



2nd
EDITION

SAUDI ENTERTAINMENT AND AMUSEMENT

3-5 FEBRUARY 2020
RIYADH INTERNATIONAL
CONVENTION & EXHIBITION CENTER



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

www.saudientertainmentandamusement.com

#SEASAUDI



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

Successfully launched in April 2019, Saudi Entertainment and Amusement (SEA) expo is the only trade event in Saudi Arabia dedicated to support its budding entertainment and leisure sector, worth USD 64 billion, in the run up to the Kingdom's VISION 2030.

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“ We are the largest distributor of coin-operated amusement games in the MENA area. We are very pleased with the outcome of the show will definitely participate in the next event that will take place in Riyadh.

Nabil Adil Kassim, CEO
Warehouse of Games
SEA 2019 Exhibitor

“ We design and build customers playground and adventure spaces. We are very pleased with the positive response we have received at the show. We had good meetings and discussions and we're already talking about participating next year.

Thomas Mitmannsgruber
CEO of HPS Play Company
SEA 2019 Exhibitor

SAUDI ENTERTAINMENT AND AMUSEMENT 2019 IN NUMBERS:



TOTAL ATTENDEES:

3,728



EXHIBITING COMPANIES:

101



EXHIBITING COUNTRIES:

21



100's
OF GLOBAL NEVER-SEEN-BEFORE BRANDS



50%
BOOKED ONSITE FOR 2020

WHY DOING BUSINESS IN SAUDI ARABIA IS A SMART CHOICE

SAUDI ARABIA'S ECONOMY

represents about a quarter of the combined GDP of the Middle East-North Africa (MENA) region according to the latest International Monetary Fund (IMF) data.

SAUDI'S PUBLIC INVESTMENT FUND (PIF)

will develop into the **largest sovereign fund in the world**. The PIF increased by 100 percent in three years to USD300 billion and is expected to reach USD400 billion in the coming year.

THE CINEMA INDUSTRY

is expected to amass the largest share of the cinema business in the Gulf region, estimated to be **worth 1 billion USD by 2030**.

THE LEISURE AND ENTERTAINMENT SECTOR

will reduce the country's dependence on oil with the sector's **spending expected to increase a staggering 26.7%** by 2022 according to IAAPA.

STAGGERING PROJECTS UNDERWAY

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.

ENTERTAINMENT PROJECTS BY SEVENS

Saudi Entertainment Ventures (Sevens), a subsidiary of the Public Investment Fund (PIF), has unveiled seven entertainment development projects including a 1km² amusement park, three leisure and sport-style complexes in Dammam and Khobar, and a 50 cinemas across the Kingdom by 2022.

AL-QIDDIYA ENTERTAINMENT CITY

The launch of 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 on about 100 miles of sandy coastline on the Red Sea. At a total size of 334 square km, its first phase is due to open to the public in 2022.

NEOM CITY

This mega project worth **US\$500 million**, will have a new megacity on the Red Sea near Saudi Arabia's northeast border with Egypt and Jordan and cover an area some thirty three times the size of New York City. The first phase is expected to be completed by 2025.

POSITION YOUR BRAND AT THE 2020 EDITION IN ONE OF 8 MARKET-LEADING SECTORS



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



We are very happy to have participated in the first edition of this show. The world of snow and ice amusement is very popular in the Middle East. We were very happy to meet lots of visitors who are interested in working with us.

Alex Lokhurst, Managing Partner
Unlimited Leisure
SEA 2019 Exhibitor



HI-TECH 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



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 AND FOOD & BEVERAGE

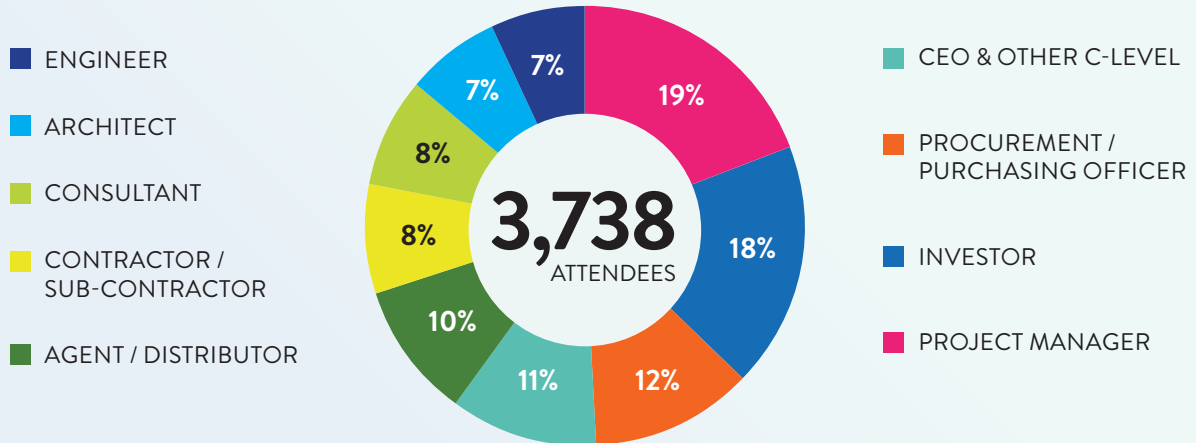
- Beverage Preparation Equipment
- Beverages
- Candy/Sweets
- Carts and Kiosks
- Concession Trailers
- Food Preparation Equipment
- Food service Supplies
- Ice Cream/Frozen Treats
- Popcorn/Pretzels/Snack Food
- Vending Machines
- Entrees - Hot/Cold

