

**SAUDI  
SIGNAGE  
EXPO**

+ DIGITAL  
+ PRINT  
+ GRAPHICS

**5 - 7 March 2024** | Riyadh International Convention  
and Exhibition Center (RICEC)

The largest event in the  
Middle East for the digital, print,  
graphics and imaging industries

**POST SHOW  
REPORT**

[www.saudisignageexpo.com](http://www.saudisignageexpo.com)  
**#SAUDISIGNAGEEXPO**



Founding Partners:



Gold Sponsors:



Silver Sponsor:



Agency Partner:





# DOMINATING SAUDI ARABIA

Focused on a progressive Saudi Arabian market, the event was the **largest in the Middle East** and the **biggest launch in Saudi Arabia** for the digital, print, graphics and imaging industries.

This highly anticipated event brought together the top manufacturers and suppliers showcasing their latest innovations, and decision makers from advertising, marketing, branding, government entities, municipalities and embassies.



**Overwhelmed by the turnout! We're excited  
to be exhibiting once again next year.**

Abdulwahab Ahmed Al Marzouq, Managing Director, K Four Trading  
Exhibitor



# PLACE YOUR BRAND AT THE LARGEST EVENT IN THE MIDDLE EAST FOR THE INDUSTRIES



8,414

total  
attendees

208

VIP  
attendees

109

exhibiting  
companies

11

exhibiting  
countries

598

CPD-certified  
professionals

3,186

sqm of  
gross space

**BOOK YOUR STAND NOW** TO FORGE NEW CONNECTIONS AND TAP INTO OPPORTUNITIES





# EXPAND YOUR BUSINESS ALONGSIDE TOP-TIER BRANDS

**AST**  
عالم سلاسل للتجارة  
ALEM SLASSEL TRADING

**NAB LED**  
شركة الناب المضيء التجارية  
Alnab Almudeei Trading LLC

**AR**  
Al Rish Al Khaleeji

**BLUE RHINE**

**CIMYK**  
Digital Print Solutions

**DISPLAY HOUSE**

**EURO MEDIA**  
PRINT SOLUTIONS

**FLEX-EUROPA**



**FUJIFILM**  
Value from Innovation



**KH**  
Trading

**سطوع الضوء**  
**LIGHT BRIGHT**  
**طاولات اللوحات**  
**SIGNS SOLUTIONS**

**Desert Sign**  
Sign Supplies & Printing Equipment

**نور الماسة**  
**Nour Massah**

**شايين ماكس**  
**SIGNMAX**  
ADVERTISING LIMITED CO.  
Creativity without Boundaries

**سكرين وورلد**  
**SCREEN world**  
**سايين**  
**sign**

**STANDOUT** WITH YOUR UNIQUE PRODUCTS AT SAUDI SIGNAGE EXPO



**I can describe Saudi Signage Expo as  
profitable, more business, more business  
and more business. We are very happy!**

