

Kingdom OF TOMORROW

MAIN PARTNER



صندوق الاستثمارات العامة
Public Investment Fund

SHAPING THE FUTURE

03 - 08 December 2023

Riyadh Exhibition & Convention Center

www.kingdomoftomorrow.com

sela



الهيئة العامة للمعارض والمؤتمرات
SAUDI CONVENTIONS & EXHIBITIONS GENERAL AUTHORITY



SCAN FOR
ARABIC

“My primary goal is to be an exemplary and leading nation in all aspects, and I will work with you in achieving this endeavor”

KING SALMAN BIN ABDULAZIZ AL SAUD
Custodian of the Two Holy Mosques



SHAPING THE FUTURE

An exhibition like no other, Kingdom of Tomorrow is an unprecedented show that opens the gate to the future and allows visitors to have a firsthand experience of the Kingdom's transformation and how bright the future looks like for them and the generations to come.

The exhibition will shed light on the Kingdom's upcoming plans and developments which are taking place as part of the Vision 2030 implementation as well as the outlook of the eras ahead. Moreover, the exhibition will introduce promising opportunities in all sectors and all future developments that the Kingdom is working to achieve in the coming years, which contributes to positioning the Kingdom as a global investment powerhouse.

KINGDOM OF TOMORROW

THE EVENT WILL CONSIST OF 3 MAIN AREAS

EXHIBITION

1

The exhibition will be a platform for government agencies and local and international companies where each can highlight the latest plans, developments, and projects in each sector.

CONFERENCE

2

The conference will host diverse voices from the Kingdom's government officials and global leaders who will discuss topics about the future from different perspectives, bringing their vision, passion, experience & expertise to find new ways forward.

Interactive Visitors' Journey

3

The journey will include 12 activation zones where each zone represents a specific sector such as health, transportation, education and etc, and each will include several experiences where the latest developments and future plans are demonstrated in an interactive way.

KINGDOM OF TOMORROW



OPENS THE GATE TO THE FUTURE

Opens the gate to the future where dreamers mold their visions into a tangible reality.

1



POSITION THE KINGDOM AS A LEADING NATION

Shows the general public, investors, leaders, entrepreneurs, innovators, and media how the Kingdom is shaping its future aiming to be among the top leading positions on the world map.

2



BROADENS THE HORIZONS

Broadens the horizons for the generations to come where building an advanced and a prosperous society is limitless.

3



INTERPRETS THE KINGDOM'S EFFORTS

Interprets the Kingdom's efforts to build a leading nation & rapidly develop all sectors enabling visitors to step into the future visually and experientially.

4



GIVES HOPE TO THE AMBITIOUS

Gives hope to an ambitious society that their model nation is no longer a dream but a work in progress.

5

WHERE VISIONS GET REALIZED

Saudi Arabia has launched **Vision 2030** as an aspiring and an achievable roadmap, taking bold steps to become a vibrant, thriving, and an ambitious nation by 2030. It outlines the kingdom's goals, objectives, and targets to become a world-class model of a successful and a pioneering nation through strategic approaches made to shift the Kingdom's dependency on oil, diversify its economy, and enhance all its service sectors.

OBJECTIVES

01

POSITION KSA AS A
GLOBAL INVESTMENT
POWERHOUSE

02

HIGHLIGHT UPCOMING
FUTURE PLANS &
DEVELOPMENTS

03

CONTRIBUTE IN
TRANSFORMING
THE KINGDOM
INTO A TOURISTIC,
ECONOMIC & GLOBAL
DESTINATION

04

FACILITATE
RELOCATION OF
COMPANIES

05

REINFORCE PRIDE IN
NATIONAL IDENTITY

06

INTEGRATE REGIONALLY
& INTERNATIONALLY

07

POSITION KSA AS A
LEADING NATION

08

GAIN GLOBAL MEDIA
EXPOSURE

EXHIBIT & BE PART OF THE GROUNDBREAKING EXHIBITION

K

Keep

abreast of the Kingdom's future plans & innovations.

