



# The International Horse and Camel Exhibition 2013

14-16 Jan 2013, Oman Exhibition Centre, Muscat



O M A N

Organized by:



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### *His Majesty Sultan Qaboos bin Said*

It was clear to us that the concept of heritage is not only in castles, forts, house, monuments and other material things, but deals with the basis of inherited moral traditions and customs, science, literature and art, and the like, which is transmitted from generation to generation and to preserve the true heritage will not be not be complete. However, given all the details of this concept right the attention and care.





## *Chairman Speech*

Coming with the fragrant of history, originality, traditions and the heritage of parents and antecedents, we announce here "The International Horse and Camel exhibition" for the year 2013.

This exhibition coming as a true heritage forum and rare occasion to bring together all originality and heritage lovers, a wonderful occasion which begun and finishes smoothly carrying with it great contents and sublime meanings which revive feelings and show our gratitude and pride with our cultural heritage and national identity, those contents and meanings will shine in our souls with the succession of years and days and it will stay forever a symbol of pride and originality and glory and an image of highness and a way to look forward to a better future and bright tomorrow in line with the evolution of the present and its needs, and it will be compatible with the valuable past's facts and the values of culture and the civilization as well as the originality and national identity values.



## *Vision*

With the highest level of quality and excellence, the "Vision Exhibitions & Conferences" company is glad to make her own way of success with all confidence to reach highest levels of maturity and perfection, after being the unique specialized of providing special exhibitions related with equestrian Sports and Arab horse and camels racing, the company aims to promote the social and cultural values of Sultanate of Oman, and aware of horses and camels affairs, also it helps to participate to maintain parents and antecedents heritage and the immortalization all what camels and horses give to the nation, as well as showing the new generation the culture and the breeding of Arabic horses and camels.

The "Vision Exhibitions & Conferences" company, preferred since its opening on the 1st of May 2009 and with the nature of its work and aims and goals to show the bright cultural side of the Sultanate as it is a country of creation and excellence, it preferred to be in the side of the heritage and originality section which presents all elements of progress and development and it cares to insist on its close attachment and relationship with all things related with this activity , this choice comes because the company believes that this precious side of Islamic and Arabic heritage deserves to be developed, respected honored and progressed, and it is important to work hard to prove that, so the exhibition comes in his

second session as a mirror reflecting with all precision and honesty how this sector is developed, prospered and progressed and this is with the sponsoring and the great support of H/H Shihab Bin Tariq Al – Said, with all confidence and the appreciation of lovers of equestrian Sports and Arab horses and camels racing.

From the camel's world and the local horse racing, the "Vision Exhibitions & Conferences" company proceeds to the specialized exhibitions insisting to keep up with this original sector, believing in its noble message to take care of memorable heritage of parents and antecedents, committed to provide a special service to answer the desires and inspirations of all people interested in such events.

The "Vision Exhibitions & Conferences" company, which is considered as an important additions and one from the most elegant and sophisticated companies in the world of specialized exhibitions, it keens to be unique and special in the world of exhibition via its distinct work.





## ***The International Horse and Camel Exhibition***

The main goal of this exhibition is to collect the largest possible number of those interested in horses, equestrian and camel under one roof from all over the world, to cooperate in all areas of business and professional, economic and knowledge also to inform and update those who interested in the latest methods of horses, camels and jockeys care and veterinary industry.

As horses and Camels are a noble creatures The 2nd International Horse, Camel and Heritage exhibition the only one of a kind in Muscat to brings together all horses, camels and equestrian lovers and all the passion to offer a chance encounter with the most important makers and suppliers of accessories in the world of camels, horse riding and equestrian.

### ***Exhibitors:***

- Horse & Camel Hospital care
- Pharmaceutical companies and veterinary services
- Animal feed companies and food supplements
- Manufacturers of trucks and horse trailers
- Producers of horse stables and their products
- Producers ornamental saddles is horse
- Companies and producers of sports clothing
- Schools, clubs and horse riding stables
- Stables and private horse breeders
- Associations and government agencies
- Artists in drawing horses

### ***Displays in the exhibition:***

- Stables horse equipment and accessories
- Breeders
- Clubs and horse riding training schools
- Products and Veterinary Services
- Products of Feeds for horse and Camels
- Stables
- Horse trailers and horse transport equipment
- Manufacturers of saddles for horses and camel
- Floor mats for stables
- Organizations and specialized agencies horses and camel affairs
- Specialized magazines of horses and camel
- Horse-training machines
- The appearance Care of horses and camel
- Clothes and professional necessities
- Graphics art and Photography





