



Nama Negar Group
Organizer of
Event & Exhibition
Marketing Research



Nama Negar group consists of multiple active groups in various categories like exhibitions and events, Market research and management consultancy, Commercial affairs and marketing, interior design and booth constructions and also exhibition services.

The records of holding company directors in different fields are back to over 35 years and In the field of managing the holding of the exhibition are back to the over 25 years.

In order to have more active presence as a private sector, NAMA NEGAR starts its official activity in exhibition field from 1383.

Nama Negar is the most experienced exhibition, International conference and event organizer in IRAN And duration these years has been responsible for managing executive and holding more than 100 specialized exhibitions.



**Thinking Consciously
Targeted Research
Efficiently Production
Powerful Attendance**

Specialized departments:

- Exhibition and congress organizing
- Special event organizer (including: Seminars, training workshops, ceremonies for facing up of new products, opening of production lines)
- Management consulting and diagnose
- Planning and conducting market research campaigns
- Media planning
- Decoration and design, interior design for exhibition and store
- Commercial affairs and marketing services

● Marketing Research

The process we have tried it specialized to make a relation between market and organizer with collecting the informations and besides the experience and knowledge of the managers as a guide in getting the right decisions with considering the always changing market, controlling the changes and also full awareness of the market ,type of activity and executive processes will be made powerful with more security and keeping safe .

Nama Negar group with an experienced team is active in collecting, analyze and report information, marketing, finance and statistics.

All the projects will do in market research field, includes:

- Research about the Idea of Goods or Services
- Research about product Feasibility from the perspective of the consume
- Research about the segmentation and market share of each commodity
- Research about the consumer habits



- Research about the product's features from the perspective of consumers
- Research about the value and mental imagination of each brand in consumers mind
- Research about the consumer's satisfaction
- Survey of the advertising effectiveness
- Media planning and evaluating the ads before running

Methods of doing projects based on each project features divided to field research and quantitative and qualitative research



Creating new opportunities for the owners of the industry and trade

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Advantages of marketing research

- Reducing the risk of activities
- Discover and Identify Market Opportunities
- Identify potential problems
- Awareness of the status of its rivals
- Identify current customers and Probable ones
- Branding and planning for it
- Media planning



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Also with the memberships in NAMA NEGAR group the following services are provided:

- Interior design and architecture
- The complete collection of services in this field includes, designing, monitoring & execution in a wide such as: green space, facade, kids room, lobby, roof garden, commercial spaces and office spaces



● Variety of booth construction:

● Built booths

In this type of booth are used from materials such as MDF, chipboard, wood, iron profiles, glass, parquet, ceramic, carpet on the floor, and used variety Styrofoam to make the logo and name of the company for presentation at the exhibition (Fascia).

● Space frame booths

In this type of booth design and construction of the same general pattern is used and the structure is arranged in regular pieces together. In this method the booth is made of metal building materials, metals

**With us,
experience
the market in expanse of the world
Holding exhibitions in Iran and representative
of the reputable global exhibitions**



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of various alloys. This frame is made up of fastenings which are interconnected & provide an integrated booth. The most important features of these booths are metal pillars that can be used to place banners ads.

- **Modular booths**

This type booth is orderly of structural and static disciplined, and using the material feature of the aluminum profiles are generally made in various sizes exist. The traits of this type of booth can be noted that it can be used for various advertising panels such as lightbox, printed and plexiglass, and ..., to attract more attention of visitors.

Address of workhouse: No.24, North Second Str., Golgoon Industrial Town, Saeed Abad, Shahriar road, Tehran-Iran



- Exhibition's Travel Services (booth reservation, visa, hotel bookings, transfer, etc.)
 - Virtual exhibition and Online
 - Website and Multimedia Design
 - Advertising and Support Services on Social Networks
 - Design and Printing Service of posters, catalogues and ...
 - Industrial photography and Filming, exhibitions and promotions
 - Specialized Lighting
 - Architecture for residential, commercial, facade and green space
- Our other services are in the full package of marketing services

Exhibition Backgrounds:

Nama Negar Group's management and experts, for over 20 years have been responsible to hold numerous exhibitions, especially of Tehran's international exhibitions.

