

Elevate your brand with a range of
sponsorship opportunities.



co-located with:



26 – 29 February 2024

Riyadh Front Exhibition
& Conference Center

big5constructsaudi.com

Empowering the construction industry in Saudi Arabia.

2.17

The construction industry is a driving force behind the nation's economic growth, and Big 5 Construct Saudi serves as the ultimate platform propelling the industry to new heights. The event is now the largest construction event in Saudi Arabia, smashing all previous records by doubling the show size, visitors, and exhibitors in 2023. The numbers are staggering, with over \$1.12 billion in business generated between the exhibitors and visitors.

With its focus on innovation and cutting-edge technologies, Big 5 Construct Saudi is a key platform for exploring groundbreaking opportunities that can transform the future of the industry.

1,100

Exhibiting
Companies

55k

Total
Participants

50+

Exhibiting
Countries

05

Co-located
Events

Strategically positioning your brand in front of 55,000 visitors

Big 5 Construct Saudi provides a range of sponsorship opportunities to help boost your marketing activities and increase brand awareness amidst visitors of the event.



Position your
brand in front
of 55k visitors



Generate quality
leads and close
business deals



Distinguish your
brand from the
competition



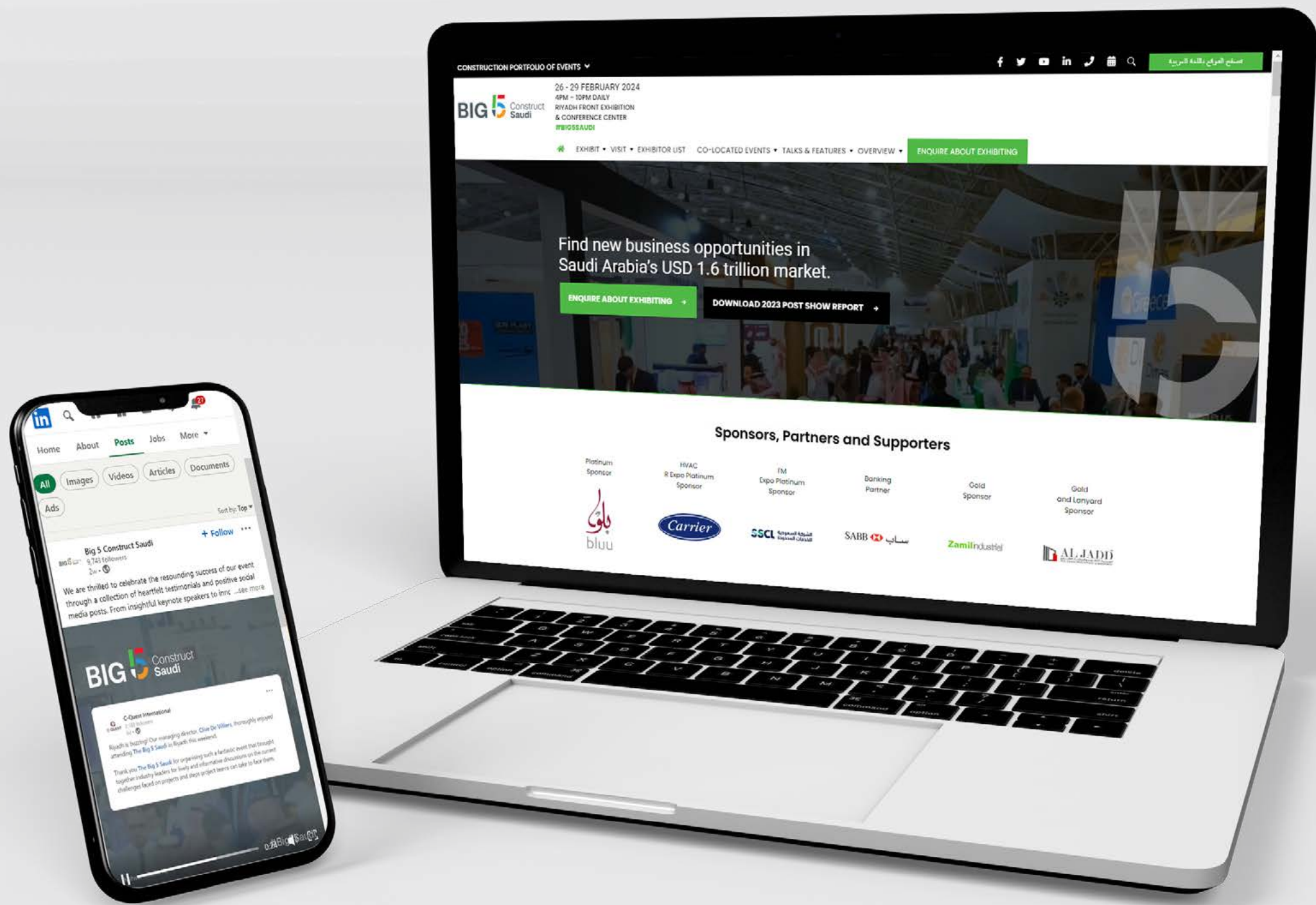
Sponsorship packages

4.17

The extensive sponsorship packages include a full spectrum of digital, print and onsite opportunities that place your brand alongside the Big 5 Construct Saudi and its co-located events as well as elevating your company status within the construction industry.

		Diamond <small>(Exclusive Title)</small> \$65,000	Platinum \$45,000	Gold \$25,000	Silver/Sector \$20,000
