

# HOTEL & HOSPITALITY EXPO SAUDI ARABIA

8 - 10 APRIL 2025  
RIYADH INTERNATIONAL CONVENTION &  
EXHIBITION CENTER



Your gateway to Saudi Arabia's transformative  
hospitality sector

SPONSORSHIP OPPORTUNITIES

Organised by:

**dmg & KAOÛN**

Official Partner Association:



# Where the Kingdom's hotel & hospitality industry reunites

The Hotel & Hospitality Expo Saudi Arabia is the Kingdom's largest and most influential trade event for the hotel & hospitality sector.

The event brings together the region's most powerful buyers who come to source innovative hospitality products and services, network with industry professionals and find inspiration. This is the perfect opportunity to elevate your brand presence in front of thousands of key buyers.

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Exhibiting at the Hotel & Hospitality Expo Saudi Arabia has been a great experience for Bushtec GCC. The event was well-organized, with seamless coordination and support from the event team. We were impressed by the quality of attendees, many of whom were highly engaged and genuinely interested in our products. The opportunity to showcase our Falcon Tent in such a dynamic environment allowed us to build meaningful connections and foster new business opportunities. Overall, the Expo had a positive impact on our presence in the region, and we look forward to participating again!

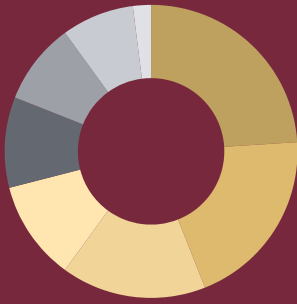
**HANS HILLEBRAND**  
CEO, Bushtec - 2024 Exhibitor

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# WHO WILL YOU MEET?

Key buyers and decision makers from around the world attend the event, including:



- 24% HOTEL OWNERS, OPERATORS & DEVELOPERS
- 20% ENGINEERS & IT PROFESSIONALS
- 16% RESTAURANTS AND F&B
- 11% GOVERNMENT, MUNICIPALITY & TRADE ASSOCIATION
- 10% FACILITIES MANAGEMENT & HOUSEKEEPING
- 9% MANUFACTURERS
- 8% INTERIOR DESIGNERS & FIT-OUT CONTRACTORS
- 2% LEISURE & RECREATION

## Top attending brands:



# KEY SHOW FIGURES



**8,000+**  
TRADE VISITORS



**249**  
EXHIBITORS



**26**  
EXHIBITING COUNTRIES



**20+**  
SESSIONS



**65+**  
KEY INDUSTRY  
SPEAKERS



**9,000**  
SQM VENUE  
SPACE



**27 points**  
NET PROMOTER  
SCORE FOR VISITORS



**79%**  
EXHIBITORS FIND THE EVENT  
FAIRLY IMPORTANT AND  
ABOVE FOR THEIR BUSINESS

[DOWNLOAD OUR POST-SHOW REPORT](#)

# INDUSTRY INSIGHTS

The Saudi Arabia food service market size is projected to grow at a CAGR of 8.70% from 2024 - 2032. Major contributors to this industry include food service retailers, catering service providers, and food trucks.

