

# SEA

SAUDI  
ENTERTAINMENT  
& AMUSEMENT

# EXPO

28-30  
MAY  
2023  
RICEC, 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.



**SEA Expo exceeded all expectations. High level, decision makers from all the major players in the entertainment industry make this a must attend show. SEA Expo is truly the biggest and best when it comes to the entertainment industry in the entire MENA region.**



**Robert Cirjak**

Founder/CEO Wubit Sports Exhibitor,  
SEA Expo 2020,2021 and 2022



# AN UNTAPPED MARKET AWAITS

## US\$ 738 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 277 in 2020. The number of visitable national heritage sites has increased from 241 in 2017 to 354 in 2019.

## US\$ 64 BILLION

is the value of the Saudi Arabian entertainment market

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

## Tourism spending in Saudi Arabia to surpass UAE in 2025

Crown Prince Mohammed bin Salman inbound tourism spending in Saudi Arabia is projected to hit US\$33.5 billion by 2025, higher than the figure for the UAE which stands at \$25.3 billion according to a report from Euromonitor International. It says tourism spending this year for the Middle East will rise by 40%, adding that inbound tourism spending would return to prepandemic levels by 2024.

[WWW.SAUDIENTERTAINMENTEXPO.COM](http://WWW.SAUDIENTERTAINMENTEXPO.COM)



SEA Expo has been a great platform for us to meet existing clients and new players in KSA. The tradeshow is the only one of its kind in the country and an absolute must-do for our team at WhiteWater. Nothing compares to getting face time with decision makers in this growing market.



**Mike Rigby**

GM & RVP – Middle East & India at WhiteWater,  
Exhibitor, SEA Expo 2020, 2021, 2022

# 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

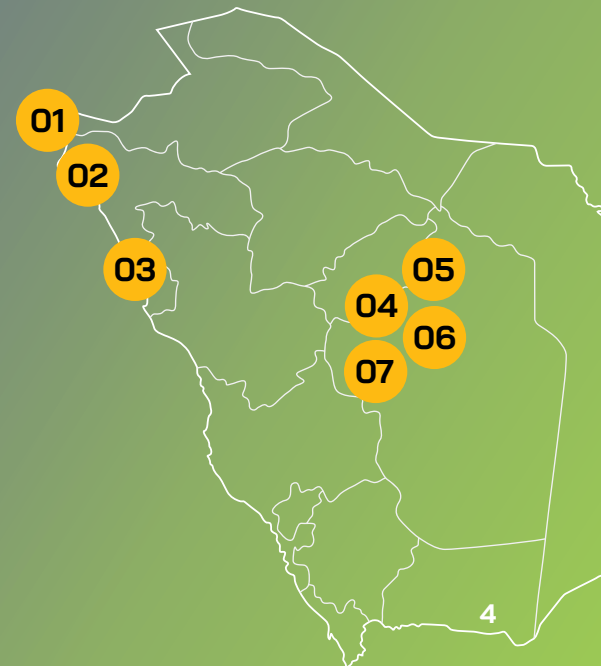
King Salman Park is being developed into Riyadh's green lung, becoming an inviting and colorful destination, rich in nature and joy and is accessible to all. It will be a hub to imagine, innovate, collaborate and create a new world of possibilities and experiences.

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.



# YOUR GATEWAY TO A HIGH-SPENDING NICHE AUDIENCE

## 2022 EVENTS AT GLANCE

ALL SHOW CROSSOVER

10,954

Total participants Across the 3 days (Visitors + exhibitors)

SEA EXPO

8,073

8,851

Total visits across the 3 Days, including multiple days entry

7,316

7,612

Total unique visitors across the 3 days

5,628

181

EXHIBITORS



41

EXHIBITORS



62

SPEAKERS



314

VIPs



[WWW.SAUDIENTERTAINMENTEXPO.COM](http://WWW.SAUDIENTERTAINMENTEXPO.COM)