A selection of events directly held by Nama Negar Co., as Executive Director and Executive Officer, or in the form of Iranian Pavilion in other countries, are as follows:

- Execution Management & Executives Group of Cooperative Section's Exhibitions at Tehran International Trade Fair [Carpet - Seasonal sales (Spring) - Industry] (1991-1996)
- The member of implementing International Exhibition of Iran in Pakistan (1996)
- Implementing management and implementing group of specific Halls of cooperative section in 23rd International exhibition of Tehran (1997)
- Executive management of the exhibition in the simultaneous opening of cooperative projects (1997)
- Executive management of the Home Appliances, Furniture, Carpet and cooperative capacities of Iran at the Summit of Islamic Countries (1997)
- Implementing management and implementing group of specific Halls of cooperative section in 24th International exhibition of Tehran (1998)
- Implementing management & implementing group of Agricultural group and Food Industry in 25th International Exhibition of Tehran (1999)
- Acquiring Figurine and Award of Certificate as an Executor from the Export Development Center (1999)
- Implementing management and implementing group of 1st exhibition in export's abilities of cooperative section (2000)
- Implementing management & implementing group of Agricultural group and Food Industry in 26th International Exhibition of Tehran (The last International Trade Fair) (2000)
- Acquiring Figurine and Award of Certificate as an Executor from the Export Development Center (2000)
- Implementing management and implementing group of 2nd exhibition in export's abilities of cooperative section (2001)
- Implementing management and implementing group of 3rd exhibition in export's abilities of cooperative section (2002)
- Implementing management of 1st International Exhibition of Agricultural Products and Machinery (2002)



- Member of the Global Association of the exhibition Industry (UFI) 
- Member of the International Association of Exhibitions and Events of America (IAEE) 
- Member of the Association of International Exhibition Organizers (IAEO) 
- Member of Iranian Marketing Research Association 
- Member of Tehran stand Builder Management Association 
- Member of Tehran Chamber of Commerce, Industries, Mines and Agriculture 

- Implementing management and implementing group of 4th exhibition in export's abilities of cooperative section (2003)
- Implementing management of 2nd International Exhibition of Agricultural Products & Machinery (2003)
- Organizer of Construction Industries' Exhibition and Building Installation, Heating, Cooling, Ventilating & Air Conditioning Exhibition of Hamedan (2003-2007)
- Execution Management and Executives Group of Exhibitions of Seasonal sales (Spring), Garment and ... (1997-2006)
- Secretary of organizer International Exhibition of Tehran Livestock and Poultry (2006)
- International Exhibition of Building, Energy, and Industrial and Urban Equipment of Baghdad (2010)
- The organizer of the 15th International Exhibition of Iran Health (Iran MED - Iran LAB) of Tehran (2012)
- Algeria Exhibition of Buildings, Installations, Decorations, Doors & Windows (Pavilion of Iran) (2013-2014)
- Istanbul HVAC Exhibition (Iranian Pavilion) (2013-2017)
- The organizer of Tehran Metallurgy, Steel, Aluminum, Non-Ferrous, Mineral industries, Refractories and Casting Exhibition - Iran METAFO (2003-2018)
- The organizer of (Iran HVAC&R) Tehran International Exhibition of Heating, Ventilation, Air Conditioning, Cooling & Refrigerating - IHE (2003-2018)
- The organizer of Tehran International Exhibition of Modern House, Interior design, Decoration and Architecture - MIDEK (2011-2019)

Other executive cases:

- Member of the founder of the Association of International Exhibitions of Iran
- Exhibitions Technical Director of Home Appliances (2 years), Seasonal Sales of Spring (1 year), Industrial Towns (1 year)
- Consulting and Administrative officer of the International Book Fair in Tehran in many years
- The holding of Iran's Pavilion at the abroad exhibitions, amongst: Lebanon, Turkey, Iraq
- Providing modular booth services for more than 50 exhibitions
- Holding national and international conferences and seminars
- Surveys and market research at numerous exhibitions
- Providing services to Trade Delegations
- Built Booth and exhibition decoration services
- Providing Booths public services (Modular)

**Think globally
With
Nama Negar**

- Providing a platform for communication between industries owners and domestic and international customers
- Create a communication platform between producers, investors, suppliers of raw materials and industrial services
- Providing base for the sharing of specialized knowledge, experiences and technical achievements
- Create opportunity to understand the market conditions, customers' demands, competitors' services and new products

IT'S NEVER
TOO LATE !!!
WITH
NAMA NEGAR
BE THE CREATOR
OF NEW OPPORTUNITIES

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Saturday to Wednesday 8:30 to 17:00
Thursdays 8:30 to 13:00