

1st Saudi
Applications
Expo
المعرض
السعودي الأول
للتطبيقات الإلكترونية

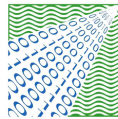


المعرض السعودي الأول

للتطبيقات الإلكترونية

Sponsored By

وزارة الاتصالات وتقنية المعلومات
Ministry of Communications and Information Technology



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1st

Saudi
Applications
Expo

The First Saudi Electronic Applications Exhibition

Under the patronage of

HE Engineer Abdullah bin Amer Al-Swaha,

Minister of Communications & Information Technology,

The Leadership Address company organizes

The First Saudi Exhibition for Electronic Applications

The event will start from 26-28 Rabea'a I 1439 (Hijri),
corresponding to 14 to 16 December 2017, and will be
held by the will of Allah at the Movenpick Hotel,
Riyadh, titled:

Innovative with my Applications

Event

The First Saudi Electronic Applications Exhibition is the first of its kind in the region in terms of embracing specialized talent in the electronic applications sector, focusing on innovation and creativity; in addition to shedding light on all new applications that keep up with global electronic markets. Moreover, the exhibition will address investment opportunities in the technical growth of this sector, thus boost Saudi economy.

Our vision:

Present the Saudi applications and software industry to the world.

Our Mission:

Develop the creative and innovative side of applications in Saudi Arabia.



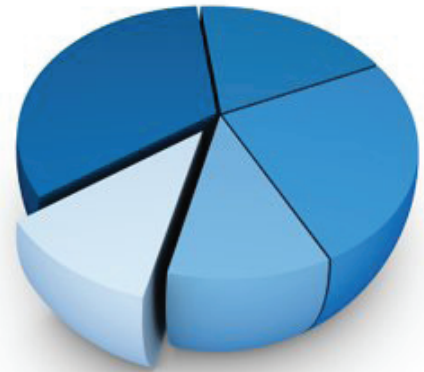
Our Goals:

- To provide the opportunity to present creative work in the field of applications by offering the right environment to do so.
- To encourage investment prospects in electronic applications to promote this sector in the Kingdom of Saudi Arabia.
- To act as a link between entrepreneurs and leaders in the field of applications, as well as between business incubators and venture capitalists.
- Collect all initiatives, ideas and plans regarding the technical aspects of applications and discuss them through one unified platform.
- Review successful experiences and identify the steps taken to share knowledge.



Target sectors:

1. Companies engaged in application programming
2. Investors in electronic applications
3. Business owners and capital
4. People interested in the e-applications sector
5. Public and private universities
6. Entrepreneurs



Exhibition Information:

Name: The First Saudi Exhibition for Electronic Applications.
Slogan: Innovative with my Applications.
Date: 26-28 from the first Raaea Al-Awwal 1439 (Hijri),
corresponding to 14-16 December 2017.
Description: Exhibition specialized in electronic applications.
Venue: Mövenpick Hotel, Riyadh
Duration: 3 days.
Visitors segment: Open to the public.
Opening hours: from 4:00pm to 10:00pm
Organized by: Leadership Address company



شركة عنوان القيادة
Leadership Address Company



The exhibition in the Media:

The exhibition will have an intensive marketing, advertising and media campaign including:

1. Electronic newspapers
2. Print Newspapers
3. Social Media celebrities
4. Email campaigns
5. Text message campaigns
6. Electronic advertising space
7. Advertising through Social Media



Participation:

Why participate in the first Saudi Electronic Applications Exhibition?

1. Learn about the latest developments in the world of electronic applications in Saudi Arabia and abroad.
2. Establish business relationships between investors, web developers and companies involved in application programming.
3. Present all the different applications with the services they provide in the presence of large numbers of audiences to gain as many customers as possible.
4. Exchange ideas, concepts and visions among all participants and visitors in the field of electronic applications and innovation.
5. Raise the level of success of trademarks by introducing them to others with common interest.



Participation categories::

Why participate in the first Saudi Electronic Applications Exhibition?

1. Category A (Area:5x3) price: 7700 SR
2. Category B (Area:4x2) price: 7000 SR
3. Category C (Area:3x2) price: 6400 SR
4. Category D (Area:2x2) price: 5700 SR
5. Category E (Area:12sqm) price: 7500 SR



Sponsorships:

Why sponsor the first Saudi e-applications exhibition?

1. Opening new horizons of new work at regional and international levels.
2. Access to marketing and promotional opportunities for products and services provided by companies.
3. Advertising, promotion and marketing of brands among the exhibition's visitors.
4. Initiate agreements and conclude deals with investors and agents of giant companies present at the exhibition.
5. Create opportunities for business communication with visitors and exhibitors such as investors, entrepreneurs and others.
6. Get an opportunity to evaluate the Kingdom's market and Riyadh in particular; examine the current purchasing power, and accordingly discover the feasibility of investing in the sector.
7. Strengthen the role of the company or institution in the scope of community service, and initiate community service programs that support the Applications sector and create new opportunities in the field.
8. Benefit from intensive media coverage; the exhibition will have an elaborate advertising and media campaign that will ensure added investment benefits to the participation and sponsorship costs.
9. Introduce community members to meaningful social development programs offered by companies.



Platinum Sponsor:

Sponsorship features:

- A distinct and fully equipped platform within the exhibition area with the dimensions of 5 X3 sqm
- A short 3-minute film about the sponsor will be displayed continuously on screen.
- The platinum sponsor will be included in the exhibition's press releases.
- The sponsor will have assigned advertising space in the exhibition's guide.
- The sponsor will have dedicated editorial space in the exhibition's directory.
- The sponsor's logo will be printed in all the publications of the exhibition.
- The sponsor's logo will be published on the events website and a two-way hyperlink will be connecting your website to the dedicated event site
- The sponsor's logo will be included in the exhibition's e-mail campaign.
- The sponsor's logo will be printed on all the welcome banners of the exhibition.
- The sponsor's logo will be presented in the media center of the exhibition.
- The sponsor's name will be included in the text message campaign of the exhibition.
- 100 complimentary invitation cards

Sponsorship Price: 350 thousand riyals.