Online visibility includes the official website, social media platforms, email communication and post show report	Logo on the website homepage with reciprocal links to your company profile and website	200 Words	200 Words	200 Words	200 Words
	Priority listing on Big 5 Construct Saudi online exhibitor list (included in special sponsors section on top)	●	●	●	●
	Banner on the official event website homepage (Anywhere after the first fold) *325K unique visitors to our website	●	●		
	1 x Post announcing sponsorship on official event platforms (Facebook, Twitter, and LinkedIn)	●	●	●	●
	1 x Dedicated product post on Facebook with a one-line description with company name and stand details during the event	●	●	●	
	Video interviews are to be conducted at the sponsor’s stand and promoted through official online channels	●	●		
	1 x Ad banner placement in a pre-event email sent to construction professionals in Big 5 Construct Saudi database (banner provided by sponsor)	●	●	●	
	Logo to be included in Big 5 Construct Saudi Post Show Report	●	●	●	●
PR & Media communication	Quote on one press release	●	●		
	Mention on announcement press release	●	●	●	●
Onsite visibility includes signage and official event planner	Company logo under sponsor credits on the main event signage (non-directional)	●	●	●	
	Company logo under sponsor credits on the thank you board	●	●	●	●
	Company logo under Sponsors and Supporters along with an enhanced indication of exhibition stand on the floor plan in the official event planner	●	●		
	1 x Advert in the official event planner	●	●		

Example of deliverables



Logo on the homepage of Big 5 Construct Saudi website and sponsor posts on the official social media channels. The website receives over 325k unique visitors and users across all social platforms are over 44k.

