



SAUDI

ENTERTAINMENT
AND AMUSEMENT

7-9 SEPTEMBER 2021
RIYADH, SAUDI ARABIA

3rd
EDITION



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

www.saudientertainmentexpo.com

#SEASAUDI

WELCOME TO THE LARGEST GATHERING OF SAUDI ARABIA'S ENTERTAINMENT & LEISURE INDUSTRY

In the years since its inception, Saudi Entertainment and Amusement (SEA) expo has already established itself as the largest platform for international and local suppliers of entertainment & leisure products and services to interact and do business with 5000+ key buyers who play an integral role in Saudi Arabia's USD 64 billion emerging leisure market.

The brainchild of dmg events, the event was launched in Saudi Arabia just at the right time when the Kingdom began embracing transformation. From reducing oil dependence and opening up markets to global investors and focusing on entertainment & leisure, the Kingdom is set on a new historic path of growth in line with Vision 2030.

With hundreds of entertainment centres, cinemas and theme parks already under construction, not to mention the mega projects, the demand for suppliers and manufacturers to cater to this demand is at an all-time high.

The three day annual event allows suppliers the rare opportunity to interact face-to-face with a steady flow of engaged industry professionals. It serves as a platform to increase brand awareness, attract new clients, generate leads and network with the industry to deliver real return on investment.



"This is our second year exhibiting and we're very happy with the outcome of the show. Everyone from Saudi who is important to the entertainment & leisure industry has visited the event. Our business looks very positive."

ZAMPERLA MIDDLE EAST

Yasser Joneid
General Manager
2020 exhibitor

"We have been very busy at the event with lots of fascinating leads and interesting people that we did business with. We're looking forward to next year's show because this is a great market and we're excited to be involved in its growth."

WHITEWATER

Jamie Charlesworth
Regional Director of Operations
2020 exhibitor

"We are an active organisation in this industry and we're exhibiting for the second time at SEA. We're very happy with the results and the very good turnout of visitors. We look forward to participating next year as well."

WAREHOUSE OF GAMES

Nabil Kassim
CEO
2020 exhibitor



AN UN-TAPPED MARKET AWAITS



USD 738 BILLION

GDP MAKES SAUDI ARABIA THE LARGEST ECONOMY IN THE GCC



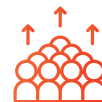
USD 320 BILLION

IS WHAT SAUDI'S PUBLIC INVESTMENT FUND, WHICH HAS LEISURE & ENTERTAINMENT DEVELOPMENT AS ONE OF ITS KEY FOCUSES, IS ESTIMATED TO BE WORTH



USD 26 BILLION

IS WHAT THE LOCAL SAUDI POPULATION SPENDS ON INTERNATIONAL TRAVEL



58%

OF THE SAUDI POPULATION BELOW THE AGE OF 30 HAS INCREASED DEMAND FOR ENTERTAINMENT & LEISURE LOCALLY

SHOWCASE YOUR BRAND TO THE RIGHT AUDIENCE

Showcase your products to 5000+ industry professionals involved in the development of Saudi Arabia's entertainment & leisure market worth over USD 64 billion. Saudi Entertainment and Amusement (SEA) expo gives you the opportunity to establish new connections, helping you meet all your 2021 business objectives.



GENERATE GOOD QUALITY LEADS

At the event, our exhibitors generate an average of 80 leads. That's more than you can generate from any other conventional method over the course of 3 days. This will help you meet your business objectives sooner and expand your business horizons.



FORGE NEW BUSINESS RELATIONSHIPS

Three days at the event gives you the opportunity to meet thousands of buyers and investors within Saudi's entertainment and leisure sector. These face-to-face meetings help you establish business relationships that can be nurtured into business partnerships.



PUT YOUR BRAND IN THE SPOTLIGHT

Build your brand's awareness in this new market that is full of potential by showcasing your products and services to 5000+ industry professionals along with PR opportunities and marketing coverage offered as part of your package.



