

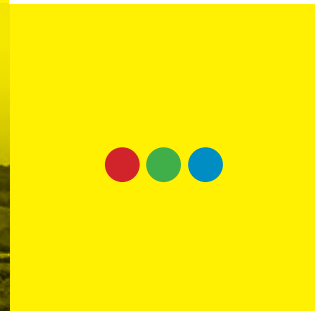
IN SUPPORT OF



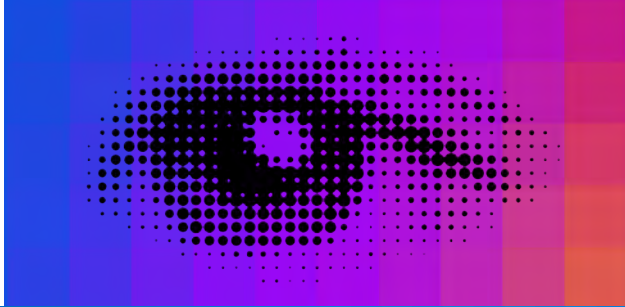
SAUDI SIGNAGE EXPO

EXPO

- + DIGITAL
- + PRINT
- + GRAPHICS



**BUILD YOUR
PIPELINE,
BOOST YOUR
SALES**



**REDEFINING THE FUTURE
OF THE DIGITAL, PRINT, GRAPHIC
& IMAGING INDUSTRIES IN
SAUDI ARABIA**



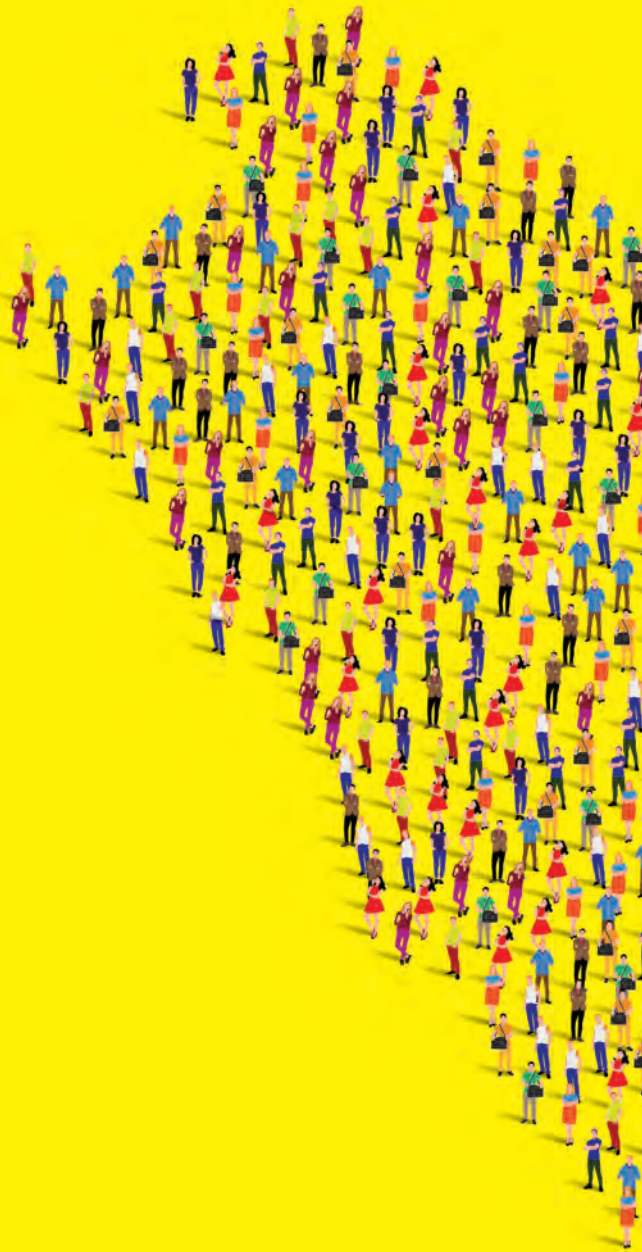


**RIGHT PEOPLE.
RIGHT TIME.
RIGHT PLACE.**

The country's growing retail, leisure, commercial, healthcare and tourism sectors, coupled with technological innovations, have propelled the signage industry in Saudi Arabia. With further government investments in infrastructure, the demand for signage will only grow.