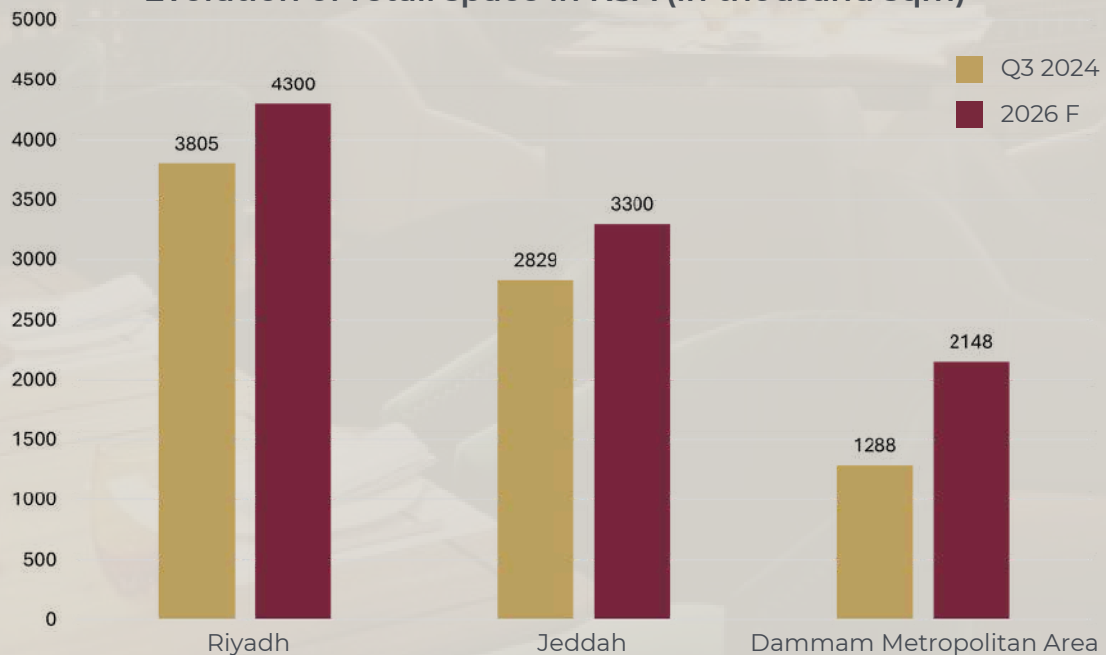
### Saudi Arabia food service market size (in USD billion)



Saudi Arabia's retail market is undergoing significant growth, shaped by the development of entertainment and lifestyle retail. Over 50% of new retail developments are dedicated to experiential retail, as well as unique F&B concepts, many of which are new to the Kingdom.

According to the Saudi Central Bank, SAMA, **SAR 16.55bn** was directed toward restaurants and cafes, highlighting the significance of this segment of the retail sector and the importance of including unique F&B outlets to support retail offerings.

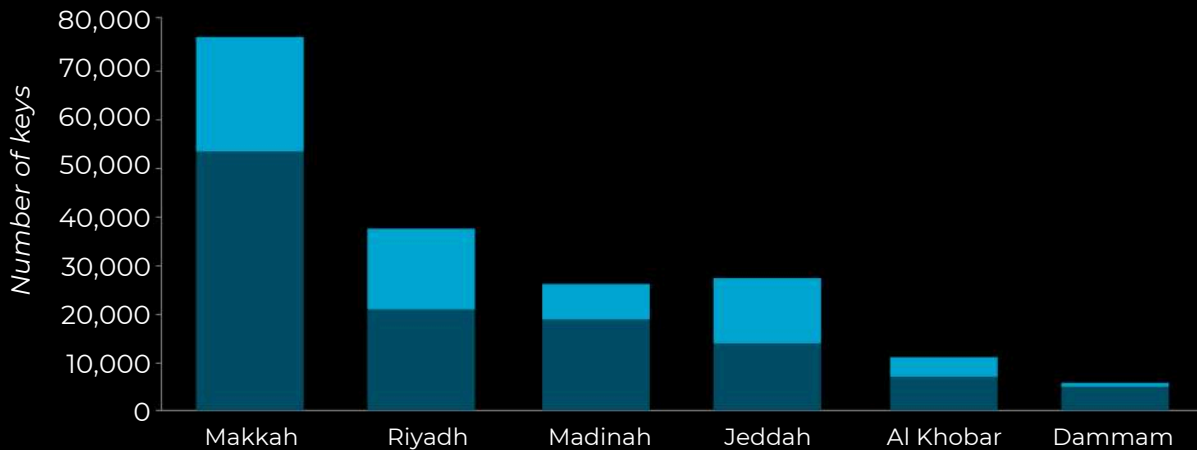
### Evolution of retail space in KSA (in thousand sqm)



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### Distribution of hotel keys across major cities