## SNAPSHOT OF 2022 EXHIBITORS

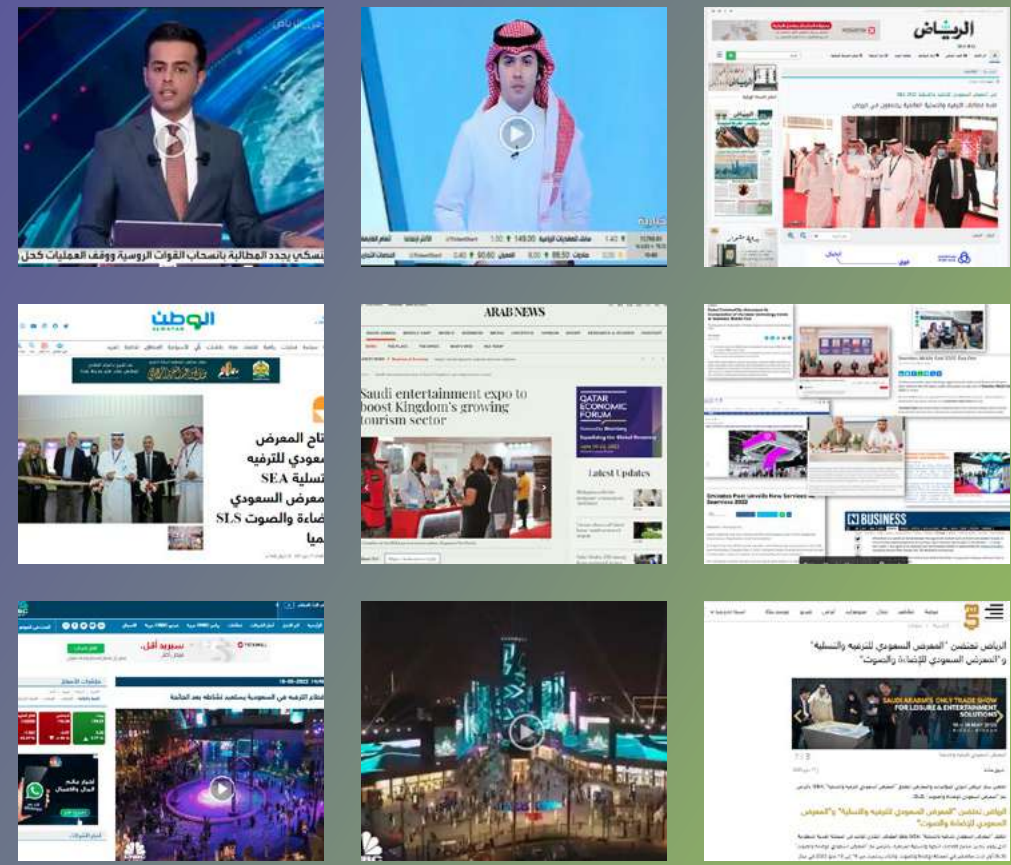


## SNAPSHOT OF 2022 ATTENDEES



# YOUR GATEWAY TO A HIGH-SPENDING NICHE AUDIENCE

## KEY MEDIA COVERAGE



“ We had a massive show, and it has been incredibly busy for us. The Saudi entertainment industry is growing at a rapid pace. We are fortunate to be here at Saudi Entertainment and Amusement Expo and be able to meet with entrepreneurs, establish businesses, learn more about the market and showcase our technologies. ”

Renee Welsh  
 CEO - EMBED, Sponsor,  
 SEA EXPO 2019, 2020, 2021, 2022

# WHAT TO EXPECT AT SEA EXPO 2023



**4M**

Marketing Reach



**350**

Exhibitors



**2X**

Summits



**10,000+**

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 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.