Attracting the most senior decision makers in the industry, and the top manufacturers and suppliers of digital and print signage and graphics, Saudi Signage Expo will be the industry's most important business event in the Middle East.

Focused on a progressive market, the inaugural event is set to be a much-anticipated print, digital signage and visual communication stage to meet the right people, at the right time, in the right place.





IMPORTANCE OF SIGNAGE INDUSTRY IN SAUDI ARABIA

Saudi Arabia's
digital signage market

USD 276 million in 2022*



USD 492 million by 2027*

Saudi Arabia's
outdoor advertising market

USD 360 million by 2025*

Global signage market

USD 35.4 billion in 2022**



USD 63.3 billion in 2031**

Sectors contributing to growth:



RETAIL



HEALTHCARE



HOSPITALITY



COMMERCIAL



ENTERTAINMENT

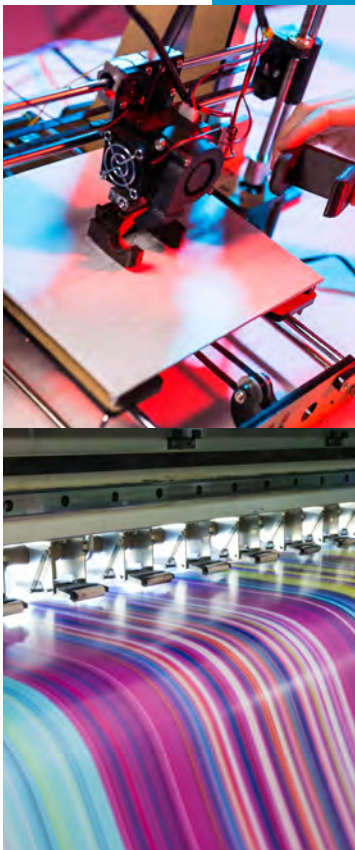


INFRASTRUCTURE



PROMINENT SAUDI BUSINESSES ARE LOOKING FOR NEW SIGNAGE SOLUTIONS

Saudi Signage Expo will help you leverage today's high demand and allow you to meet prospective buyers to expand your business in the region.



BUYERS ARE ACTIVELY LOOKING FOR:

- + 3D PRINTING
- + DIGITAL ADVERTISING
- + DIGITAL BILLBOARDS
- + DIGITAL DISPLAY
- + DIGITAL MERCHANDISING
- + DIGITAL SOFTWARE
- + DISPLAYS & TOUCHSCREENS
- + FABRICATING
- + FILM
- + FINISHING
- + GIFTS & PROMOTIONAL MATERIALS
- + INK & SUBSTRACTS
- + LABELLING
- + LARGE FORMAT PRINTING
- + LED SIGNS
- + METAL CUTTING & ENGRAVING
- + MULTI-FUNCTION PRINTERS
- + PAPER
- + ROBOTICS
- + SCREEN PRINTING
- + SELF ADHESIVES & ACRYLICS
- + TEXTILE PRINTING



MEET THE WHO'S WHO IN PRINT AND DIGITAL SIGNAGE INDUSTRY

An unparalleled networking opportunity in the Middle East's industry to enable you to build business relationships that will reap long term benefits with decision makers.



DECISION MAKERS INCLUDE:

- + ADVERTISING & MARKETING AGENCIES
- + BANNER & BILLBOARD COMPANIES
- + BRAND MARKETING & CONTENT
- + EDUCATION BODIES
- + ENTERTAINMENT VENUES
- + FABRICATORS & CONTRACTORS
- + GOVERNMENT AGENCIES
- + GRAPHIC DESIGNERS
- + HEALTHCARE & HOSPITAL PROFESSIONALS
- + HOTELS & RESTAURANTS
- + LED OPERATORS
- + MEDIA & PR AGENCIES
- + MUNICIPALITIES
- + PUBLIC TRANSPORTATION
- + REAL ESTATE DEVELOPERS
- + RETAILERS





GROW YOUR BUSINESS WITH US

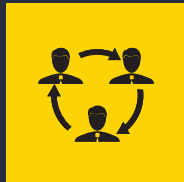
Exhibitions are the most powerful platform to help you grow your business through essential face-to-face connections. Saudi Signage Expo provides the fastest and most cost-effective platform to expand your brand into Saudi Arabia's profitable market.

