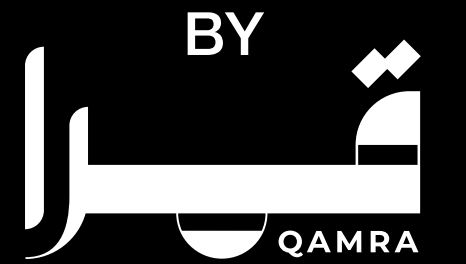


APRIL 2022

LET'S MAKE  
جدة غير AGAIN

POWERED BY QAMRA LAB



# JEDDAH GHAIR IS THE JEDDAH IN A NUTSHELL.

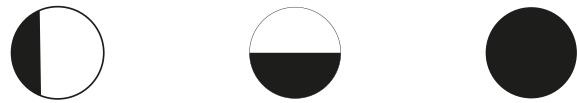
Even if you don't know this about jeddah,  
you will still feel it.



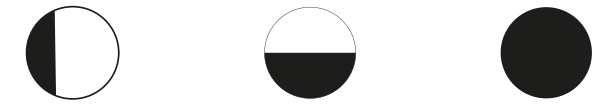
It is not about the beauty of the city because beauty is subjective  
It is about how special jeddah is than all the other cities.

In Qamra We are going to bring back everything that makes jeddah special.  
We will show the old, and the new.

# MILESTONES



# STATISTICS



- **QAMRA 1**

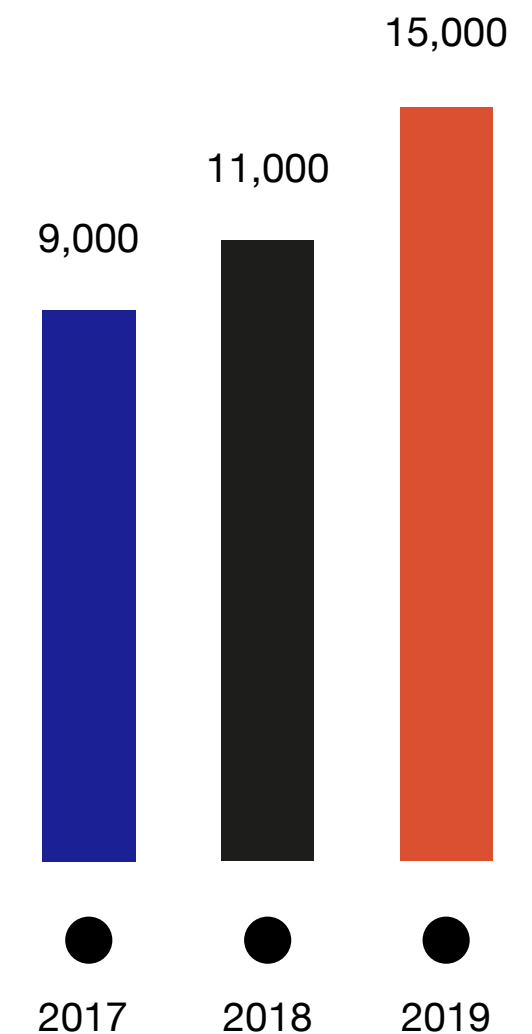
Held in 2017 in Jeddah lasted for 3 days reaching a total of 9,000 visitors and SAR 1.0MM of revenues

- **QAMRA 2**

Has continued its success as it was held in 2018 in Jeddah lasted for 3 days reaching a total of 11,000 visitors and SAR 1.5MM of revenues

- **QAMRA 3**

Has thrived as it was held in 2019 in Jeddah lasted for 5 days reaching a total of 15,000 visitors and SAR 2.0MM of revenues



## AD-HOC ASSIGNMENTS (MULTIPLE EVENTS):

Qamra have arranged a number of successful private confidential events throughout the past years.



# ABOUT

QAMRA WAS FIRST ESTABLISHED  
DURING THE HOLY MONTH  
OF RAMADAN IN 2017.

Qamra is a collection of showrooms dedicated to the promotion of ready-to-wear designer clothes and fine jewelry. It is a forum for creativity in the world of fashion and art. Our purpose is to showcase the creations of local and international pioneers and boutiques from the fashion industry.

