

معرض السعودية للفعاليات SAUDI EVENT SHOW

25 - 26 September 2019

Riyadh International Convention & Exhibition Center, Saudi Arabia

[#SaudiEventShow](#)

**SPONSORSHIP
& EXHIBITION
OPPORTUNITIES**

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البرنامج الوطني للمعارض والمؤتمرات
Saudi Exhibition & Convention Bureau

Permit No: 19/1565



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EVENT OVERVIEW

The Saudi Event Show 2019 will showcase the best that the Kingdom's events and MICE industry has to offer. From thought-provoking seminars to leading event technologies, it is a must-attend event for anyone involved in organising, running, marketing or selling special events and exhibitions dedicated to sports, concerts, theatre, cinemas, cultural, motorsports and franchise/licensed events in Saudi Arabia.

In line with one of the pillars of the Kingdom's Vision 2030 - to create a vibrant society, the Saudi Event Show will focus on the development of live and entertainment events in the Kingdom's ever-expanding entertainment sector. The event will feature world-class, industry leading innovation from technology providers and event management agencies to entertainment providers and concert and event promoters.

It will be the one-stop-shop for those wanting to contribute to the development of the entertainment sector by providing exciting and tailored entertainment options and experiences for the people of Saudi Arabia.

THE NUMBERS THAT MATTER

2,000+
Visitors

50+
Exhibitors

30+
Speakers

25
Live Seminars

10+
Countries

2
Days of Innovation
& Inspiration

WHY EXHIBIT

Boost exposure for your business and reach out to industry peers from across the event and MICE industry

Connect and network with the Kingdom's event professionals and corporate community to raise awareness of your business capabilities

Launch new technologies, products & services and connect directly with decision makers, practitioners and end-users from across the event industry

Showcase your services and solutions through a mix of networking activities, influential speaking sessions and demo opportunities

Activate your brand with numerous branding positions available across the entire pre, at and post-event campaign - both online and onsite

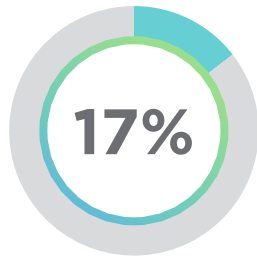
Get valuable face to face time with prospective customers from Event Organisers, Concert Promoters, Corporate Communications and Procurement Professionals, Govt. Entities and more

ATTENDEE PROFILE

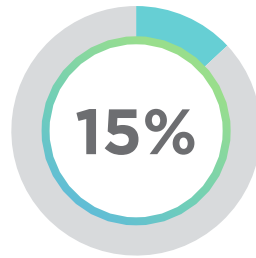
FUNCTION



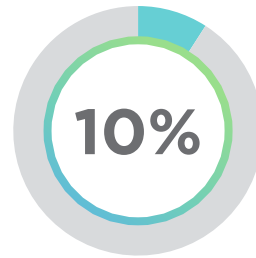
Event Organisers



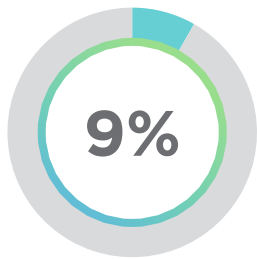
Event Management, PR and Creative Agencies



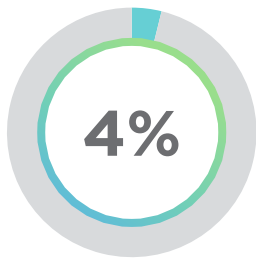
Technology Providers



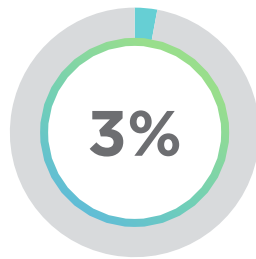
Event Production



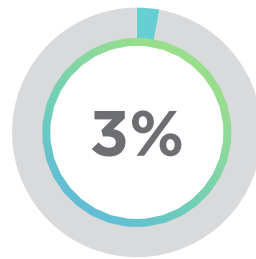
Exhibition Organisers



Entertainment Providers



Concert/Event Promoters



Others



ATTENDEE PROFILE

SENIORITY



- 24% Regional Manager
- 13% Head of Department
- 12% Director
- 10% Manager
- 10% Executive
- 7% Manging Director / Owner
- 6% C-Level / Chairman
- 5% Owner/Partner
- 13% Other