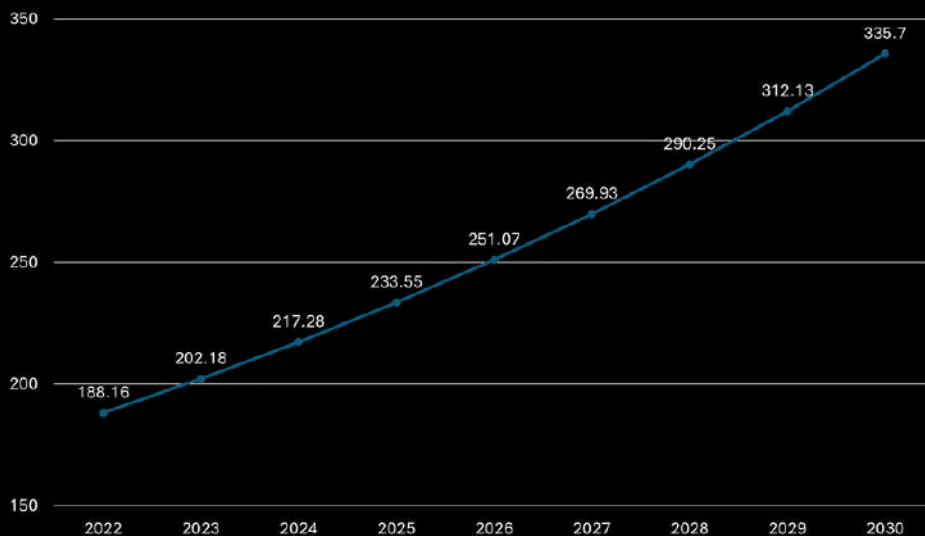
Existing supply    Upcoming supply



\*Upcoming supply includes projects that are under construction and in the planning stage.

The cloud kitchen market in Saudi Arabia, valued at \$157.0 million in 2020, is projected to reach \$335.7 million by 2030, growing at a CAGR of 7.7% from 2021 to 2030.

The Kingdom's dynamic food industry, alongside its flourishing business sector, presents significant growth opportunities for innovation and advancement in the food-tech sector, particularly in cloud kitchens. The expansion of the cloud kitchen sector is being driven by the nation's rapidly growing tourism industry. As the Kingdom continues to establish itself as a global tourist and business hub, especially with upcoming international events like Expo 2030, it will experience an increase in tourist arrivals and a greater demand for innovative food-tech solutions. Companies like Epik Foods and Kitopi are among the growing list of companies looking to capitalize on these growth opportunities presented.



Cloud Kitchens market size (in USD million) in Saudi Arabia

# WHY



# EXHIBIT



## **ELEVATE YOUR COMPANY'S BRAND POSITIONING**

As a leading hotel & hospitality trade event, Hotel & Hospitality Expo Saudi Arabia provides a unique platform to elevate your company's profile beyond the exhibition stand - before, during and after the show. Seize key opportunities by making your brand the face of a dynamic industry transition.



## **DRIVE MORE SALES**

Generate new leads and connect with an influential global hospitality audience actively looking for new products for their projects.



## **RAISE BRAND AWARENESS**

Amplify brand messaging and access exclusive platforms at the new focal point for the region's hospitality community.



## **DEMONSTRATE THOUGHT LEADERSHIP**

With our Hospitality Leaders' Summit, deliver strategic messages and content, and be seen as the agent of positive change in the industry.

# OPPORTUNITIES AND INCLUSIONS

## Exhibition

### SHELL PACKAGE



Every shell-scheme stand will receive the following:

Walling, fascia board with your company name in vinyl lettering, spotlights, 1 x plug point, carpet, 13 - 15 amps electricity plug points. Additional furniture can be ordered from the services manual

### SPACE ONLY



Floor space only:

Electricity, walling, lighting, furniture, carpeting and any extras can be ordered from the services manual

All exhibition packages exclude a mandatory Marketing and Admin Fee, incorporating provision of Public Liability Protection of \$645 | SAR2419 per stand