CONTACT US TODAY TO FIND OUT HOW YOU CAN GIVE YOUR BRAND THE EXPOSURE IT DESERVES

A SNAPSHOT OF OUR AUDIENCE

BRINGING THE RIGHT INDUSTRY PROFESSIONALS TO YOU

MEET THE ATTENDEES



FROM COMPANIES INCLUDING



REPRESENTING THE FOLLOWING INDUSTRIES

- RETAIL & MALLS
- EDUCATION & TRAINING
- EVENT ORGANISERS
- GOVERNMENT & MUNICIPALITY
- HOSPITALITY
- COMMERCIAL REAL ESTATE
- TRADE ASSOCIATIONS
- CONTRACTING & FIT OUT
- MANUFACTURING

WITH THESE TOP REASONS FOR VISITING

- 84%** SOURCE NEW PRODUCTS
- 86%** MEET NEW SUPPLIERS
- 84%** DISCOVER LATEST PRODUCTS AND TRENDS
- 80%** NETWORK WITH INDUSTRY PEERS

SAUDI ENTERTAINMENT AND AMUSEMENT SUMMIT

Saudi Entertainment and Amusement Summit will host a series of workshops and keynotes to address the opportunities and challenges in this rapidly growing market with fresh ideas and unique perspectives. The three day summit will comprise of both regional and international stakeholders discussing how to grow and develop the ongoing entertainment and amusement industry. Topics will vary from foreign direct investment to acquiring the skill sets necessary for success in the entertainment and amusement industry. The first edition of the Saudi Entertainment and Amusement Summit hosted key speakers including Bill Ernest, CEO of Saudi Entertainment Ventures share vital knowledge about the entertainment and leisure market's potential in the Kingdom.

IT'S MORE THAN JUST BUYING A STAND AT THE EXHIBITION

Apart from showcasing your products and interacting with government bodies, procurement professionals, owners, architects, consultants and developers involved in entertainment and leisure projects including malls and education facilities, here's a look at some of the things we did for our exhibitors at the first edition of the show in April.



SITE VISITS HOSTED BY TOP BUYERS IN SAUDI

The Al Hokair Group, one of the largest buyer in the entertainment and leisure industry in Saudi Arabia hosted a site visit for all our exhibitors who were taken to some of the entertainment properties they owned, giving the exhibitors a great opportunity to interact with key C-level professionals at Al Hokair and understand the market's potential better.



EXHIBITOR NETWORKING LUNCH

A trade show is always a great opportunity for exhibitors to network but most often this goes on the back burner because the primary focus is on meeting potential buyers. But, at the show in April, all our exhibitors were brought together for a networking lunch at the Radisson Blu Hotel in Jeddah where they could interact with each other face-to-face and share ideas.





GET THE RIGHT EXPOSURE YOUR BRAND DESERVES

A stand at Saudi Entertainment and Amusement can make a huge difference to your business and with our support from the day you sign up until after the show, your reach into Saudi's entertainment and leisure market can grow exponentially.

TAKING IT TO THE NEXT STEP

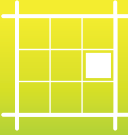


When you sign up with Saudi Entertainment and Amusement, we will work together pre-show, promoting you to our enormous database of contacts through various formats. In fact the more you give us to promote you with the more that we can do. We also create you personalized banners, email signatures, landing pages and more to help you market yourself to your network of prospects and get them to meet you at the show.

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.



STAND PRICING

 SPACE ONLY \$385 per sqm	 SHELL SCHEME \$435 per sqm	 INFLATABLES \$290 per sqm
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<h2 style="margin: 0;">GET IN TOUCH</h2>	<p>FOR SAUDI ARABIA</p> <p>Islam Hassaballah - Senior Sales Executive T: +966 012 697 0290 M: +966 55 538 0785 E: IslamHassaballah@dmgevents.com</p>	<p>FOR OTHER COUNTRIES</p> <p>Mohammed Faisal - Sales Manager T: +971 4 445 3606 M: +971 56 534 5871 E: MohammedFaisal@dmgevents.com</p>
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