GEOGRAPHY



Saudi Arabia
71%



United Arab Emirates
10%



United Kingdom
6%



Bahrain
5%



Oman
2%



Kuwait
2%



Egypt
2%



United States
1%



Others
1%

MARKETING AND PROMOTION

The Saudi Event Show will be promoted through a comprehensive multi-media marketing campaign, drawing significantly on the resources of the Informa business, as well as on key event partners and supporters. Our marketing campaign will commence 6-7 months before the event and will draw on the following media:



WEBSITE

Industry & exhibitor news regularly updated on event website



DIGITAL MARKETING

Web banners will be placed in leading online portals across the globe



EMAIL

Visitors and delegates over a year-round campaign



PRINT ADVERTISING

Ads placed in local and international publications to back up PR activity



GUEST INVITATIONS

Key industry decision makers will be invited to participate in the show



PR

Effective PR campaign targeted at local and international media to ensure regular communications about the show



SMS

We use internal and external databases across the region to reach out to visitors through text messages



MEDIA PARTNER ACTIVITY

Leverage on key event media partners' websites, databases and magazines



MOBILE APP

The pre-event and onsite mobile app will provide visitors a smoother exhibition experience



SOCIAL MEDIA

Targeted Facebook LinkedIn, Instagram and Google ads in addition to regular tweets



TELEMARKETING

Key individuals decision-makers get invited and reminded via telephone prior to the event

WHAT OUR PAST SERIES ATTENDEES HAVE TO SAY:

“ It is a great platform to learn about new technologies in events. Must visit to network with clients and potential suppliers. ”

Vasim Sheikh
Business Development Manager
Vcraft Events & Entertainment

“ A great one-off show to meet existing and new clients and suppliers. ”

Timothy Hawes
Commercial and Portfolio Director
DWTC

“ The go to event for expanding your supplier base. Feeling inspired. ”

Lishaa Groves
Account Manager
Magnitude Advertising

SPONSORSHIP & EXHIBITION PACKAGE DETAILS

EXHIBITION PACKAGES	STANDARD RATE
Built Stand MIN SIZE: 9 m² Includes: wooden structure (painted in white), name panel, stand carpet, 2 x spot lights, 1 x 13amp electrical socket, general security	US\$475 per/sqm
Space Only MIN SIZE: 12 m² Includes: raw space, general cleaning of aisles and general security. <i>(Electricity must be ordered separately)</i>	US\$415 per/sqm
Marketing Package (Compulsory): Two-way contact/company info sharing system between exhibiting company and visitors to the stand across two devices, complimentary VIP tickets for your clients and top prospects (1 per 9m ²), customised email and web banners to promote your presence.	\$225



For more information, please contact:

Amar Daginawala

Exhibition Manager

Informa Saudi Arabia

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Email: amar.daginawala@informa.com

SPONSORSHIP & EXHIBITION PACKAGE DETAILS

SPONSORSHIP OPPORTUNITIES



Attendee Email Confirmations - \$1000

(Exclusive: limited to three sponsors).

All pre-registered attendees receive an email confirmation of their registration. Add your logo to this email template.



Basic Listing - FREE

As a SES exhibitor, a basic website listing comes for free with your booth. Your company name, logo, profile and hyperlink will be placed on the event website.



Carpet Decal Stickers - \$200 per sticker

Your company logo and message displayed on floor stickers, placed in strategic locations at the SES exhibition.