# SPONSORSHIP OPPORTUNITIES

	DIAMOND	PLATINUM	GOLD	SILVER
Logo placement	Collateral as per features	Collateral as per features	Mailers, website, and onsite boards	Mailers, website, and onsite boards
Interview placement	✓	✓	✓	✗
Speaking opportunity	✓	✗	✗	✗
Social Media post	✓	✓	✓	✓
Dedicated mailshot	✓	✓	✗	✗
Big screen advert	30 sec. advert, once per cycle	30 sec. advert, once per cycle	15 sec. advert, once per cycle	15 sec. advert, once per cycle
Website	Home page	Home page	Home page	Banner





# FEATURES



## DIAMOND (TITLE SPONSOR)

### Branding & Visibility

- Presenting rights to Hotel & Hospitality Expo Saudi Arabia
- Prominent placement on website (prime positioning on Home page)
- Prominent logo placement on welcome banner at venue
- Prominent logo on mailers, onsite boards, sponsor banner
- Big screen advert - 30 sec per cycle
- Acknowledgement in pre and post communication
- Quote in a pre-show press or a post-show press release

### Digital Media

- Feature in e-newsletter (industry or product)
- Sponsored banner on exhibitor listing - Leaderboard banner: 728x90px
- 6 x social media posts (sponsor to provide content)
- Social media - Instagram Takeover
- SMS message to delegates on event days
- 4 x Articles on website (content to be provided)
- 3 x Dedicated mailshot
- Interview placement

### Content

- 45 min Keynote speaking slot

## GOLD

### Branding & Visibility

- Logo on welcome banner at venue
- Logo on website, mailers, onsite boards
- Acknowledgment in pre and post communication
- Big screen advert - 15 sec per cycle
- Acknowledgement in pre and post communication
- 1 x article on website (content to be provided)

### Digital Media

- Sponsored banner on exhibitor listing - Square page banner: 300x300px
- 3 x social media posts (sponsor to provide content)
- 1 x Articles on website (content to be provided)
- Interview placement

## PLATINUM

### Branding & Visibility

- Prominent placement on website (prime positioning on Home page)
- Prominent logo placement on welcome banner at venue
- Prominent logo on mailers, onsite boards, sponsor banner
- Big screen advert - 30 sec per cycle
- Acknowledgement in pre and post communication

### Digital Media

- Feature in e-newsletter (industry or product)
- Sponsored banner on exhibitor listing - Half Page banner: 300x600px
- 4 x social media posts (sponsor to provide content)
- 2 x Articles on website (content to be provided)
- 2 x Dedicated mailshot
- Interview placement

## SILVER

### Branding & Visibility

- Logo on welcome banner at venue
- Logo on website, mailers, onsite boards
- Acknowledgment in pre and post communication
- Big screen advert - 15 sec per cycle
- Acknowledgement in pre and post communication

### Digital Media

- 2 x social media posts (sponsor to provide content)

# ADDITIONAL BRANDING OPPORTUNITIES

	DIAMOND	PLATINUM	GOLD	SILVER
Choose from one of the following add-on packages for greater visibility:	Identified as <b>Diamond sponsor</b> . "Hotel & Hospitality Expo Saudi Arabia", presented by your brand	Badge and Lanyard Sponsor	Headline Sector Sponsor	Hospitality Leaders Summit Session Sponsor
All sponsorship packages exclude a mandatory marketing package of US \$645   SAR2419 per sponsorship.	Registration Sponsor	Hospitality Leaders Summit	Networking Event Sponsor	Food truck / Catering Area sponsor
	Advisory Board Sponsor	VIP Lounge Sponsor	Hosted Buyers Lounge Sponsor	Logo on staff t-shirts
	Choose any one of the high visibility sponsorship options listed		Hotel & Hospitality Awards Sponsor	Chef's Mystery Box Challenge Sponsor
			Logo on show bags	Fragrance Sponsor
				Flyers



# PACKAGE OVERVIEW

## DIAMOND

Enhance your visibility by selecting one of the following add-on packages:

## PLATINUM

Enhance your visibility by selecting one of the following add-on packages:

### Registration Sponsor

- Exclusive branding of onsite registration desks
- Branding banners within registration area
- Logo on visitor & VIP registration form and automated emails
- All attendees must go through registration

### Advisory Board Sponsor

- Logo on all Advisory Board invitations and communication
- May send two representatives to the Advisory Board meeting
- Inclusion in the Advisory Board and a chance to influence the overall programme
- Branding on the Advisory Board page on the website
- Opportunity for one-on-one meetings with Advisory Board members

### Badge and Lanyard Sponsor

- Limited physical lanyards and printed badges issued onsite (approx. 10,000)
- May provide their own branded lanyards (**Design deadline is 14.02.2025**)
- Branded name tag (physical and digital)
- All attendees will be issued a name badge

### Hospitality Leaders Summit

- Physical branding of the Hospitality Leaders Summit theatre
- A 45-minute speaking slot (including Q&A)
- Expert help from our content team in preparing, curating and delivering your content and presentation
- Your logo, brand name, stand number and presentation on the digital screen
- A listing and details of your content in the show guide and on the website
- Video at conference screens between sessions

### VIP Lounge Sponsor

- Physical branding within the VIP lounge
- Logo on all VIP invitations, communication, and signage
- Dedicated mailshot to confirmed VIP's attending the event
- May provide a VIP gift for distribution (sponsor to provide gifts)
- May suggest clients or stakeholders to receive VIP passes to the event

## GOLD

Enhance your visibility by selecting one of the following add-on packages:

### Headline Sector Sponsor

- Identified sponsor logo on website & preview guide
- Highlighted stand onsite
- 100-word content block in the preview guide in your zone's section
- Your logo featured on the zone directional signage
- 2 x floor tiles directing visitors to your stand in your zone's area
- 2 x social media posts
- Special feature in the monthly newsletter about your company, product innovations, and industry insights relevant to our audience

### Networking Event Sponsor

- Logo on all invitations and communication
- Dedicated mailshot
- May erect own branding for the function

### Hosted Buyers Lounge Sponsor

- Logo branding at Hosted Buyers lounge in the venue
- May provide gifts for hosted buyers
- Logo to appear on invitations to Hosted Buyer Lounge attendees
- Logo on the hosted buyer recruitment page of the website

### Hotel & Hospitality Awards Sponsor

- Your logo, brand name, stand number and presentation on the digital screen
- Logo on the awards submission page of the website
- Logo on all communication and marketing collateral

### Logo on show bags

- Extensive brand recognition online, onsite & app
- Sponsor to produce and provide the bags for all three days of the event
- Bags will be placed at each of the entrances for visitors to collect

## SILVER

Enhance your visibility by selecting one of the following add-on packages:

### Hospitality Leaders Summit Session Sponsor

- A 30-minute speaking slot (including Q&A)
- Expert help from our content team in preparing, curating and delivering your content and presentation
- Your logo, brand name, stand number and presentation on the digital screen
- A listing and details of your content in the show guide & on the website

### Food truck / Catering Area sponsor

- Sponsor logo will be incorporated into the design of the show catering area
- Branded napkins and menu cards
- Sponsor can provide t-shirts for staff to wear
- QR codes on tables / ped

### Logo on staff t-shirts

- Co-Branded company branding on all onsite support staff t-shirts
- Identified sponsor logo on website

### Chef's Mystery Box Challenge Sponsor

- Your logo, brand name, stand number and presentation on onsite signage
- Logo on the registration form on the website
- Logo on all communication and marketing collateral

### Fragrance Sponsor

- Extensive brand recognition online, onsite & on the app
- Product placement at the registration area and conference areas
- Gifts to the speakers/seat drop
- VIP lounge placement

### Flyers

- Flyers - seat drops at conference seats
- Flyers - distribution/handout by staff

# BESPOKE EXPOSURE OPPORTUNITIES

## Side Event

Opportunity to host your own function

Tailored packages available according to your requirements

Hosted side events will be advertised on all show agendas, website and in pre-event marketing

Sponsor may invite their own clients to the event

*Note: Price dependent of function to be quoted*

## Secure your access to the Kingdom's hospitality market



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