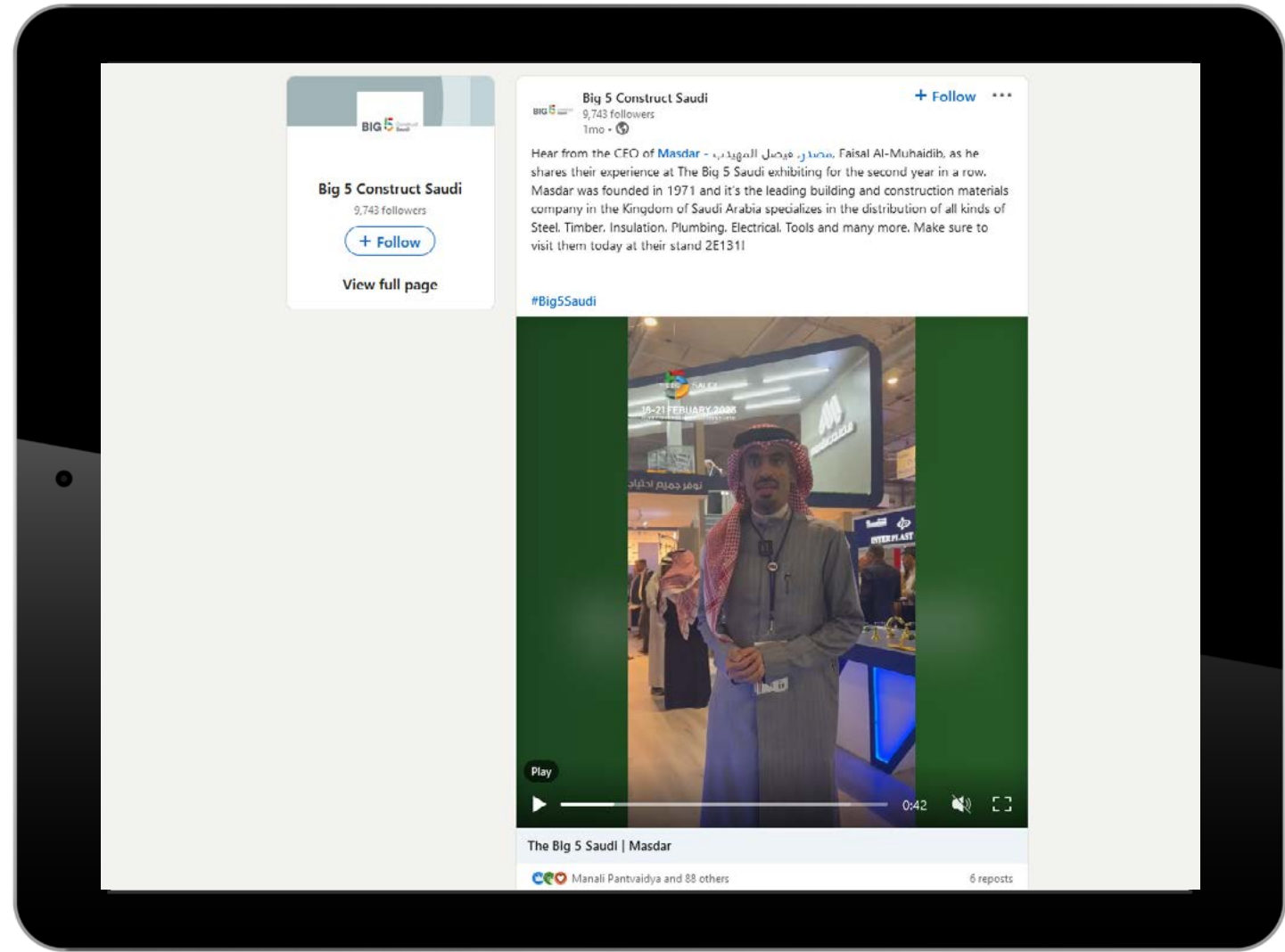
The imagery provided is an example and not the exact layout for 2024