I

Identify

future opportunities for investments and business partnerships.

N

Network

with the most influential line-up of industry elites, government officials, tech visionaries, & business executives.

G

Gain

worldwide exposure for transformational ideas & solutions that will help in shaping our future.

D

Discover

valuable connections & experience mind-boggling innovations of others.

O

Obtain

in-depth knowledge of technological innovations & projects being carried out in the Kingdom.

M

Make

the most of this unique professional experience & gain access to several markets.

TARGET SECTORS



SPORTS



GIGA PROJECTS



HAJJ & UMAH



REAL ESTATE



SMART CITIES



TRAVEL & TOURISM



MEDIA



SAFETY & SECURITY



GOVERNMENT
ENTITIES



WASTE
MANAGEMENT



EDUCATION &
TRAINING



TRANSPORT &
LOGISTICS



URBAN
DEVELOPMENT



HEALTHCARE &
PHARMACEUTICALS



AEROSPACE &
DEFENSE



WATER
MANAGEMENT



BIG DATA &
ARTIFICIAL
INTELLIGENCE



BUILDING,
CONSTRUCTION, &
ARCHITECTURE



FINANCE,
BANKING, &
INSURANCE



MINING
RESOURCES &
TECHNOLOGIES



INDUSTRIAL CITIES
& TECHNOLOGY
ZONES



COMMUNICATIONS
& INFORMATION
TECHNOLOGY



HUMAN
RESOURCE & SOCIAL
DEVELOPMENT



AGRICULTURE



ENTERTAINMENT



RENEWABLE ENERGY



CYBERSECURITY



ENERGY

TARGET AUDIENCE

- ✓ International Organizations
- ✓ International & Local Investors
- ✓ Local & International Public Figures
- ✓ Citizens & Residents
- ✓ Government Representatives
- ✓ Property & Real Estate Developers
- ✓ Bankers & Financiers
- ✓ Industrialists & Manufacturers
- ✓ University Students
- ✓ Entrepreneurs
- ✓ Innovators & Inventors
- ✓ Communication, Sales & Marketeers
- ✓ Media (National & International)
- ✓ Professionals
(Doctors, Engineers, ICT, Academics, Data Analysts)



CONFERENCE

Kingdom of Tomorrow will host diverse voices from the Kingdom's government officials and global leaders who will discuss topics about the future from different perspectives, bringing their vision, passion, experience, & expertise to find new ways forward. The conference will include Keynote Speakers, Expert Panel Discussions, Presentations, & Interviews.

NAVIGATE THROUGH THE FUTURE

"VISITORS' EXPERIENCE JOURNEY"

NAVIGATE THROUGH THE FUTURE

"VISITORS' JOURNEY"

Kingdom of Tomorrow will offer an extraordinary experience and an engaging journey that will forever be engraved in the visitors' minds where they will visualize the future of this great nation like they've never imagined it before. This section will be divided into 12 zones and each zone will include several interactive experiences.



NAVIGATE THROUGH THE FUTURE



DISCOVER SAUDI

- ✓ Saudi Moments
- ✓ Vision 2030
- ✓ A Journey to the Future
- ✓ A Glimpse on each Sector



ENVISION GIGA & MEGA PROJECTS

- ✓ Giga Projects Display
- ✓ Mega Projects Display



VOYAGE INTO SAUDI TOURISM

- ✓ Hidden Gems
- ✓ Wonders of Saudi Show
- ✓ Saudi Cities
- ✓ VR Experience



RE-IMAGINE HEALTH

- ✓ VR & AR Surgery Simulation
- ✓ Medical Robots used in Healthcare
- ✓ Latest Healthcare Advancements