We also offer you experts' insights into the local regulations so you can understand and navigate the Saudi market successfully.



ENTER A NEW MARKET QUICKLY

The only trade event in the Saudi Arabia curated for the signage, printing, graphic and imaging industries



ACCESS A HIGHLY TARGETED AUDIENCE

Gain new sales leads and customers by educating your audience about your product



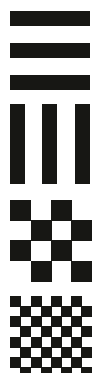
MEET DISTRIBUTORS

Pitch your product to local distributors and get your product out to a wider audience



STAY ON TOP OF THE TRENDS

Discover how digital progression, technological advancements and sustainability are reshaping the industry





FEATURES TO ATTRACT HIGH VALUE SPECIFIERS

ADTECH ARENA

Experience the future of advertising and signage firsthand through captivating live product demos.



THE STUDIO

Dive into the world of advertising and signage with industry leaders, gaining valuable insights and strategies to elevate your business.

MAKE IT YOURS ZONE

Stand out from the crowd by customizing your product for the visitors to your stand.



WELCOME TO THE FUTURE

Journey from the past to the future of the signage industry as you enter Saudi Signage Expo.

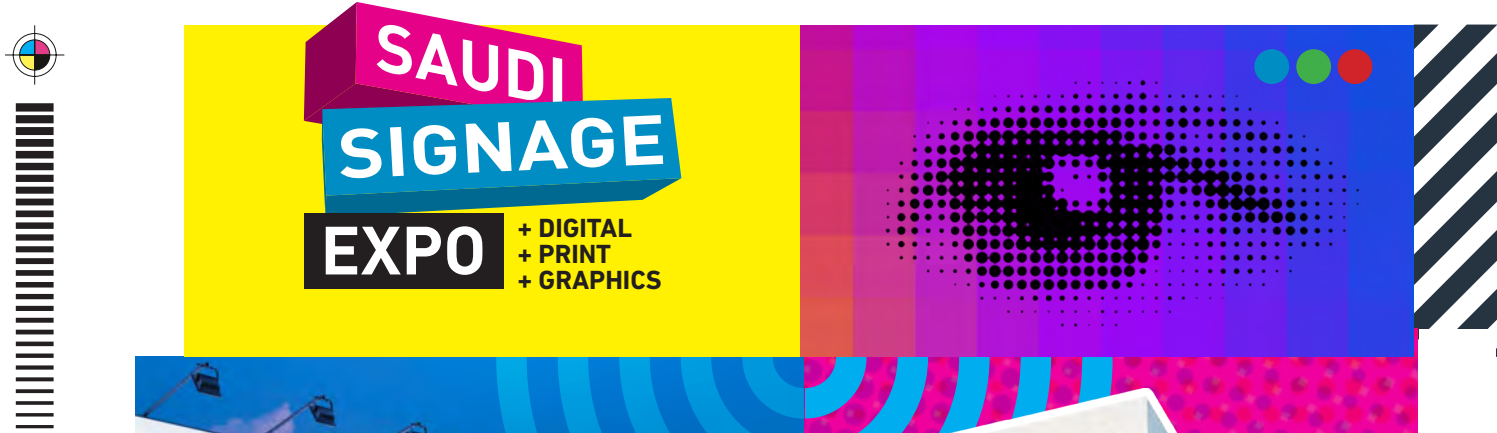


dmg events' 10+ year presence and local expertise in Saudi Arabia creates a foundation for high quality and safe face-to-face events driving vital business connections and Vision 2030 objectives.

OUR RAPIDLY GROWING PORTFOLIO IN SAUDI ARABIA



OUR GLOBAL FLAGSHIP EVENTS



GET IN TOUCH TODAY

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