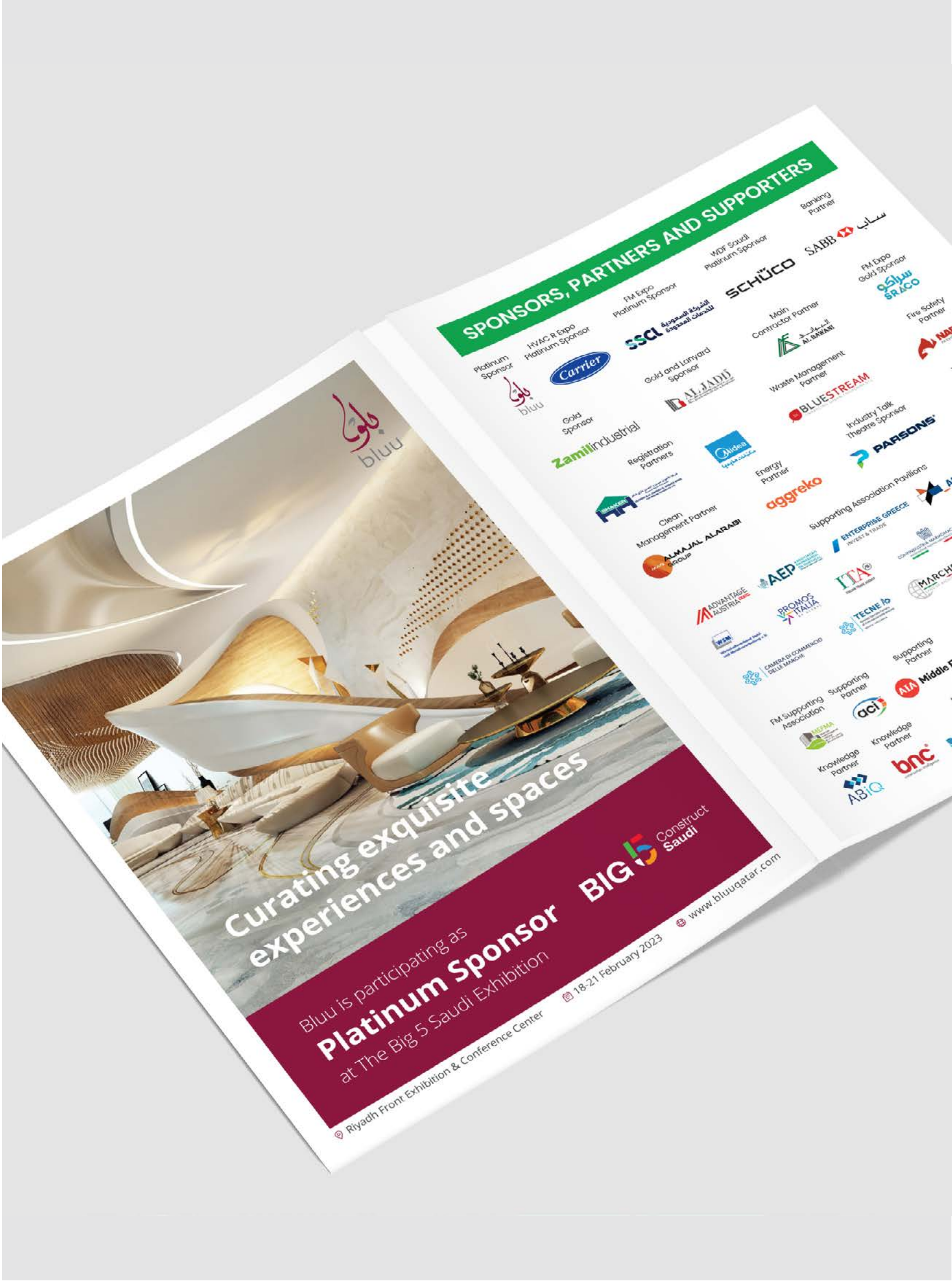
5.17

Logo included in emails sent to construction professionals in the Big 5 Construct Saudi database. Over 6 million emails are sent across the entire event campaign.

Example of deliverables



Video interview at your stand during the event days promoted on our social media channels. An opportunity is only available to Diamond and Platinum sponsors.



Sponsor logo on the official event planner used by all attendees at the event. Diamond and Platinum sponsor adverts within the official event planner.



Logo on the main banner, directional boards and thank you boards placed in high-traffic areas across the venue.

Badge sponsor

- All badges produced and distributed to visitors at the venue for Big 5 Construct Saudi and co-located events will carry the badge sponsor’s logo. A branding opportunity to place your brand on more than 55k attendee badges.

Exclusive sponsor title
for the entire event

\$25,000

Sponsor title
per event

\$12,000

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Lanyard sponsor

Online visibility

- Logo on the website homepage with reciprocal links to your company profile (200words) and website

Onsite visibility

- All lanyards produced and distributed to the attendees at the venue will carry the lanyard sponsor's logo.
- Company logo and Sponsor credits on main event signage (non – directional)
- Company logo in the official event planner under Sponsors and Supporters

Exclusive sponsor title
for the entire event

\$41,000

Sponsor title
per event

\$20,000

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Registration sponsor

Online visibility

- Logo on the website homepage with reciprocal links to your company profile (200words) and website
- Priority listing on the registration thank you and confirmation page
- 1 x Post announcing sponsorship on official event platforms (Facebook, Twitter, and LinkedIn)
- Logo on the registration confirmation email

Onsite visibility

- Sponsor logo on registration desks and registration area
- Sponsor logo on fast-track registration counters

Exclusive sponsor title
for the entire event

\$35,000

Sponsor title
per event

\$20,000

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Industry talks theatre(s) sponsor

