



28-30
MAY
2023
RICEC, RIYADH

YOUR GATEWAY TO THE FASTEST
EMERGING, MULTI-BILLION DOLLAR
ENTERTAINMENT & LEISURE
MARKET IN THE MIDDLE EAST



THE LARGEST GATHERING OF THE ENTERTAINMENT & AMUSEMENT INDUSTRY

SEA Expo is an essential platform for international and local suppliers of entertainment products and services to interact and do business with 10,000+ key buyers who play an integral role in Saudi Arabia's USD 800 billion emerging leisure market.

With multiple mega projects under construction, packed with entertainment centres, cinemas and theme parks, the demand for suppliers and manufacturers is at an all-time high.

This three day annual event allows suppliers the rare opportunity to interact face-to-face with engaged industry professionals, create brand awareness, generate leads and sign contracts with the industry.



SEA Expo exceeded all expectations. High level, decision makers from all the major players in the entertainment industry make this a must attend show. SEA Expo is truly the biggest and best when it comes to the entertainment industry in the entire MENA region.



Robert Cirjak

Founder/CEO Wubit Sports Exhibitor,
SEA Expo 2020,2021 and 2022

WWW.SAUDIENTERTAINMENTEXPO.COM



AN UNTAPPED MARKET AWAITS

US\$ 738 BILLION

GDP makes Saudi Arabia the largest economy in the GCC

Saudi Arabia has welcomed more than 46 million visitors attending entertainment, cultural and sporting events over the last 5 years

The number of entertainment venues has increased from 154 in 2017 to 277 in 2020. The number of visitable national heritage sites has increased from 241 in 2017 to 354 in 2019.

US\$ 64 BILLION

is the value of the Saudi Arabian entertainment market

Saudi Arabia to spend more in the next 10 years than it has done in the past 300 years

Crown Prince Mohammed bin Salman says the local private sector will invest 5 trillion riyals (\$1.3 trillion) between now and 2030 as part of new programme to help diversify the economy.

Tourism spending in Saudi Arabia to surpass UAE in 2025

Crown Prince Mohammed bin Salman inbound tourism spending in Saudi Arabia is projected to hit US\$33.5 billion by 2025, higher than the figure for the UAE which stands at \$25.3 billion according to a report from Euromonitor International. It says tourism spending this year for the Middle East will rise by 40%, adding that inbound tourism spending would return to prepandemic levels by 2024.

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SEA Expo has been a great platform for us to meet existing clients and new players in KSA. The tradeshow is the only one of its kind in the country and an absolute must-do for our team at WhiteWater. Nothing compares to getting face time with decision makers in this growing market.



Mike Rigby

GM & RVP – Middle East & India at WhiteWater,
Exhibitor, SEA Expo 2020, 2021, 2022

OPPORTUNITIES THAT LIE AHEAD FOR YOU

01.



Neom City

NEOM is a bold and audacious dream of a New Future, an accelerator of human progress that will embody the future of innovation in business, livability and sustainability. NEOM is one of the Public Investment Fund's projects.

02.



Jeddah Central Project

Jeddah Central provide an exceptional environment within which residents, workers and visitors can live, work and thrive. Enhancing lives for the better.

03.



Red Sea Development

The Red Sea Project is the world's most ambitious and exciting tourism and hospitality project: a luxury destination created around one of the world's last hidden natural treasures, it is one of the projects backed by the Public Investment Fund.

04.



Trojena

Trojena the first major outdoor skiing destination in the GCC. Located in the kingdom's highest mountain range, it is part of the country's \$500-billion high-tech mega-city Neom.

05.



Ad Diriyah

Located on the outskirts of Riyadh, Ad Diriyah is set to become a major tourist destination. The USD 17 billion development will encompass several luxury resorts, including major international hotel brands, as well as more than 100 dining and entertainment options.

06.