EXPLORE NEW BUSINESS OPPORTUNITIES

Conversations with industry professionals who are an integral part of Saudi's fast-growing entertainment and leisure sector help you explore possible business opportunities that even you probably didn't foresee.



LEADING BRANDS THAT VISIT SAUDI ENTERTAINMENT AND AMUSEMENT EXPO



ALWAYS BRINGING THE RIGHT BUYERS AND DECISION MAKERS TO YOU

5,107

ATTENDEES

153

EXHIBITORS

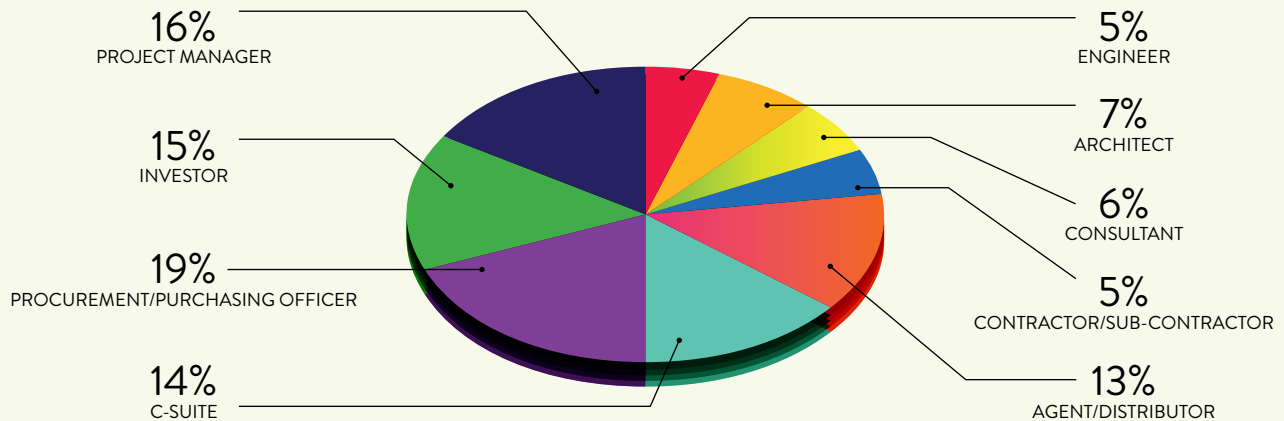
25

EXHIBITING COUNTRIES

2.4m

MARKETING AND PR REACH

INDUSTRY PROFESSIONALS WHO ATTEND



OUR VISITORS REPRESENT THE FOLLOWING INDUSTRIES



RETAIL & MALLS



EDUCATION & TRAINING



EVENT ORGANISERS



GOVERNMENT & MUNICIPALITY



HOSPITALITY



COMMERCIAL REAL ESTATE



TRADE ASSOCIATIONS



CONTRACTING & FIT OUT



MANUFACTURING

WHY THE EVENT IS IMPORTANT TO THE INDUSTRY

85%

visit to source new products

86%

want to meet new suppliers

84%

want to stay apprised about the latest products and trends

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



RIDES

- Bumper Cars
- Carousels
- Ferris Wheels
- Flat Rides
- Go-Karts
- Kiddie/Children Rides
- Roller Coasters
- Major Rides
- Trains/Trams/Trolleys
- Dark Rides
- Rafts/Flumes
- Service, Repair & Parts



WATER-RELATED EQUIPMENT & SUPPLIES

- Boats
- Misting Devices
- Spray Parks/Water Playgrounds
- Wet Rides - Slides/Tubes
- Wave Pool/Wave Machine
- Pool Coatings/Water Slide Coatings
- Lifeguard & Water Safety



SECURITY & SAFETY EQUIPMENT

- Cameras & Surveillance
- Communication Systems
- Lockers
- Fire Protection & Alarms
- Safety Products
- Tracking Systems
- Traffic Control



