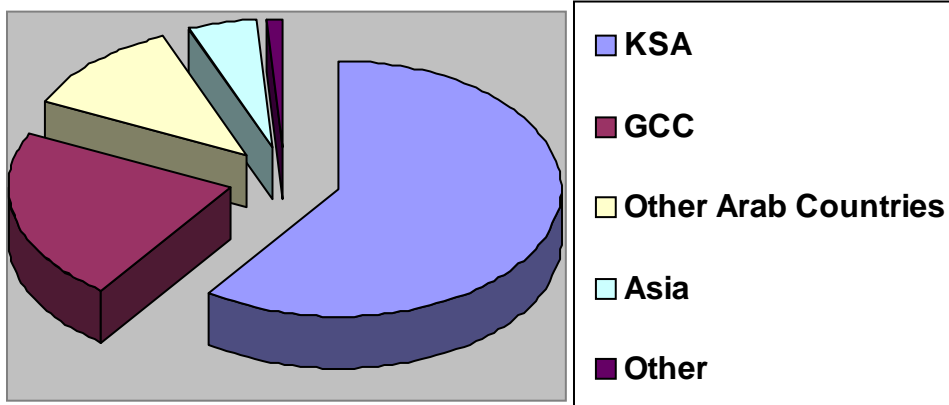
### In addition to:

- 100,000 SMS
- 300,000 direct mailing
- 10,000 VIP invitations
- Uni-poles
- 200 road banners
- 10 electronic road banners

**The total cost of media campaign: SR 815.000**

### Visitors' Geographical Origin

- KSA 60 %
- GCC 22 %
- Other Arab Countries 12 %
- Asia 5 %
- Others 1 %



### Activities & Entertainments Held During the Show

- Indoor Games
- Outdoor Games
- Face Painting
- Fun Food
- Party Room
- Festivals
- DJ
- Inflatable
- Attractions
- Staging
- Zoo & Animal Corner
- Character appearances
- Activities
- Entertainment
- Stage

### Questionnaire Distributed to the Exhibitors and Results Came as Follows:

How do you evaluate the exhibition in general?	98 % V. Good	2 % Good	0 % Fair
Were you satisfied from the overall organizing of the show?	96 % V. Good	2 % Good	2 % Fair
Was your participation effective for your sales activities?	96% yes	3% Partly	1% No
Was your participation effective for your PR activities?	95% yes	4% Partly	1% No
Were you satisfied with the results of the advertising of the show?	96% yes	2 % Partly	2 % No
Were you satisfied from the visitors at your stand?	97 % yes	3 % Partly	0 % No

### Visitors statistics:

- 99 % declared that the overall atmosphere was excellent
- 97 % will visit this exhibition in its second version
- 97 % will recommend visiting this exhibition to their friends
- 96 % were satisfied from organizing such a decent show in the kingdom of Saudi Arabia

## Some of participants in Kids Show2007:

#	Company	Space in 2007 m <sup>2</sup>	
1	Mothercare	72	Platinum Sponsor 07
2	Johnson's Baby	90	Platinum Sponsor 07
3	ABBOTT	72	Silver Sponsor 07
4	Gulf Trading Corp. Ltd (Pigeon)	40	Silver Sponsor 07
5	Olayan Kimberly-Clark (Huggies)	24	
6	Wyeth Pharmaceuticals (Progress)	18	
7	Al Hodathy International Group - Chicco	18	
8	Fanateer International Co. for Entertainment	39	
9	Baby island for toys	15	
10	Isam Economic Co. Ltd. (Kiko)	36	
11	Sara Corporation (Cussons boby)	18	
12	Faisal Company for Trading & Importing LTD. (Farlin)	21	
13	United Food Industries Corp. Ltd. Co. - DEEMAH	24	
14	Dallah Pharma	16	
15	Beaufort RAK LLC	16	
16	Baby House	40	
17	Saudi Center For Pharmceuticals (Dalin - Ronolac - Ronagrow)	21	
18	Block 13 Toy Kids Est.	36	
19	Shumua Al Amal For Special Education & Rehabilitation	80	
20	National Talent Training Center	24	
21	Nestlé	12	
22	little dreams	39	
23	Mantech Company & Telecom. Co. Ltd	20	
24	McDonald's	16	
25	The New National Publishers & Distributors	12	
26	TRI TRADING EST.	18	
27	MISFACO	25	
28	LE CROISSANT SHOP	12	
29	BURDA BEBEK ANNE San. Tic. A.S.	24	
30	AMALLIS	15	
31	Gift for Everyday	12	
32	Arabian Trading Supplies	12	
33	SAHARY FOOD FACTORY	12	
34	NUTRICIA (Milupa - Bebelac)	24	
35	Kids Club	16	
36	Heinz	9	
37	Let's Paint	16	
38	AL-SAFI INTERNATIONAL SCHOOL	16	
39	PIONEER HOUSE	6	
40	Elariss	16	
41	Scitech	12	



Organized by



شركة معارض الظهران الدولية  
Dhahran International  
Exhibitions Company  
Eastern Province  
Kingdom of Saudi Arabia

تحت إشراف