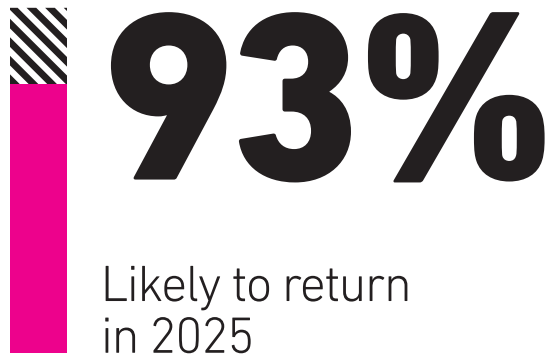
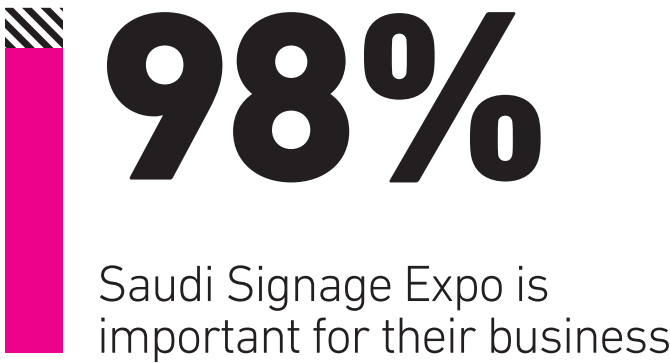
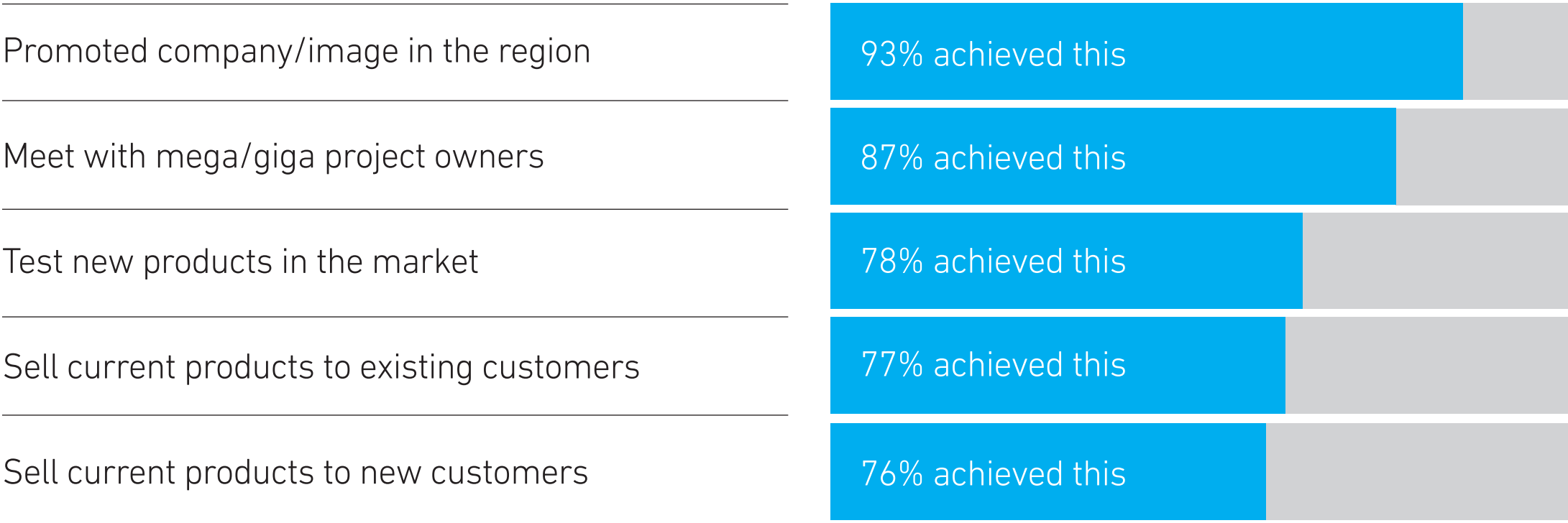
Naved Siddiqui, Director, Alem Slassel Trading  
*Silver Sponsor and exhibitor*





# CRAFTING SUCCESS STORIES AND SATISFIED EXHIBITORS

## Reasons for exhibiting:



Creating continuous impact

**\$1.1mn**

Expected in sales by our exhibitors, in the next 12 months because of Saudi Signage Expo



# ATTRACTING THE RIGHT AUDIENCE TO MAXIMISE YOUR ROI

Appealing to buyers from:



EXHIBIT IN 2025 AND MEET THE DECISION MAKERS FROM ACROSS THE COUNTRY



# ACHIEVE GREATER RESULTS WITH ENGAGED AUDIENCES

## Reasons for visiting:

Source new products with high quality	86% achieved this
To attend the Hala (هالا) Chats content programme	86% achieved this
Discover the latest product innovations/trends	85% achieved this
Network with the industry	85% achieved this
Meet with current suppliers	85% achieved this
Meet with new suppliers	81% achieved this
Source new products that offer excellent value for money	80% achieved this

**I was impressed by the cutting-edge technology and innovative designs showcased at the event, and the opportunities it provided for networking with new companies.**

Houssam Zahreddine, Business Development Manager,  
Majestic International Co.

**GROW YOUR BUSINESS PROSPECTS LIST** BY EXHIBITING WITH US



# ADDRESSING RELEVANCE AT HALA (هالا) CHATS



The exclusively curated Hala (هالا) Chats featured experts and specialists from the signage, wayfinding, design and advertising sectors who shared insights around shaping the wayfinding experience, enhancing local content as well as strategies and techniques to transform signage.