NAVIGATE THROUGH THE FUTURE



SCOPE OUT NEW EDUCATION BENCHMARKS

- ✓ Interactive Classrooms
- ✓ STEM Education & Coding



EXPERIENCE FUTURE MOBILITY

- ✓ Future Cars
- ✓ Autonomous Buses
- ✓ Simulators
- ✓ Future Delivery



VISUALIZE SMART CITIES

- ✓ Smart Home
- ✓ Smart Government
- ✓ Smart Retail
- ✓ Smart Restaurants



EXAMINE INDUSTRY 4.0

- ✓ Smart Manufacturing
- ✓ 3D Printing

NAVIGATE THROUGH THE FUTURE



DIVE INTO SPACE

- ✓ Space Zone
- ✓ Virtual Reality Adventure



DELVE INTO THE FUTURE OF SPORTS

- ✓ Digital Sports
- ✓ Sports with Robots
- ✓ Sport Simulators



FAMILIARIZE YOURSELF WITH CLEAN ENERGY

- ✓ Smart Solar



RETHINK AGRICULTURE

- ✓ Vertical Farming



BROADEN YOUR HORIZONS

FEATURES

BROADEN YOUR HORIZONS



WORKSHOPS



ELEVATOR PITCH ZONE



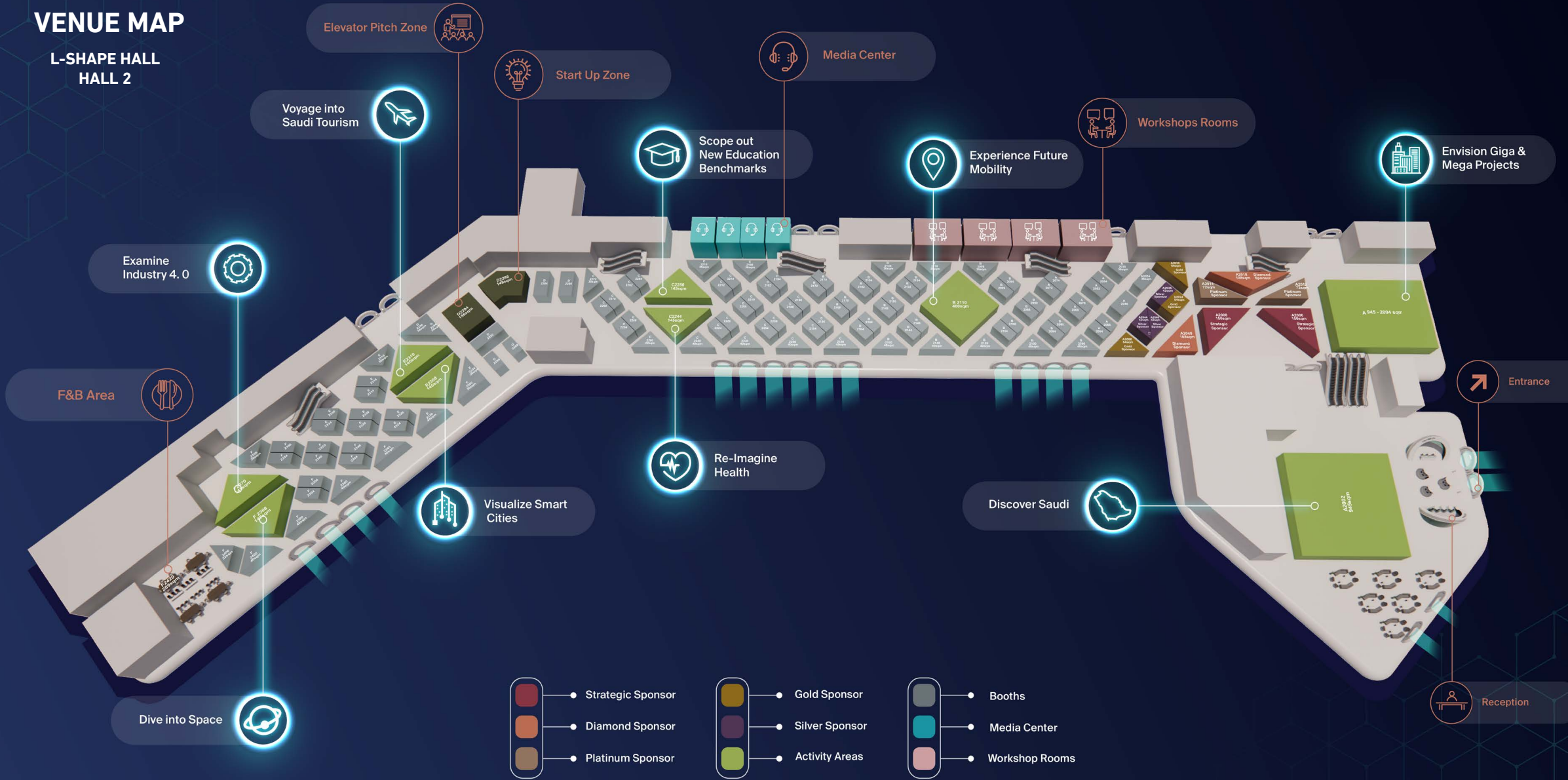
STARTUP ZONE



BUSINESS MATCHMAKING ZONE

VENUE MAP

L-SHAPE HALL
HALL 2



VENUE MAP

U-SHAPE HALL HALL 1

Rethink
Agriculture



Familiarize Yourself
With Clean Energy



Cafeteria



Entrance

- Activity Areas
- Booths
- Strategic Sponsor
- Diamond Sponsor
- Platinum Sponsor

Delve into the
Future of Sports



Book your space now!

Design your own space

Design your own space to match your company's brand identity.

For Space Only:

3,750 SAR/SQM

\$1000/SQM



Prices do not include
15% VAT

SPONSORSHIP OPPORTUNITIES

Strategic
SPONSOR



Diamond
SPONSOR



Platinum
SPONSOR



Gold
SPONSOR



Silver
SPONSOR





MARKETING & COMMUNICATIONS CAMPAIGN

The success of any event depends on the integrated marketing and media plan of traditional and digital campaigns, taking advantage of the latest technologies and strategies to reach the target audience. This plan also includes social media and e-marketing strategies to increase the event's reach and attract visitors, exhibitors, and sponsors.

360 MARKETING STRATEGY & COMMUNICATION



Outdoor Ads Campaigns



Digital Marketing Campaigns



Social Media Campaigns



Press Releases and News



TV & Radio Interviews



Event Documentation

CONTACT US