Online visibility

- 1 x Post announcing sponsorship on official event platforms (Facebook, Twitter, and LinkedIn)
- Logo on the dedicated industry talk emails

Onsite visibility

- Logo on the agenda panel, screen wall and backdrop of the sponsored theatre
- Logo on the industry talks theatre hanging banners
- Logo on the directional floor stickers leading to the sponsored Industry Talks Theatre
- Company logo in the official event planner under Sponsors and Supporters

Industry talks

- Opportunity to deliver one session at the Industry Talks (sessions must be non-commercial topics and preapproved by dmg events)

Exclusive sponsor title
for the entire event

\$35,000

Sponsor title
per event

\$15,000

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VIP lounge sponsor

Online visibility

- Logo on the website homepage with reciprocal links to your company profile (200words) and website
- 1 x Post announcing sponsorship on official event platforms (Facebook, Twitter, and LinkedIn)

Onsite visibility

- Logo inside the VIP lounge
- Logo on the directional signage leading to the VIP Lounge
- Credits of VIP sponsor to be visible on all VIP invitation covers sent to Big 5 Construct Saudi and co-located events VIP invitees identified (including officials from embassies, Government organizations and prominent associations)
- Opportunity to place one flyer or alternate material (not to exceed agreed weight restriction) branded to VIP package sponsor's choice (to be provided by the sponsor to dmj events)
- Company logo in the official event planner under Sponsors and Supporters

Exclusive sponsor title
for the entire event

\$35,000

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Outdoor area sponsor

Online visibility

- Logo mentioned on the dedicated section allocated on the official event planner
- 1x Post announcing sponsorship on official event platforms (Facebook, Twitter, and LinkedIn)
- 1x Ad banner placement in an email to construction professionals in Big 5 Construct Saudi database (banner provided by sponsor)
- Video interview conducted at the sponsor’s stand and promoted through official online channels (if they have a stand)

Onsite visibility

- Logo on the outdoor directional signage
- 2x Flags in the outdoor area
- Company logo in the official event planner under Sponsors and Supporters

Exclusive sponsor title for the entire event

\$20,000

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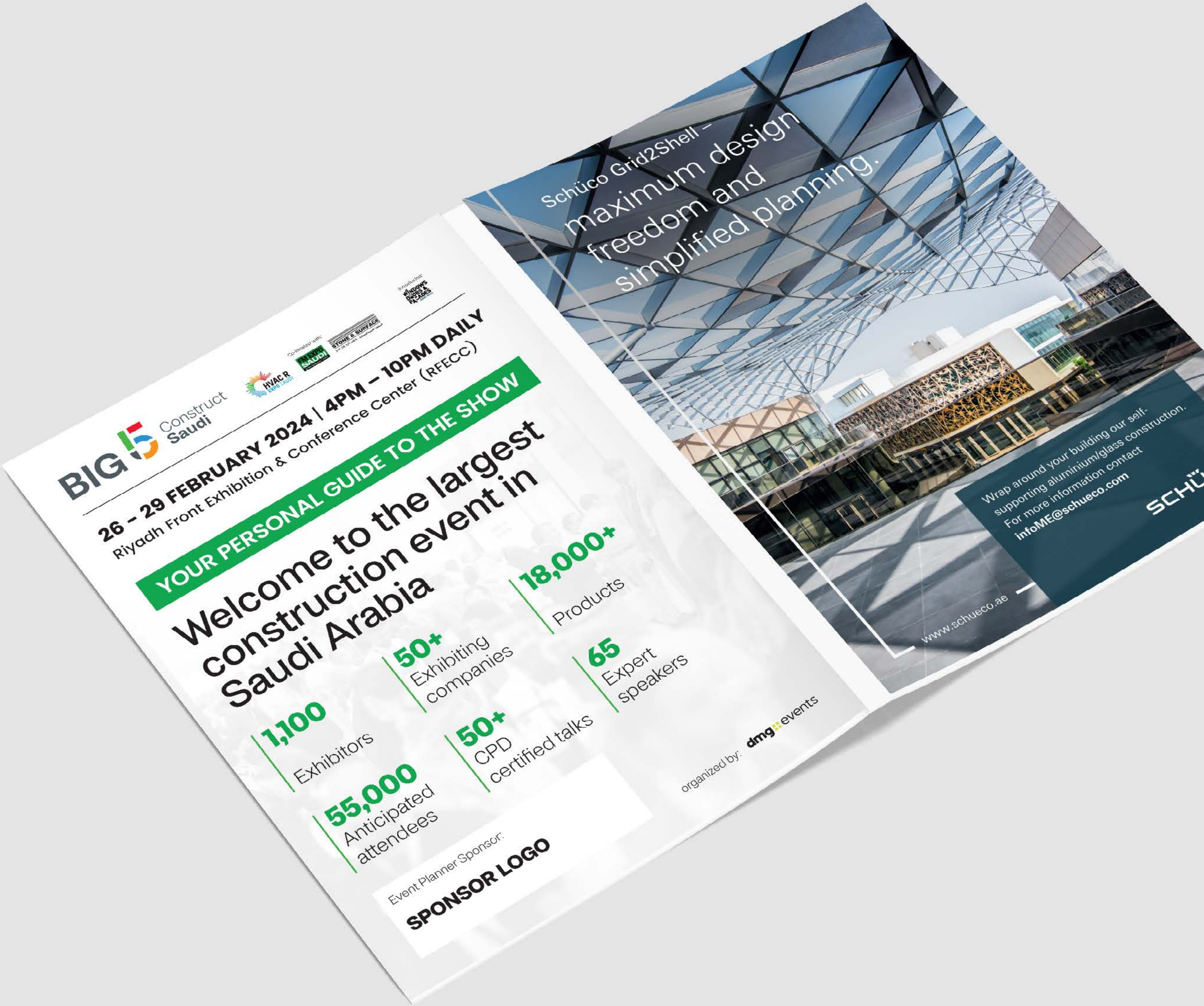
Event planner sponsor