Conference Sponsor - \$12,500

Associate your company name with high-profile conference sessions, recognized by event professionals worldwide. Premium logo positioning on the website, in pre-conference photos and onsite. Build of the seminar room by the Conference Sponsor, design to be approved by the organiser.



Visitor Lounge / Connect Cafe - \$10,000

Associate your company name with the main networking area in the centre of the exhibition. Premium logo positioning on the website, in pre-exhibition photos and onsite. Build of the cafe by the Connect Cafe Sponsor, design to be approved by the organiser. This package includes a 9 sqm space.



E-Blast - \$1,000

You write the blast, send us your HTML and we send it out to our database of 3000 SES contacts. Selections can be done based on region, job function or interest.



Exhibitor-Sponsored Seminar - \$500

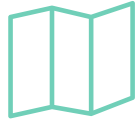
Is your company filled with a wealth of knowledge and a thought leader in the industry? If yes, then an Exhibitor Sponsored Seminar is the perfect place for your business to present new information or in-depth analysis, in a 30 minute seminar or panel format. Help event professionals advance their knowledge with this sponsorship! Seminar sessions are free to attend for all SES 2019 attendees.

Sponsorship includes:

- 30 Minute seminar or panel format.
- Non-exclusive sponsorship / Space is limited and timeslots are sold on a first-come, first served basis.
- Pre-show exposure in marketing materials; company name and seminar information will appear in marketing pieces targeted to prospective and registered attendees as well as on the website.
- Room rental and standard set-up, including standard AV set, display table for company literature and products.
- Promotion will begin once the contract is received.
- All content must be approved by the SES 2019 seminar team prior to the show.

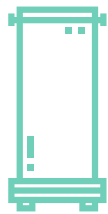
SPONSORSHIP & EXHIBITION PACKAGE DETAILS

SPONSORSHIP OPPORTUNITIES



Featured Exhibitor on the Route Planner - \$250

Highlight your stand by adding your logo to the onsite route planner and increase the visibility of your business.



Onsite Banner Advertising - \$2,000

Place your company's name, logo and booth number on a large banner on the show floor. Size to be approved by organisers. Sponsor responsible for producing banner, shipping, rigging and all associated costs.



Route Planner Advertising - \$1,500

The route planner is distributed to every attendee at registration. With an exhibitor list, the conference schedule, and an exhibition hall floor plan, the route planner is referred to constantly throughout the show and then taken back to the office for future reference. Sponsor will be able to advertise on the back of the route planner, size to be confirmed by the organiser.



Badge Lanyards - \$5,000

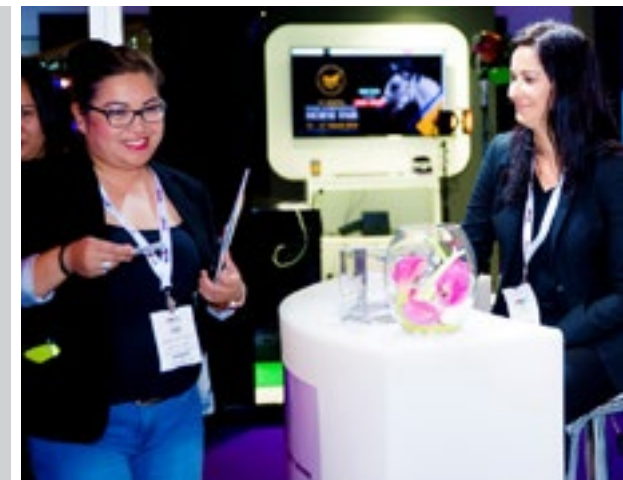
There is 100% certainty that your company name will be seen and remembered by each and every SES visitor. Badge lanyards with your company name will be worn around the neck of every attendee throughout the entire show, making your company name and brand top-of-mind for show-goers. Sponsor produces.

For more information, please contact:

Amar Daginawala, Exhibition Manager, Informa Saudi Arabia

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PAST SERIES SPONSORS & EXHIBITORS



Interested in sponsoring or exhibiting?

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