King Salman Park

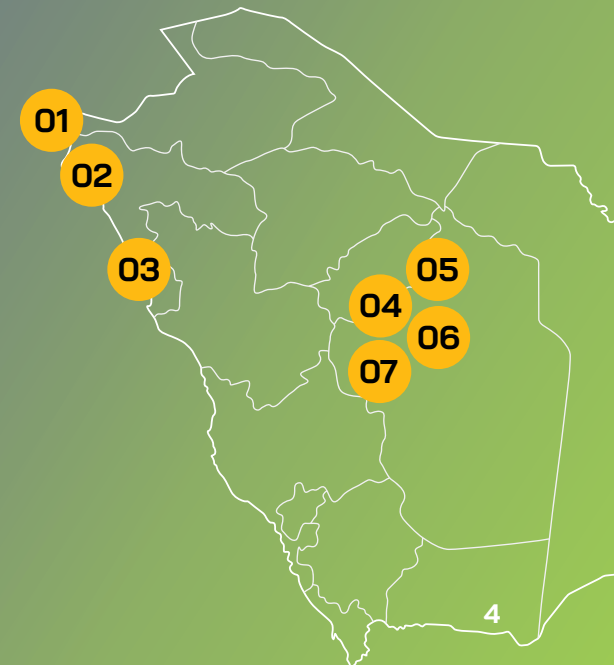
King Salman Park is being developed into Riyadh's green lung, becoming an inviting and colorful destination, rich in nature and joy and is accessible to all. It will be a hub to imagine, innovate, collaborate and create a new world of possibilities and experiences.

07.



Qiddiya Project

Qiddiya, a Public Investment Fund project, is set to become the capital of Entertainment, Sports and Arts. It will be a disruptive destination that offers innovative, immersive, and unparalleled experiences, all integrated on a scale never been seen before.



YOUR GATEWAY TO A HIGH-SPENDING NICHE AUDIENCE

2022 EVENTS AT GLANCE

ALL SHOW CROSSOVER

10,954

Total participants Across the 3 days (Visitors + exhibitors)