GAMES & DEVICES

- Arcade & Video
- Coin-Op Machines
- Game Controllers
- Billiard Tables & Accessories
- Remote & Radio Controlled Devices
- Foosball
- Board Games
- Change Machines/Bill Validators
- Coin & Currency Counters/Safes
- Systems & Devices
- Tokens
- Wristbands
- Ticketing



FOOD & BEVERAGE

- Beverage Preparation Equipment
- Beverages
- Candy/Sweets
- Carts and Kiosks
- Concession Trailers
- Food Preparation Equipment
- Food service Supplies
- Ice Cream/Frozen Treats
- Popcorn/Pretzels/Snack Food
- Vending Machines
- Entrees - Hot/Cold



FACILITY, GROUNDS & PARTICIPATORY EQUIPMENT

- Children's Play Elements, Inflatables,
- Indoor Laser Tag
- Climbing Walls/Ropes Courses/Ziplines
- Edutainment
- Interactive Sports - Mazes/Bowling
- Bridges
- Canvas & Tents/Awnings & Canopies
- Fountains



CONSTRUCTION & CONSULTANTS

- Amusement Facilities
- Family Entertainment
- Fencing/Railing
- Portable Buildings & Storage
- Rope Courses/Zip lines
- Snow Domes/Ice Rinks
- Architect & Design
- Economic/Feasibility
- Engineering & Testing
- Management/Planning
- Research/Surveys
- Ride Testing/Inspection
- Safety & Security
- Recruitment
- Training



CINEMA

- 3D Provider
- Cinema Technology
- Construction and Architecture
- Digital Cinema
- Digital Cinema Projection
- Screens
- Seating
- Speakers/Sound/Amps
- Ticketing/Point of Purchase
- Lighting
- Candy and Confections
- Concession Stands
- Snacks
- Popcorn

PROFESSIONAL THEATRICAL EQUIPMENT

- Animatronics
- Digital Signage
- Film/Music Production
- Fireworks
- Fog/Smoke Machines
- Laser & Light Shows
- Simulation
- Snow/Ice
- Virtual Reality
- Special Effects
- Lighting
- Audio/Visual
- Sound Systems
- Staging/Seating
- Theatre Equipment
- Costumes/Uniforms
- Theatrical Rigging
- Ride Photography & Video
- Photo Booths
- Cinemas & Multiplex



THE SAUDI ENTERTAINMENT AND AMUSEMENT SUMMIT

Saudi Entertainment and Amusement (SEA) expo features a programme of CPD-accredited, live presentations from some of the most respected entertainment and leisure industry professionals working in Saudi Arabia.

These interactive presentations will offer 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, and where immediate opportunities exist for investors, developers, operators and solution providers.

The 2020 edition of the SEA Summit hosted key speakers from the industry including **Simon Townsend**, Senior Director - Head Strategic Advisory & Consulting, CBRE; **Mohamed Attia**, Chief Executive Officer, Kids Space; **Michael Collins**, Senior Partner & Co-Founder, Leisure Development Partners (LDP); **Dr. Adel K. Jemah**, Senior Vice President, Hill International Inc.; **Fahad Al Mutairi**, Marketing Director, Abdullah Al Othaim Investment Company; and **Basim Almohammadi**, Chief Business Officer, All Entertainment Group (AEG), among others.



ALWAYS MORE THAN JUST AN EXHIBITION

The 12 month marketing and PR campaign means that we are constantly generating awareness and engaging with our community of professionals to ensure long-lasting results before, during and after the event.

Every exhibitor benefits from a landing page on our website with logo, product photos and links. The marketing team will also create bespoke collateral for you to promote your involvement and invite your clients on your behalf.

Continued collaboration with government entities, associations, magazines and media channels is used to promote the event through online, print and outdoor advertising.