**598**

attendees

**14**

CPD sessions

**15**

expert speakers

**GET IN TOUCH WITH US** TO DISCUSS  
SPEAKING AND SPONSORSHIP OPPORTUNITIES

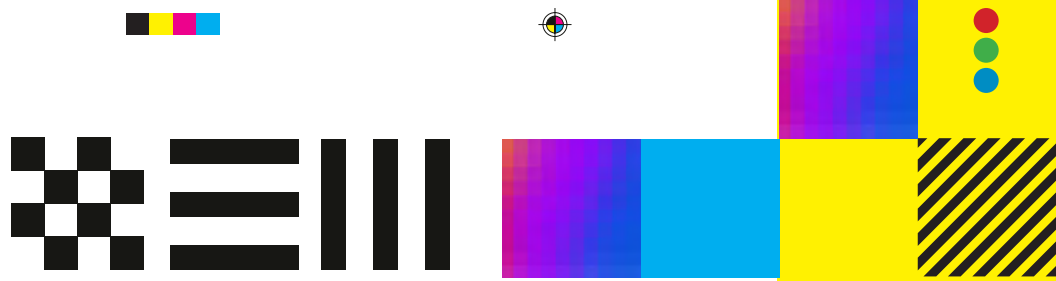


**Extremely energetic, great vibe and extremely friendly people. Saudi Signage Expo is energetic, vibrant, and futuristic!**

Ibrahim Bakka, Director, Advanced Signmakers



# LEARNING FROM THE LEADERS OF THE INDUSTRY



**Alex Malouf**

Board Member  
Public Relations and  
Communications Association  
(PRCA MENA)