**Ahmed Arab**  
Ministry of Tourism  
Saudi Arabia

## SNAPSHOT OF SPEAKERS AT SEA SUMMIT 2022



**Fahad Al Fawaz**  
Al Hokair Group



**Mohamed Al Hashemi**  
MAF Leisure,  
Entertainment,  
Cinemas and Lifestyle



**Ian Williamson**  
The Red Sea  
Development  
Company & AMAALA



**Hicham Hassouni**  
Chief Officer Strategy &  
Business Development  
Boutique Group  
(PIF Project)



**Talal Kensara**  
Diriyah gate  
Development Authority  
Saudi Arabia



**Melanie DeSouza**  
Royal Commission  
for AIUla



**Damien Latham**  
Saudi Entertainment  
Ventures



**Waleed Al-Toukhi**  
Abdullah Al Othaim  
Investment Co.



# SAUDI ENTERTAINMENT AND AMUSEMENT 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

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**03.**

Meet and partner with the best entertainment and leisure companies in the region

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**05.**

Discover new market opportunities especially geographically

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**07.**

Establish partnerships and collaborations

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**02.**

Create and reinforce leadership in the Saudi Arabian market

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**04.**

Launch new products, initiatives and segments

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**06.**

Market, prospect, sell

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**08.**

Rapidly expand your database of sales leads

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# POWERFUL MARKETING CAMPAIGN TO ATTRACT THE RIGHT AUDIENCE

## EMAIL NURTURE BY VERTICAL

Example of an email nurture sequence by vertical, showing a registration form and a list of speakers.

**SEA EXPO** 16 - 18 MAY 2023 RYADH

ACTIVATE YOUR BADGE

Example First Name Example Surname  
Example Position  
Example Company Name

VIP VISITOR

**HOURS OF CONTENT FROM WORLD CLASS SPEAKERS**

Each year the Saudi Entertainment and Amusement (SEA) Expo shares the insights, experience, and tactics of the region's most successful leaders. Find out whose they feature the biggest potential business opportunities, whether in B2B and beyond.

We have some of the biggest names in the industry joining us, including:

- Abdulrahman Al-Othaim, Chairman & Managing Director, Ministry of Tourism, Saudi Arabia
- Abdulrahman Al-Othaim, Chairman & Managing Director, Ministry of Tourism, Saudi Arabia
- Mohammed Al-Othaim, Chairman & Managing Director, Ministry of Tourism, Saudi Arabia
- Abdulrahman Al-Othaim, Chairman & Managing Director, Ministry of Tourism, Saudi Arabia
- Abdulrahman Al-Othaim, Chairman & Managing Director, Ministry of Tourism, Saudi Arabia
- Abdulrahman Al-Othaim, Chairman & Managing Director, Ministry of Tourism, Saudi Arabia

REGISTER FOR FREE NOW | SEE FULL LIST OF SPEAKERS

## DIRECT BOOKINGS

**BOOK NOW**

## REMARKETING

Example of a remarketing ad for SEA Expo, featuring a 'FREE TO ATTEND' offer.

SEA EXPO

Saudi Entertainment & Amusement (SEA) Expo

FREE TO ATTEND

## 3RD PARTY MARKETING

Example of 3rd party marketing ads, including a Facebook post and a website banner for SEA Expo.

SEA EXPO

SEA EXPO

REGISTER FOR FREE

## EMAIL AWARENESS CAMPAIGNS

Example of an email awareness campaign for SEA Expo, featuring a registration form and a list of exhibitors.

SEA EXPO 16 - 18 MAY 2023 RYADH

REGISTER FOR FREE

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

SEE FULL EXHIBITOR LIST

## SALES TEAM



## EVENT WEBSITE

Example of the event website for SEA Expo, featuring a registration form and a list of exhibitors.

SEA EXPO

Saudi Entertainment & Amusement Expo

28 - 30 MAY 2023 | 3pm - 9pm

Riyadh International Convention & Exhibition Centre

ENQUIRE TO EXHIBIT | WHY EXHIBIT

SOURCE SOLUTIONS. CREATE WORLD-CLASS EXPERIENCES.

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

## EVENT BROCHURE

Example of an event brochure for SEA Expo, featuring a registration form and a list of exhibitors.

SEA EXPO 28-30 MAY 2023 RYADH

Your gateway to the fastest emerging, multi-billion dollar entertainment & leisure market in the middle east

## GOOGLE & SOCIAL ADVERTISING



## CONTENT MARKETING

Example of content marketing, featuring a registration form and a list of exhibitors.

REGISTER FOR FREE NOW

Abdulrahman Al-Othaim Investment

Off-Premises Solutions

Dream Master

Kraftwerk Living Technologies

# CHOOSE YOUR STAND PACKAGE



## SPACE ONLY: \$409 (PER SQM)

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



## UPGRADED SHELL SCHEME PACKAGE: \$489 (PER SQM)

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



## SHELL SCHEME PACKAGE: \$459 (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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Space Booking & Sponsorship  
Senior Sales Executive - Saudi Arabian Companies  
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**Mohammed Faisal**

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**Sarkis Kahwajian**

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