Diamond Sponsor:

Sponsorship features:

- A distinct and fully equipped platform within the exhibition area with the dimensions of 5X3 sqm.
- A short 2-minute film about the sponsor will be displayed continuously on screen.
- The Diamond sponsor will be included in the exhibition's press releases.
- The sponsor will have assigned advertising space in the exhibition's guide.
- The sponsor will have dedicated editorial space in the exhibition's directory.
- The sponsor's logo will be printed in all the publications of the exhibition.
- The sponsor's logo will be published on the events website and a two-way hyperlink will be connecting your website to the dedicated event site
- The sponsor's logo will be included in the exhibition's e-mail campaign.
- The sponsor's logo will be printed on all the welcome banners of the exhibition.
- The sponsor's logo will be presented in the media center of the exhibition.
- The sponsor's name will be included in the text message campaign of the exhibition.
- 75 complimentary invitation cards

Sponsorship Price: 250 thousand riyals.



Golden Sponsor:

Sponsorship features:

- A distinct and fully equipped platform within the exhibition area with the dimensions of 4X2 sqm.
- The sponsor will have assigned advertising space in the exhibition's guide.
- The sponsor's logo will be printed in all the publications of the exhibition.
- The sponsor's logo will be published on the events website and a two-way hyperlink will be connecting your website to the dedicated event site
- The sponsor's logo will be included in the exhibition's e-mail campaign.
- The sponsor's logo will be printed on all the welcome banners of the exhibition.
- The sponsor's logo will be presented in the media center of the exhibition.
- 50 complimentary invitation cards

Sponsorship Price: 150 thousand riyals.



Silver Sponsor:

Sponsorship features:

- A distinct and fully equipped platform within the exhibition area with the dimensions of 4X2 sqm.
- The sponsor will have assigned advertising space in the exhibition's guide.
- The sponsor's logo will be printed in all the publications of the exhibition.
- The sponsor's logo will be published on the events website and a two-way hyperlink will be connecting your website to the dedicated event site
- The sponsor's logo will be included in the exhibition's e-mail campaign.
- The sponsor's logo will be printed on all the welcome banners of the exhibition.
- The sponsor's name will be included in the text message campaign of the exhibition.
- 30 complimentary invitation cards

Sponsorship Price: 75 thousand riyals.



Associate-sponsor:

Sponsorship features:

- The sponsor will have assigned advertising space in the exhibition's guide.
- The sponsor's logo will be printed in all the publications of the exhibition.
- The sponsor's logo will be published on the events website and a two-way hyperlink will be connecting your website to the dedicated event site
- The sponsor's logo will be included in the exhibition's e-mail campaign.
- The sponsor's logo will be printed on all the welcome banners of the exhibition.
- The sponsor's name will be included in the text message campaign of the exhibition.
- 20 complimentary invitation cards

Sponsorship Price: 50 thousand riyals.



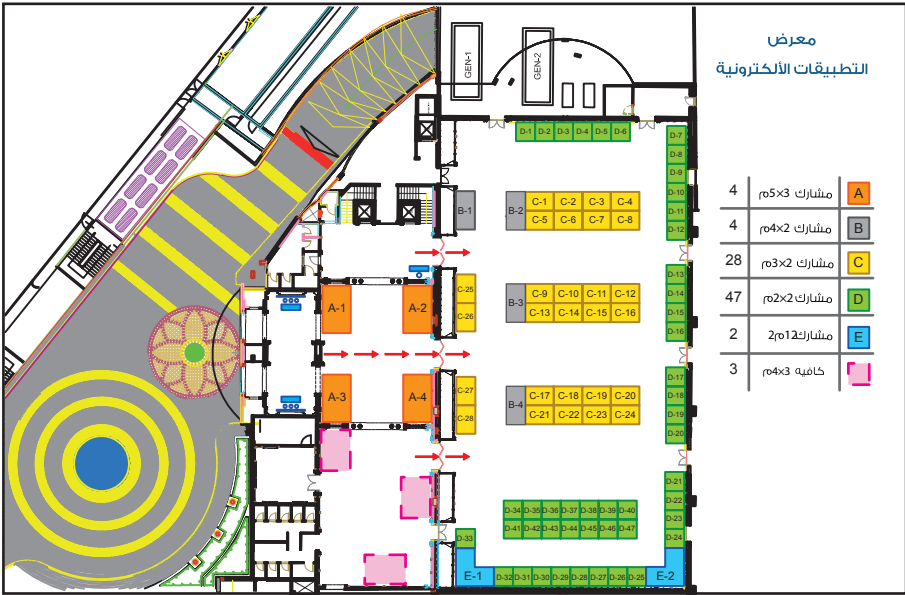
Media Sponsor:

Sponsorship features:

- The sponsor will have assigned advertising space in the exhibition's guide.
- The sponsor's logo will be printed in all the publications of the exhibition.
- The sponsor's logo will be published on the events website and a two-way hyperlink will be connecting your website to the dedicated event site
- The sponsor's logo will be included in the exhibition's e-mail campaign.
- The sponsor's logo will be printed on all the welcome banners of the exhibition.
- The sponsor's name will be included in the text message campaign of the exhibition.
- 10 complimentary invitation cards



Floor Plan



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