A specialised local PR team ensured articles are featured in leading local and international media. The event consistently hits the front pages of major newspapers, websites, social media and radio.

LEADING BRANDS THAT EXHIBITED WITH US LAST YEAR



SITE VISITS AND NETWORKING EVENTS



Saudi Entertainment and Amusement (SEA) expo is focused on delivering the best networking opportunities for all our exhibitors. In keeping with this focus, we partner with leading buyers within Saudi Arabia to host events in an effort to connect you to the right decision makers and forge strong business relationships.



During the 2020 edition, our exhibitors were invited to a Networking reception hosted by **Al Hokair Group**, one of the largest local buyers in the entertainment & leisure industry. Exhibitors were also invited to a field day by **Al Othaim Leisure**, another leading local buyer from the industry, which included networking sessions.

THE OPPORTUNITIES THAT LIE AHEAD FOR YOU

Developing entertainment, leisure & recreation within the Kingdom is an integral part of Saudi Arabia's Vision 2030. This move is set to reduce the Kingdom's dependence on oil and is backed by the Public Invest Fund, which is worth in excess of USD 400 billion. A slew of mega projects have been set in motion, increasing the demand for entertainment and leisure products, services and technology to an all-time high in the Middle East.



Project: AMAALA

Dubbed the 'Riviera of the Middle East', the development will consist of 2,500 hotel rooms and 700 private residential villas along with a retail area with 200 outlets. The 3,000 square kilometre development, which will be spread across the three sites, will have its own airport and target luxury travellers and entertainment and leisure facilities and is expected to be completed in 2028.

Project: RED SEA DEVELOPMENT

This mega project encompasses an archipelago of more than 90 pristine islands, miles of sweeping desert and dramatic landscapes that include volcanoes, and canyons. It has been designed with a strong focus on heritage, culture and conservation and will provide 8,000 new hotel rooms once completed.



Project: NEOM CITY

This mega project worth USD500 million, will have a new megacity on the Red Sea near Saudi Arabia's northeast border with Egypt and Jordan and cover an area about thirty-three times the size of New York City. The first phase is expected to be completed by 2025.





Project:

MAJID AL FUTTAIM VOX CINEMA & AMC ENTERTAINMENT HOLDINGS

Majid Al Futtaim will invest USD 533 million to open 600 multiplex cinemas in the next five years in Saudi Arabia. In addition to this, US-based Entertainment Holdings, plans to open 100 cinemas more by 2030.



Project:

ENTERTAINMENT PROJECTS BY SEVENS

Saudi Entertainment Ventures (Sevens), a subsidiary of the Public Investment Fund (PIF), has unveiled seven entertainment development projects including a one-sq-km amusement park, three leisure and sportstyle complexes in Dammam and Khobar, and 50 cinemas across the Kingdom by 2022.



Project:

AL-QIDDIYA ENTERTAINMENT CITY

The launch of an entertainment city almost as big as Las Vegas located southwest of Riyadh, is a major development that will include theme parks, resorts, hotels and residential units. The first phase of the 334-sq.km City is due to open to the public in 2022.



STAND PRICING

Contact us today to participate in the 2021 edition of Saudi Entertainment and Amusement (SEA) expo.

www.saudientertainmentexpo.com



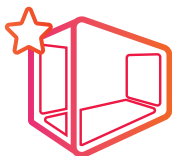
SPACE ONLY

\$385 per sqm



SHELL SCHEME

\$435 per sqm



UPGRADED SHELL SCHEME

\$460 per sqm



THINK OUTSIDE THE BOX

If you're keen to put your brand forward as a thought-leader, trend-setter or are trying to be different from the competition, then our sponsorship opportunities may be exactly what you are looking for. To find out more, contact our sales team today.

SAUDI ARABIA

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AllSecure

A detailed set of enhanced health and safety measures to ensure the successful integration of exhibitions and events post-COVID-19.

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