# DATE & LOCATION



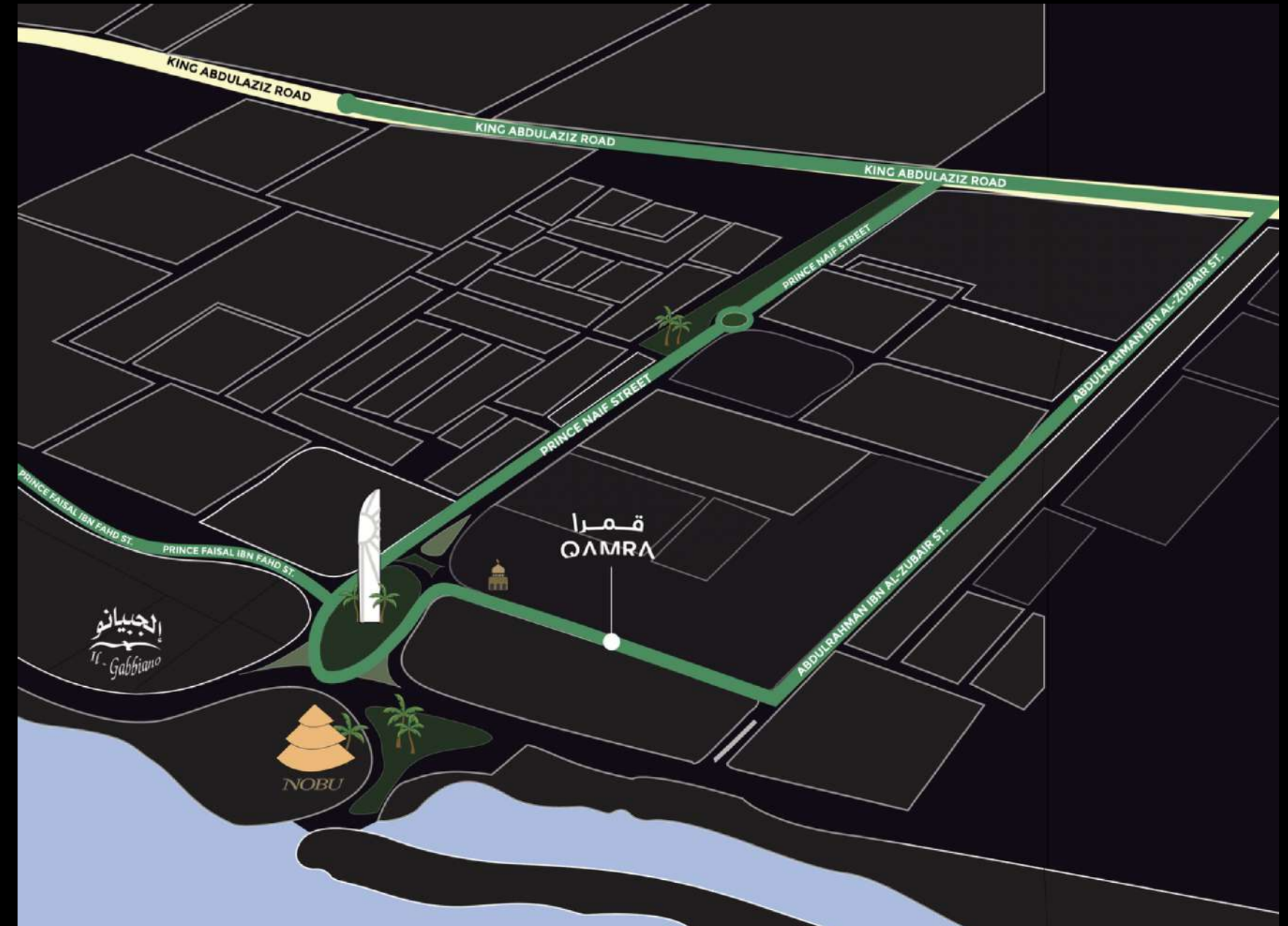
6 DAYS

13-18 APRIL, 2022

King Road, Prince Naif Street,  
Al Shatea, Jeddah.

# WHERE IT WILL TAKE PLACE...

ROUTE 1 : KING ABDULAZIZ ROAD  
ROUTE 2 : PRINCE NAIF STREET  
ROUTE 3 : PRINCE FAISAL IBN FAHD ST.  
ROUTE 4 : ABDULRAHMAN IBN AL-ZUBAIR ST.







# TARGET AUDIENCE

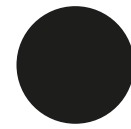
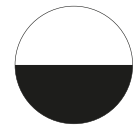
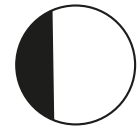
Age	21-55
Both Genders	Male & Female
Locals & Tourists	Saudis & International Visitors
Socialists	



# EXPOSURE

- WILL BE EXPOSED TO THE EXPECTED +12.000 VISITORS
- WORD OF MOUTH ABOUT THE EVENT BY CREATING A GUERRILLA MARKETING EXPERIENCE FOR THE AUDIENCE.
- TAPPING INTO SOCIAL MEDIA, WHICH ALLOWS PEOPLE TO SHARE AND INVITE FRIENDS.





# MEDIA

// MAGAZINES  
// SOCIAL MEDIA  
// RADIO  
// INFLUENCERS

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# WHY QAMRA?