SEA EXPO

8,073

8,851

Total visits across the 3 Days, including multiple days entry

7,316

7,612

Total unique visitors across the 3 days

5,628

181

EXHIBITORS



41

EXHIBITORS



62

SPEAKERS



314

VIPs



SNAPSHOT OF 2022 EXHIBITORS



SNAPSHOT OF 2022 ATTENDEES

WWW.SAUDIENTERTAINMENTEXPO.COM

YOUR GATEWAY TO A HIGH-SPENDING NICHE AUDIENCE

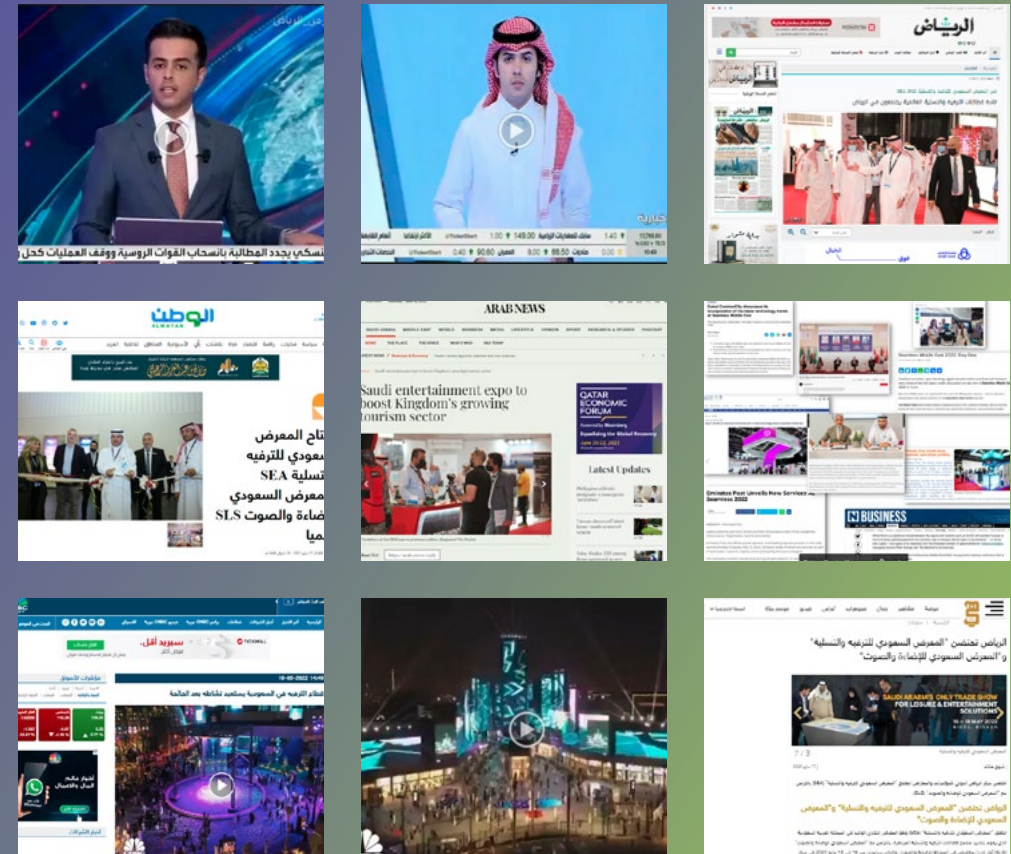
KEY MEDIA COVERAGE



We had a massive show, and it has been incredibly busy for us. The Saudi entertainment industry is growing at a rapid pace. We are fortunate to be here at Saudi Entertainment and Amusement Expo and be able to meet with entrepreneurs, establish businesses, learn more about the market and showcase our technologies.

Renee Welsh

CEO - EMBED, Sponsor,
SEA EXPO 2019, 2020, 2021, 2022



WHAT TO EXPECT AT SEA EXPO 2023



4M

Marketing Reach



350

Exhibitors



2X

Summits



10,000+

Visitors



CO-LOCATED

with SLS Expo



NETWORKING

Events

NETWORKING EVENTS & SITE TOURS

SEA Expo is focused on delivering the best opportunities for exhibitors. To enhance this, each year networking events are organized for exhibitors hosted by the region's biggest buyers, including Al Othaim, Sala Entertainment and Al Hokair.

WWW.SAUDIENTERTAINMENTEXPO.COM



TWO EVENTS. ONE DESTINATION.

SLS Expo brings together manufacturers, distributors and buyers for professional light and sound, to meet the burgeoning demand for AV and Professional lighting solutions for the vast projects and entertainment market in the Middle East. A meeting destination where deals will be done, business relationships are formed, and the cuttingedge technology is uncovered.

THE SEA SUMMIT

The SEA Summit delivers privileged insights into the key strategic, logistical and commercial decisions driving the rapid expansion of the Kingdom's key family entertainment centers, live music festivals, international sporting events and Vision 2030 mega projects.



Ahmed Arab
Ministry of Tourism
Saudi Arabia

SNAPSHOT OF SPEAKERS AT SEA SUMMIT 2022



Fahad Al Fawaz
Al Hokair Group



Mohamed Al Hashemi
MAF Leisure,
Entertainment,
Cinemas and Lifestyle



Ian Williamson
The Red Sea
Development
Company & AMAALA



Hicham Hassouni
Chief Officer Strategy &
Business Development
Boutique Group
(PIF Project)



Talal Kensara
Diriyah gate
Development Authority
Saudi Arabia



Melanie DeSouza
Royal Commission
for AlUla



Damien Latham
Saudi Entertainment
Ventures



Waleed Al-Toukhi
Abdullah Al Othaim
Investment Co.

SAUDI ENTERTAINMENT AND AMUSEMENT FEATURES DEDICATED PRODUCT SECTORS TO EASILY INTRODUCE YOUR PRODUCTS TO THE RIGHT BUYERS



Rides



Water-Related Equipment
& Supplies



Facility, Grounds &
Participatory Equipment



Games & Devices



Hi-Tech & Theatrical Equipment



Security Equipment & Safety



Construction & Consultants



Food & Beverage

8 REASONS WHY THIS IS A GREAT MARKETING OPPORTUNITY

01.

Get your brand in front of thousands of decision makers from the entire leisure and entertainment industry

03.

Meet and partner with the best entertainment and leisure companies in the region

05.

Discover new market opportunities especially geographically

07.

Establish partnerships and collaborations

02.

Create and reinforce leadership in the Saudi Arabian market

04.

Launch new products, initiatives and segments

06.

Market, prospect, sell

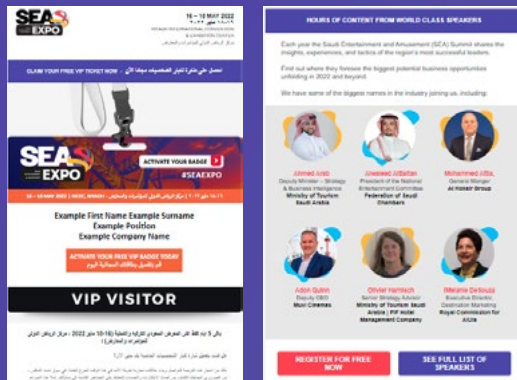
08.