## ***Government agencies to participate in the exhibition***

- Royal Court Affairs – The Royal Cavalry
- Royal Court Affairs – The Royal Camel Crops
- Mounted Police Division, Royal Oman Police
- Cavalry footnote
- Oman Equestrian Federation
- Oman Camel Racing Federation
- Ministry of Agriculture
- Ministry of Sports and Youth
- Ministry of Tourism
- International Federations & Agencies
- The Omani craft

## ***Events during the Exhibition:***

Organizers will show a diversity of events held on the sidelines of the exhibition in three days of the exhibition:

***Day One (Evening):*** Seminar about horses in the Sultanate of Oman and its descendants in coordination with the competent authorities.

***Day Two (Evening):*** a scientific seminar about horses and camels Medical care in coordination with the competent authorities.

***Day Three (Evening):*** a poems evening concert given by a large number of the Omani top poets in coordination with the competent authorities.

### ***The Exhibitions activities during the three days:***

- Omani artists workshop
- Children's paint workshop
- Arena to show the beauty and dances shows of horses and camels provided by the (Royal Cavalry and Royal Camel Crops).
- Arena to teach, educate and training our visitors about how to ride horses and camels.
- Showing Heritage activities

Vision Exhibitions and Conferences in a coordinate with the Omani Art Association made a platform for artists and photographers to play their role through artwork and paintings.







## ***Exhibition Sections:***

Each Section will include events and activities.

- Government Section
- Exhibition pavilion
- Heritage panels Section
- The Fine Arts Pavilion
- The exhibition Arena
- visitors entertainment Pavilion

## ***Venue:***

Oman International Exhibition Centre SAOC was chosen because is the only organization owned by the state that are equipped to trade shows in the Sultanate of Oman (12) thousand square meters.

The center is located close to Muscat International Airport, which is 35 km away from the center of the city (Muscat). Full facility is provided please for more information please visit website <http://www.omanexhibitions.com>

### ***Date:***

- 13-15 January 2013

### ***Exhibition Timing:***

- Morning from 10 Am to 1 PM
- Evening from 5 Pm to 9 PM

### ***Exhibition official opening ceremony:***

- Sunday 13 January 2013 at 6:30 PM





## ***Invitations to attend the opening ceremony:***

To Highness and Royal family

- Excellencies
- Ambassadors
- Head of Omani associations
- Board of advice council
- Members of the state Council
- Businessmen in interest
- Citizens and residents.

## ***Advertisements Campaign:***

We've intensified the campaign well in advance before the exhibition and also during the show to ensure the presence of the largest number of visitors.

1. Website created for the exhibition and for international marketing and advertising.
2. The advertising campaign in the visual and audio ads before and during the exhibition which are summarized in the following:
3. A press conference to announce the 2nd international horses, camels and heritage 2013 and we will be inviting all media to cover.
4. Will begin a media campaign in newspapers and magazines daily and weekly Arab and foreign before the opening.
5. Will be broadcast via radio ads reached out and Hala FM before and during the show,.
6. Announcements about the exhibition in all social networking sites, online forums and websites.
7. Oman TV will be invited to cover the opening.
8. Public and private schools, colleges and universities Students will be invited to visit the exhibition.
9. Posters, brochures, billboards prints for the exhibition will also be sending 100,000 SMS.