Fashion is our area of specialty

A strong relationship with big players in the market  
(Internal and External)

Very deep knowledge of local and international  
fashion trends

Strong team members with a solid track  
record in fashion areas

A good understanding of regulatory requirements  
inside the Kingdom of Saudi Arabia



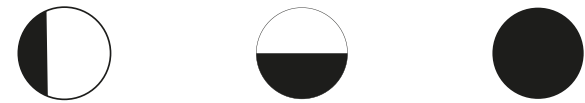
# SERVICES

WC

Fitting  
Rooms

Security  
& Crowd Management

Volunteers



# TICKETS

## PER DAY

→ General: 150 SR

→ Children: 50 SR  
10-5

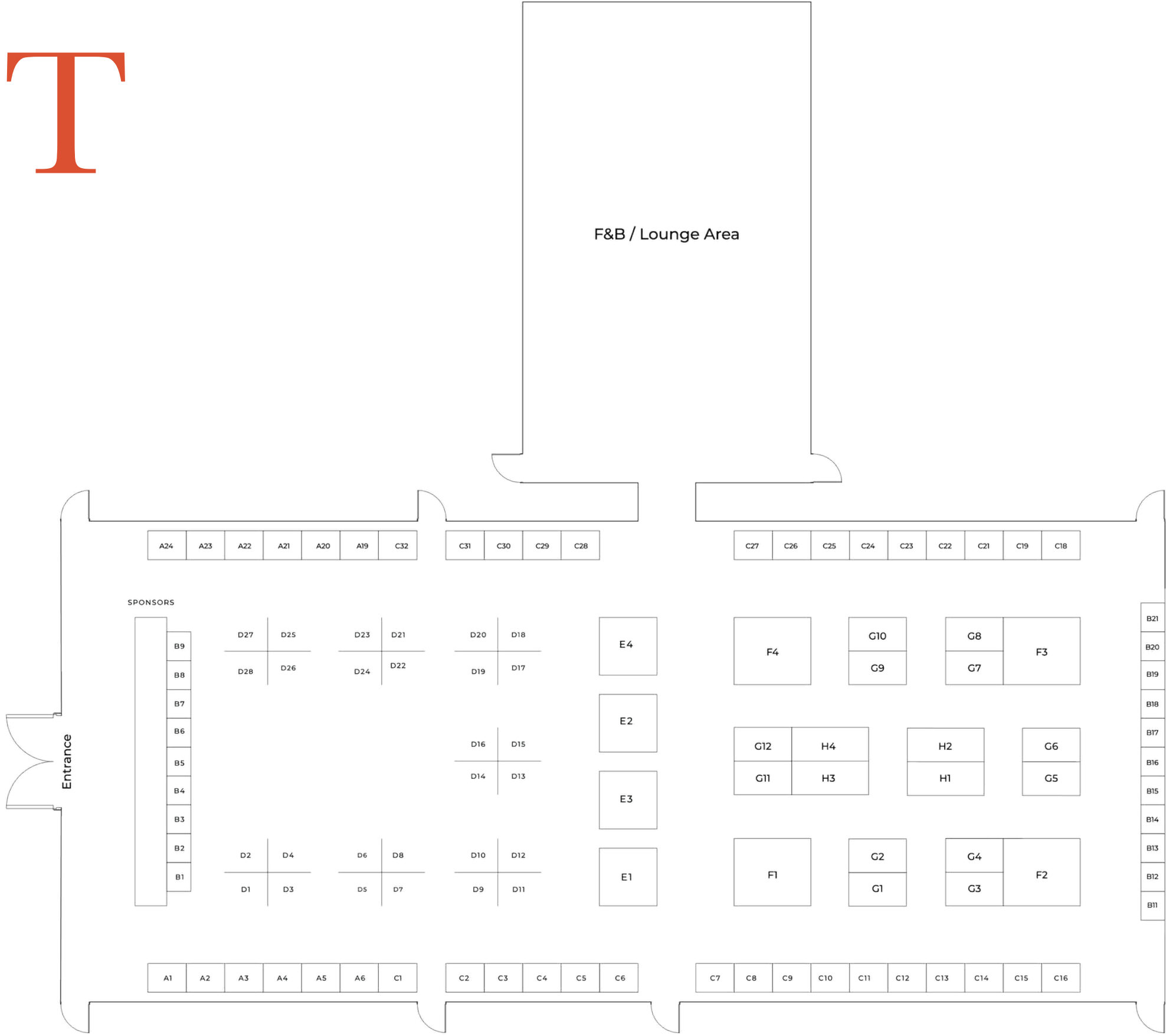
→ VIP Parking: 500 SR

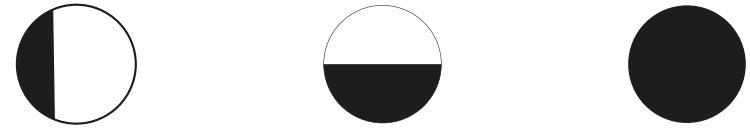
## PACKAGE ( 6 DAYS PASS)

→ General 750 SR



# LAYOUT





# BOOTHS & PRICING

→	<b>A:</b> 4 x 3 m	14,000 SR
→	<b>B:</b> 3 x 2.5 m	10,000 SR
→	<b>C:</b> 4 x 3 m	16,000 SR
→	<b>D:</b> 3.5 x 4.5 m	16,000 SR
→	<b>E:</b> 6 x 6 m	27,000 SR
→	<b>F:</b> 7 x 8 m	35,000 SR
→	<b>G:</b> 3.5 x 6 m	20,000 SR
→	<b>H:</b> 8 x 3.5 m	22,500 SR



APRIL 2022

# THANK YOU!

INFO@QAMRAKSA.COM

+966 56 111 6234

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