

SEA

SAUDI
ENTERTAINMENT
& AMUSEMENT

EXPO

07-09
MAY
2024
RFEC, 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 leaders.



Congratulations on another fantastic SEA Expo. The feedback from the UK companies that joined our delegation felt it was the strongest expo yet, with a number of our exhibitors reporting double digit sales off the back of the event.



Ian Clappison
Chief Executive Officer
Experience UK



AN UNTAPPED MARKET AWAITS...

US\$ 1,128 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 420 in 2023. Part of Vision 2030 is to increase the number of visitable heritage destinations in the country from 241 to 447.

Tourism spending in Saudi Arabia to surpass UAE in 2025

The Minister of Tourism, Ahmed bin Aqil Al-Khatib, has revealed Saudi Arabia's tourism spending surge by 93 percent in 2022 to hit \$49 billion, up from \$25 billion in 2021, as the Kingdom continues to diversify its economy as part of Vision 2030.

US\$ 64 BILLION

is the value of the Saudi Arabian entertainment market

Saudi Arabia is projected to spend more in the next 10 years than it has 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.



SEA is always a great place for our company to foster new meaningful connections and strengthen our existing relationships. The event showcased the latest innovations within the themed entertainment space and provided a platform for knowledge sharing and networking, leaving me energised and eager to get to work in delivering the most innovative aquatic attractions to the Kingdom of Saudi Arabia.



Jeremy Gray

VP Business Development - WhiteWater
Exhibitor, SEA Expo 2020, 2021, 2022, 2023

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.

OPPORTUNITIES THAT LIE AHEAD FOR YOU

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.

08.



The Mukaab

Defining Riyadh's new skyline, The Mukaab will attract visitors from across the world with its 80 incredible state-of-the-art entertainment, dining and retail venues. The world's largest modern downtown inner-city building of over 19km² is set to be big enough to hold 20 Empire State buildings.

09.



Konoz (Box of Treasures)

Saudi-based Abdullah Al Othaim Investment Company has unveiled its ambitious project - Konoz (Box of Treasures) – a \$1.86 billion development in capital Riyadh featuring an entertainment city, a luxury hotel and premium residential offering in addition to commercial, F&B and retail outlets.

10.



Saudi Entertainment Ventures (Seven)

Seven, a wholly owned unit of the Public Investment Fund, is investing \$13.3 billion to develop 21 integrated entertainment destinations in 14 cities in Saudi Arabia. The new destinations will be developed in partnership with major international brands such as Clip 'n Climb, Warner Bros Discovery, Mattel and Hasbro.

11.



Haichang Ocean Park Holdings

Asia's largest ocean park owner and operator is expanding to the Middle East with the planned development of the kingdom's first large-scale ocean theme park. It will comprise family entertainment centres, water parks, zoos and safari parks, and will attract 100 million visitors by 2030.

12.



Saudi Downtown Company

With 12 projects located in 11 regions across Saudi Arabia, Saudi Downtown Company is redefining urban lifestyle through vibrant downtown destinations. As a master and lead developer, the company delivers unique and diverse opportunities in the commercial, recreational, and residential real estate sectors, while embracing the culture and heritage of that region.

YOUR GATEWAY TO A HIGH-SPENDING NICHE AUDIENCE

2023 EVENTS AT A GLANCE

TOTAL PARTICIPANTS

14,409

Total participants across the 3 days (visitors + exhibitors)

SEA EXPO

9,657

10,960

Total unique visitors across the 3 days

7,831

260

EXHIBITORS



59

EXHIBITORS



60

SPEAKERS



23

SPEAKERS



SNAPSHOT OF 2023 EXHIBITORS



SNAPSHOT OF 2023 ATTENDEES

WHAT TO EXPECT AT SEA EXPO 2024



4M

Marketing Reach



350

Exhibitors



2X

Summits



13,000+

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's networking events are organized for exhibitors hosted by the region's biggest buyers, including Al Othaim, Sala Entertainment and Al Hokair.

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.



SNAPSHOT OF SPEAKERS AT SEA SUMMIT 2023



Majed Al Hokair
Chairman - Al Hokair Group



Olivia Wyrick
Director Operations and Aquatics - Qiddiya Water Theme Park



Don Potts
President, Parks and Attractions - Qiddiya Investment Company



Bahaa Abdulmajeed
Director Entertainment Sector - Ministry of Investment of Saudi Arabia (MISA)



Damien Latham
Chief Attractions Officer - Saudi Entertainment Ventures



Neil Dwyer
Director of Park Operations - Six Flags Qiddiya



Silvia Barbone
Executive Director of Partnerships - The Royal Commission for AlUla



Hind Galadari
Head of Attractions & Ticketing Operations (Education & Culture) - EXPO City

SAUDI ENTERTAINMENT AND AMUSEMENT EXPO 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

Hours of content from world class speakers. Meet the industry's biggest names in the region's entertainment and leisure sectors.

Example First Name: Example Surname
Example Position
Example Company Name

VIP VISITOR

EMAIL AWARENESS CAMPAIGNS

THE LARGEST GATHERING OF THE ENTERTAINMENT & LEISURE INDUSTRY IN SAUDI ARABIA

REGISTER FOR FREE

REGISTER FOR FREE NOW

HERE'S A PREVIEW OF WHO WILL BE EXHIBITING:

- FORUM
- EMBED
- semnox
- project: syntropy
- ZAMELA
- Platinumlist

SEE FULL EXHIBITOR LIST

MEET KEY BUYERS



REMARKETING

FREE TO ATTEND EVENT

EVENT WEBSITE

Saudi Entertainment & Amusement Expo
 28 - 30 MAY 2023 | 3pm - 9pm
 Riyadh International Convention & Exhibition Centre

SOURCE SOLUTIONS. CREATE WORLD-CLASS EXPERIENCES.

The Largest Gathering of the Entertainment & Leisure Industry in the Region

ENQUIRE TO EXHIBIT **WHY EXHIBIT**

GOOGLE & SOCIAL ADVERTISING



3RD PARTY MARKETING

PLATINUMLIST

SEA EXPO

REGISTER FOR FREE

CONTENT MARKETING

REGISTER FOR FREE NOW

Abdullah Al-Othaim Investment
 Holds and operates in several sectors and owns subsidiary companies

Off-Premises Solutions
 DPS Glimping, Production and Rental departments

Dream Master
 Show production and entertainment agency that specializes in designing entertainment and full-scale stage events

Kraftwerk Living Technologies
 One of the leading companies in the field of integrated media technology solutions and media-based attractions

CHOOSE YOUR STAND PACKAGE



SPACE ONLY: \$429 (PER SQM)

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



UPGRADED SHELL SCHEME PACKAGE: \$533 (PER SQM)

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



SHELL SCHEME PACKAGE: \$496 (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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