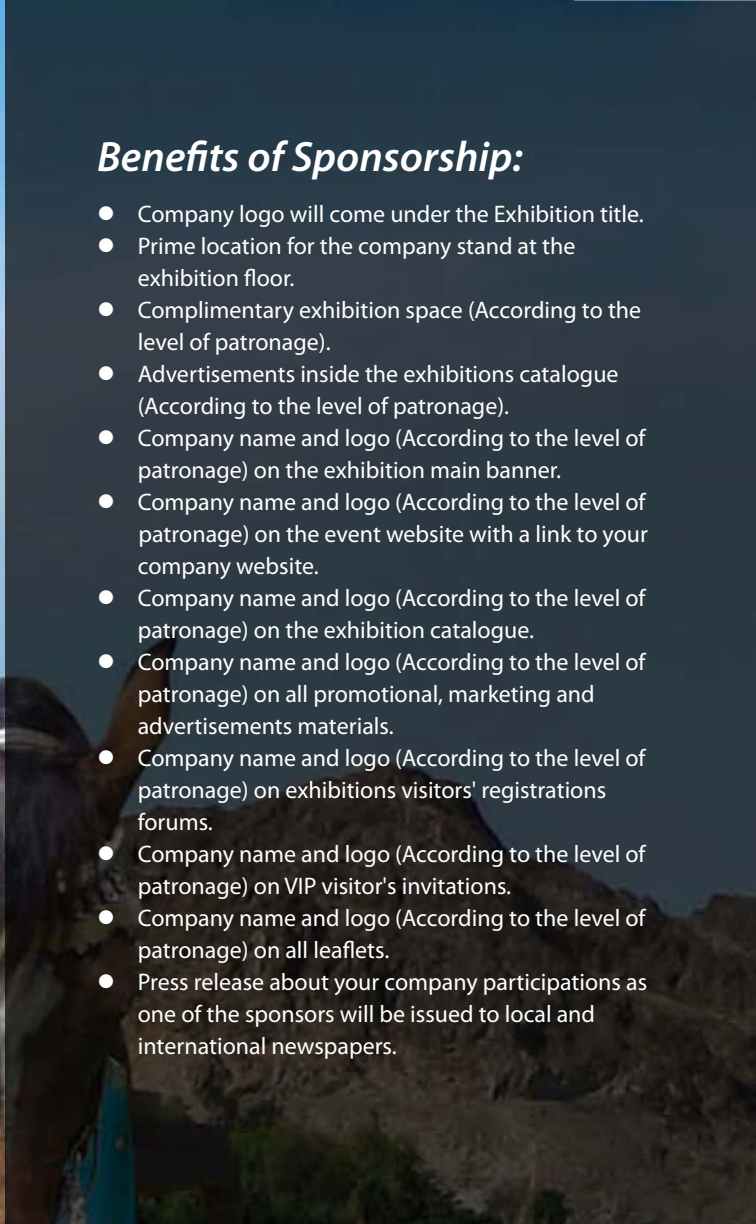
## ***Benefits of participating in the exhibition:***

The International horse and camel exhibition is the only ideal place for lovers of these creatures, providing the best in the field of trade. Oman is exploiting the various possibilities in technology to take care of and interest in horses and Camels. Is an event not to be pursued and should not be missed.

- Highlight the launch of new products and services.
- To meet with potential buyers and prominent personalities in the industry face to face.
- Save money and time by interviewing customers and potential customers in one place and one time.
- Highlight and display your brand to a global audience.
- Know the views and access to market research.
- Deals and the establishment of private commercial organization.
- A database of your own to increase sales.
- Hold meetings, discussions and develop plans for business expansion at both the national and international.
- Use the event to enhance promotional campaigns.