For more information about the show, please contact:



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For Local Sales:

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To visit the Website:

www.kingdomoftomorrow.com

To visit Social Media Pages:



@kingdomoftom

About the Venue

Riyadh Exhibition & Convention Center

One of the region's largest exposition complexes, the Riyadh Exhibition & Convention Center is a world-class venue for international events in the Kingdom of Saudi Arabia.

The sprawling venue is located 70km north of the city center and occupies five million square meters of unrivalled facilities including a dedicated airfield, and state-of-the-art exhibition spaces, conference halls, media centers, and hospitality suites.

Riyadh Exhibition & Convention Center is poised to host the Kingdom's largest events, offering a peerless experience to visitors, entrepreneurs, innovators, and leaders from around the world.



مركز الرياض
للمعارض والمؤتمرات
Riyadh Exhibition
& Convention Center





SHAPING THE FUTURE



ABOUT SELA

Since 1995, Sela has been a regional leader in the human experience industries of most sectors. For over 25 years, it has played a significant role in sports, culture, tourism, events, and we the MICE industries. In 2017, Sela had multiple partnerships that involved collaborations with government entities, which gave the company a solid position in the market to implement and execute events of all types in the world. In 2019 alone, more than 15 million attendees experienced events managed by Sela in the Kingdom. We are proud that the Saudi Public Investment Fund (PIF) is a major shareholder in Sela, whose role is to contribute to the Saudi economy by investing and financing profitable companies and projects locally and internationally. We, at Sela, are planning a collection of mega exhibitions and conferences to contribute to the Saudi 2030 vision programs directly and indirectly.

www.sela.sa

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THANK YOU