**Ali Yousif**

International Wayfinding  
Specialist



**Giles Clement**

Senior Director - Design  
Red Sea Global



**Graeme Erens**

Chief Executive Officer  
& Executive Creative Director  
Genius Loci & GLSW



**Ibrahim Bakka**

Director  
Advanced Signmakers



**Kinan Aljazairi**

Business Head – Commercial Graphics  
and Transportation Division  
3M Arabia



**Michael Nebel**

Head of Business  
EMEA, Avery Dennison



**Michael Toumayan**

Chief Executive Officer  
World Advertising



**Mohamed Siam Abdelkader**

Advertising, Signage Technology  
& AI Expert  
Colorjet Group



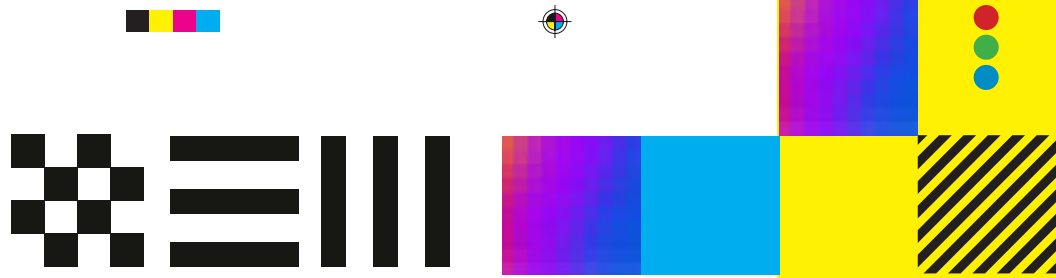
**Simon P. Ekers**

Wayfinding & Signages Consultant  
Riyadh Airports





# CURATED BY THE EXPERTS FROM THE INDUSTRY



**Abdullah AlGhamedi**  
Founder & Chairman  
Saudi CX Association



**Abdullah Aoude**  
Large Format Production Middle East  
and Africa Lead  
HP