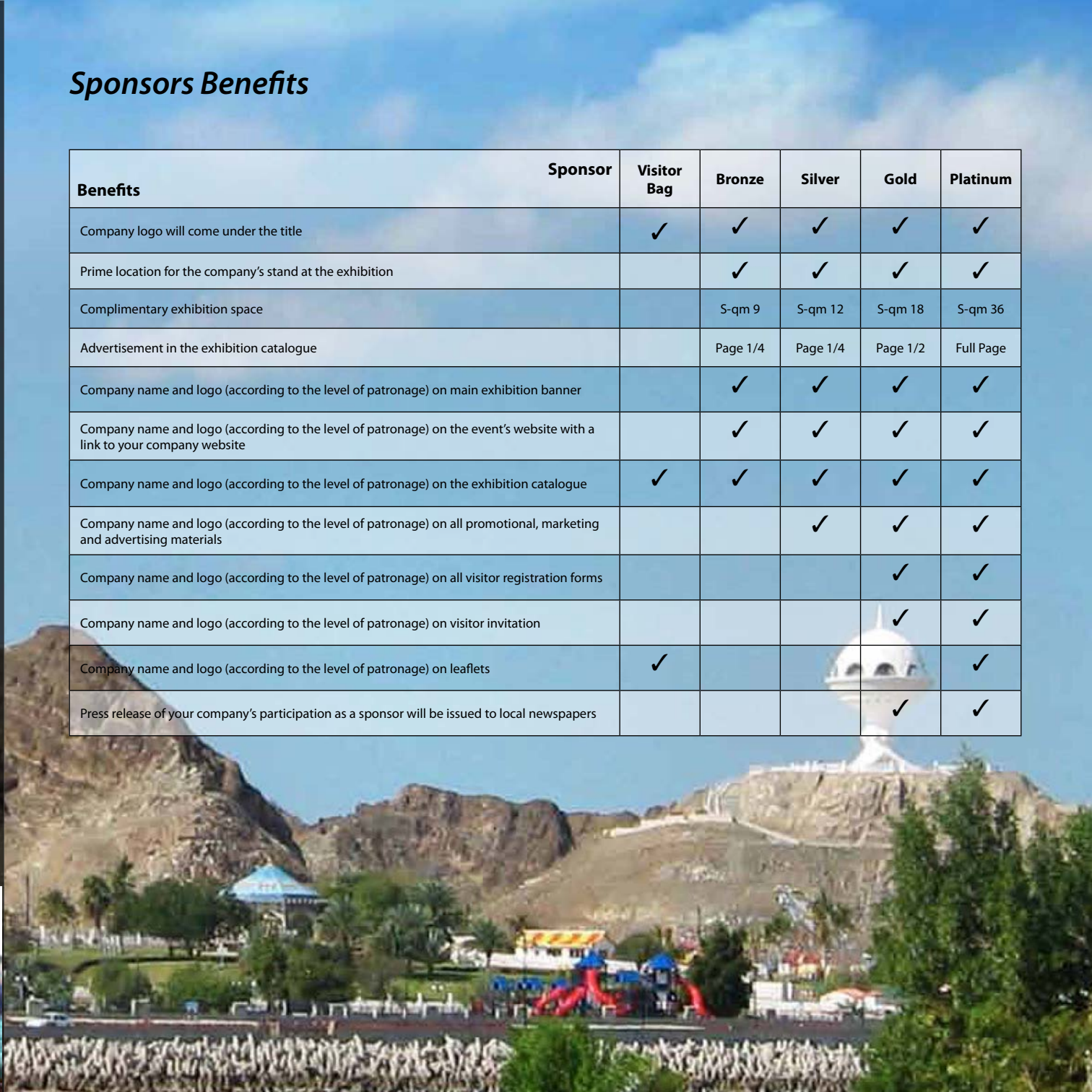


## Benefits of Sponsorship:

- Company logo will come under the Exhibition title.
- Prime location for the company stand at the exhibition floor.
- Complimentary exhibition space (According to the level of patronage).
- Advertisements inside the exhibitions catalogue (According to the level of patronage).
- Company name and logo (According to the level of patronage) on the exhibition main banner.
- Company name and logo (According to the level of patronage) on the event website with a link to your company website.
- Company name and logo (According to the level of patronage) on the exhibition catalogue.
- Company name and logo (According to the level of patronage) on all promotional, marketing and advertisements materials.
- Company name and logo (According to the level of patronage) on exhibitions visitors' registrations forums.
- Company name and logo (According to the level of patronage) on VIP visitor's invitations.
- Company name and logo (According to the level of patronage) on all leaflets.
- Press release about your company participations as one of the sponsors will be issued to local and international newspapers.

## Sponsors Benefits

Benefits	Sponsor	Visitor Bag	Bronze	Silver	Gold	Platinum
Company logo will come under the title		✓	✓	✓	✓	✓
Prime location for the company's stand at the exhibition			✓	✓	✓	✓
Complimentary exhibition space			S-qm 9	S-qm 12	S-qm 18	S-qm 36
Advertisement in the exhibition catalogue			Page 1/4	Page 1/4	Page 1/2	Full Page
Company name and logo (according to the level of patronage) on main exhibition banner			✓	✓	✓	✓
Company name and logo (according to the level of patronage) on the event's website with a link to your company website			✓	✓	✓	✓
Company name and logo (according to the level of patronage) on the exhibition catalogue		✓	✓	✓	✓	✓
Company name and logo (according to the level of patronage) on all promotional, marketing and advertising materials				✓	✓	✓
Company name and logo (according to the level of patronage) on all visitor registration forms					✓	✓
Company name and logo (according to the level of patronage) on visitor invitation					✓	✓
Company name and logo (according to the level of patronage) on leaflets		✓				✓
Press release of your company's participation as a sponsor will be issued to local newspapers					✓	✓







Royal Court Affairs  
The Royal Camel Crops



Royal Court Affairs  
The Royal Cavalry



Mounted Police Division  
Royal Oman Police



الإتحاد العماني لسباقات المهن  
Oman Camel Racing Federation



الإتحاد العماني للفروسية  
OMAN EQUESTRIAN FEDERATION



الرؤية للمعارض ش.م.م

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