- All event planners produced and distributed to visitors at the venue for Big 5 Construct Saudi and co-located events will carry the sponsor's logo on the cover page.
- 1 x Advert in the event planner

Exclusive sponsor title
for the entire event

\$15,000

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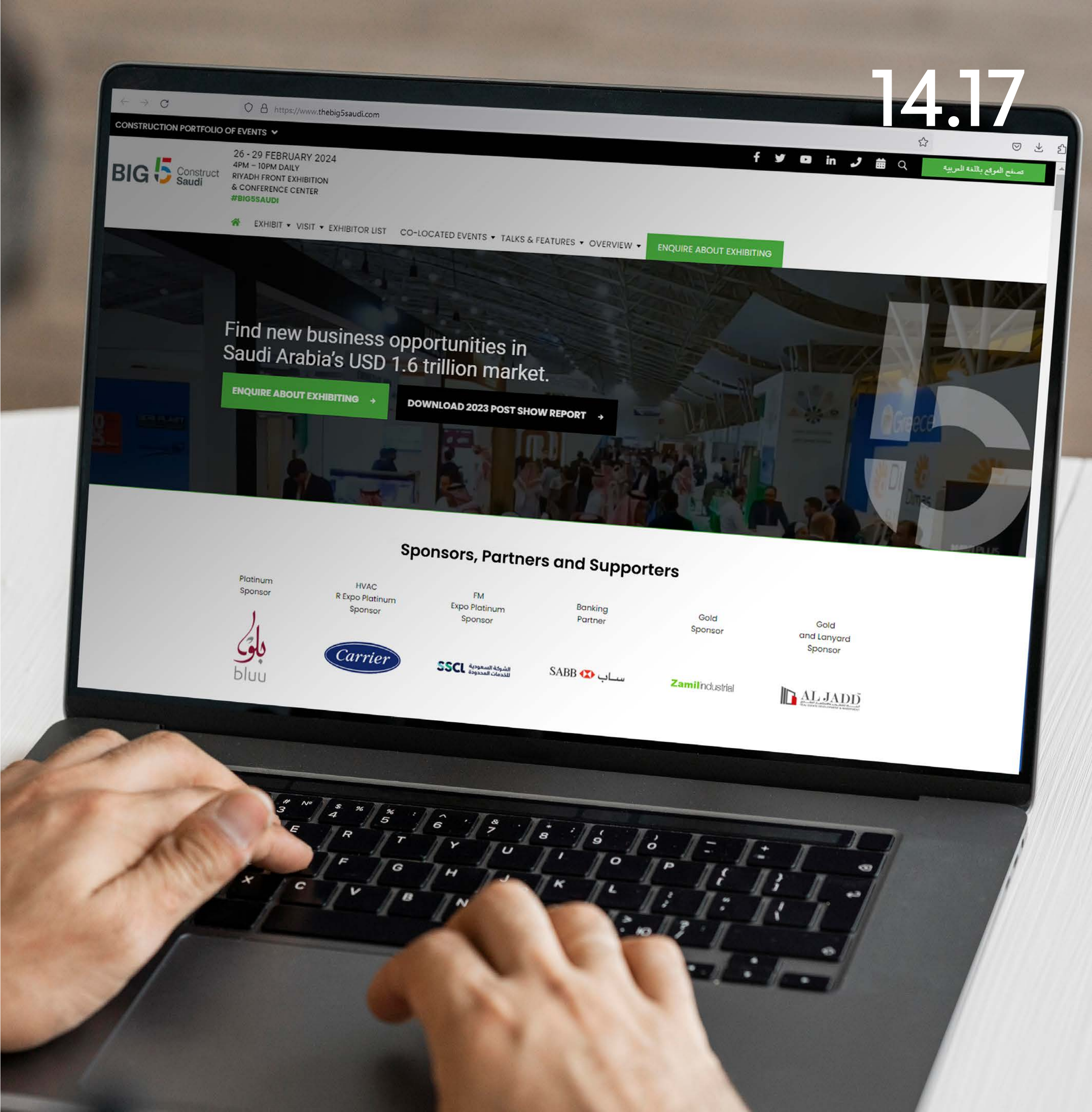
Digital opportunities