Rapidly expand your database of sales leads

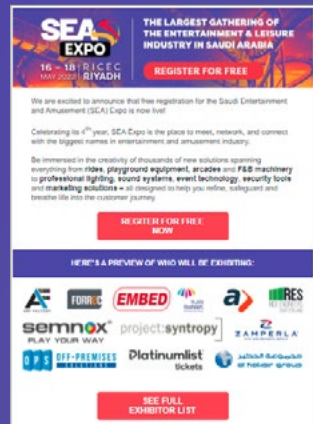


POWERFUL MARKETING CAMPAIGN TO ATTRACT THE RIGHT AUDIENCE

EMAIL NURTURE BY VERTICAL



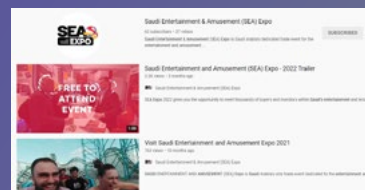
EMAIL AWARENESS CAMPAIGNS



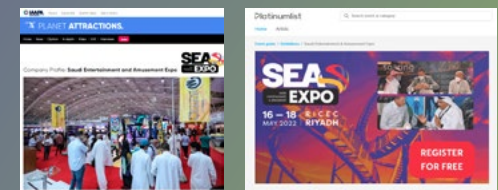
DIRECT BOOKINGS



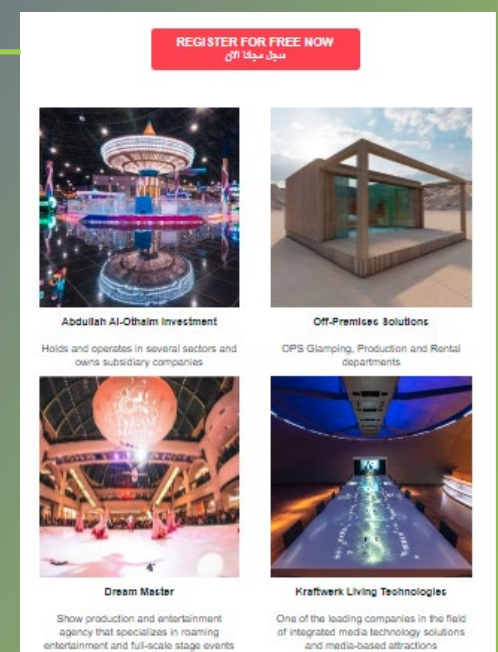
REMARKETING



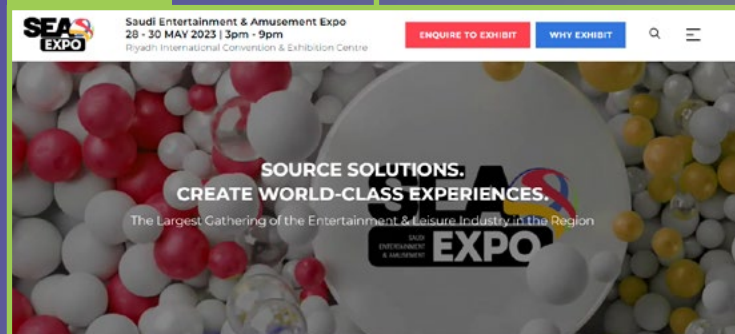
3RD PARTY MARKETING



CONTENT MARKETING



EVENT WEBSITE



EVENT BROCHURE



GOOGLE & SOCIAL ADVERTISING



SALES TEAM



CHOOSE YOUR STAND PACKAGE



SPACE ONLY: \$409 (PER SQM)

- Empty space to build on to
- Marketing Package
- Exhibition Insurance
- Lead Retrieval App



UPGRADED SHELL SCHEME PACKAGE: \$489 (PER SQM)

- Upgraded stand walls (wooden frame)
- Fascia with company name
- Carpet
- Lights
- Electricity
- Marketing Package
- Exhibition Insurance
- Lead Retrieval App



SHELL SCHEME PACKAGE: \$459 (PER SQM)

- Stand Walls (Aluminum Connectors)
- Fascia with company name
- Carpet
- Lights
- Electricity
- Marketing Package
- Exhibition Insurance
- Lead Retrieval App

SAY HELLO TO FIND OUT MORE...



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Space Booking & Sponsorship
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