Online visibility

- Logo on the website homepage with reciprocal links to your company profile and website
- 1 x Banner placement anywhere within the pages of the official event website *325k unique visitors to our website
- Priority listing on the online exhibitor list (included in special sponsors section on top)
- 1x Banner on the official exhibitor list hosted on the website
- 1 x Post announcing sponsorship on official event platforms (Facebook, Twitter, and LinkedIn)
- 1 x Ad banner placement in an email to construction professionals in the Big 5 Construct Saudi database (banner provided by sponsor)
- 1 x Dedicated product post on Facebook with a one-line description with the company name and stand details during the event

\$14,000

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Additional onsite branding packages

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Main outdoor banner

A primarily located site that offers advertisers an incomparable opportunity to reach the entire venue audience.

Size: 25m W x 9m H

\$20,000

Size: 15m W x 9m H

\$15,000



Main entrance branding

Situated inside the exhibition hall, this is a signature site that targets all incoming visitors, directing them to your stand.

\$14,000



Exit panel branding

These exclusive sites are situated inside the exhibition halls, above the hall exits. This brand position targets visitors directly existing the halls.

\$10,000



Indoor wall banner

Situated within the halls, this location provides your brand with outstanding visibility among the visitors on the show floor.

Size: 4m W x 2m H

\$8,000

Additional onsite branding packages

16.17



Digital screens

The screens are strategically placed in high-traffic areas to ensure that your brand's video is seen and noticed by all of our visitors.

Video slot size: 20 seconds

\$3,000 per slot



Hanging banners

Located within the halls, this eye-catching location ensures high exposure for your brand among the right audience.

Size: 4m W x 2m H

\$1,550 per unit



Cubic banners

Located inside the exhibition halls, this 5-sided cube is visible from any direction ensuring visitors are directed to your stand.

Size: 1.5m W x 1.5m H

\$1,500 per unit



Outdoor flags

Double-sided flags are positioned in prime locations close to the main venue entrances like the road to the halls and next to the parking.

\$1,350 per unit



Pillar branding

Located in the center aisle across the exhibition halls, this 4-sided pillar branding is sure to be noticed by all visitors.

Size: 1m W x 2.45m H

\$1,200 per unit

Make a big impact: Stand out with unmatched visibility and branding.

Secure your sponsorship today.



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Contact us today

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Saudi

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