**Eyad Zarea**  
Head of Paid Media  
NEOM



**Giles Clement**  
Senior Director - Design  
Red Sea Global



**Hadi Balaa**  
Group Business Director  
Al Arabia



**Omar Reda**  
Creative Director  
Havas



**Saif Jarad**  
Founder & CEO  
Chain Reaction



**Simon P. Ekers**  
Wayfinding & Signages  
Consultant  
Riyadh Airports



# A 360-DEGREE MARKETING AND PR CAMPAIGN TO GUARANTEE QUALITY ATTENDANCE

**5.4mn**

digital campaign  
impressions

**2.5mn**

email  
reach

**2.3k**

social media  
followers

**224k**

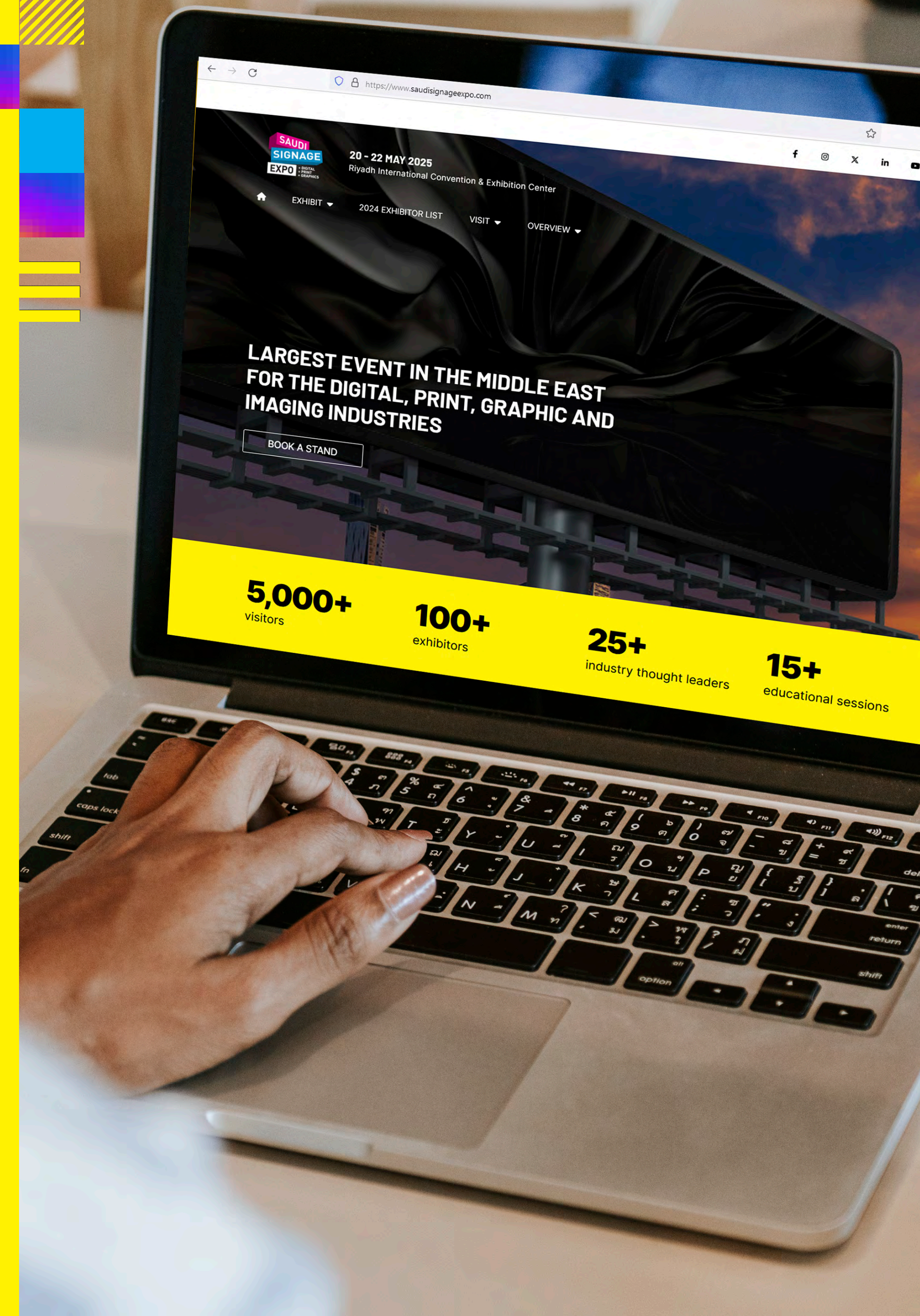
website  
views

**96k**

new website  
users

**10**

media partners  
and associations





# MAXIMIZING EXPOSURE WITH 7.5 MILLION PR CAMPAIGN VIEWS

التشرق الأوسط  
Asharq Al-Awsat

AcN

الرياض

ARAB NEWS

الاتحاد 24

عين الرياض  
Eye Of Riyadh

الجزيرة الآن

جوانا الإلكترونية  
www.juwatha.net  
الراعي الإعلامي

MENAFN

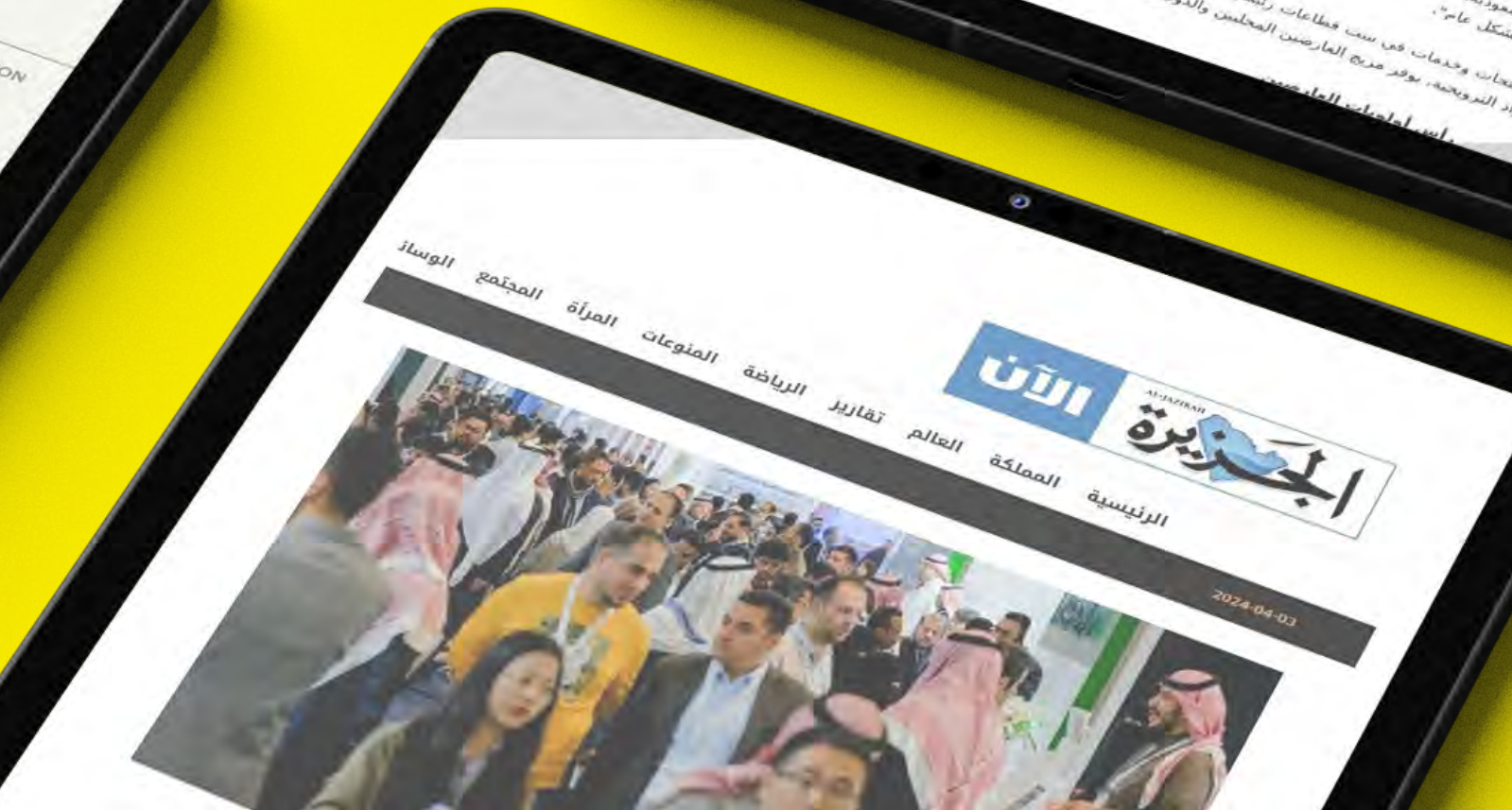
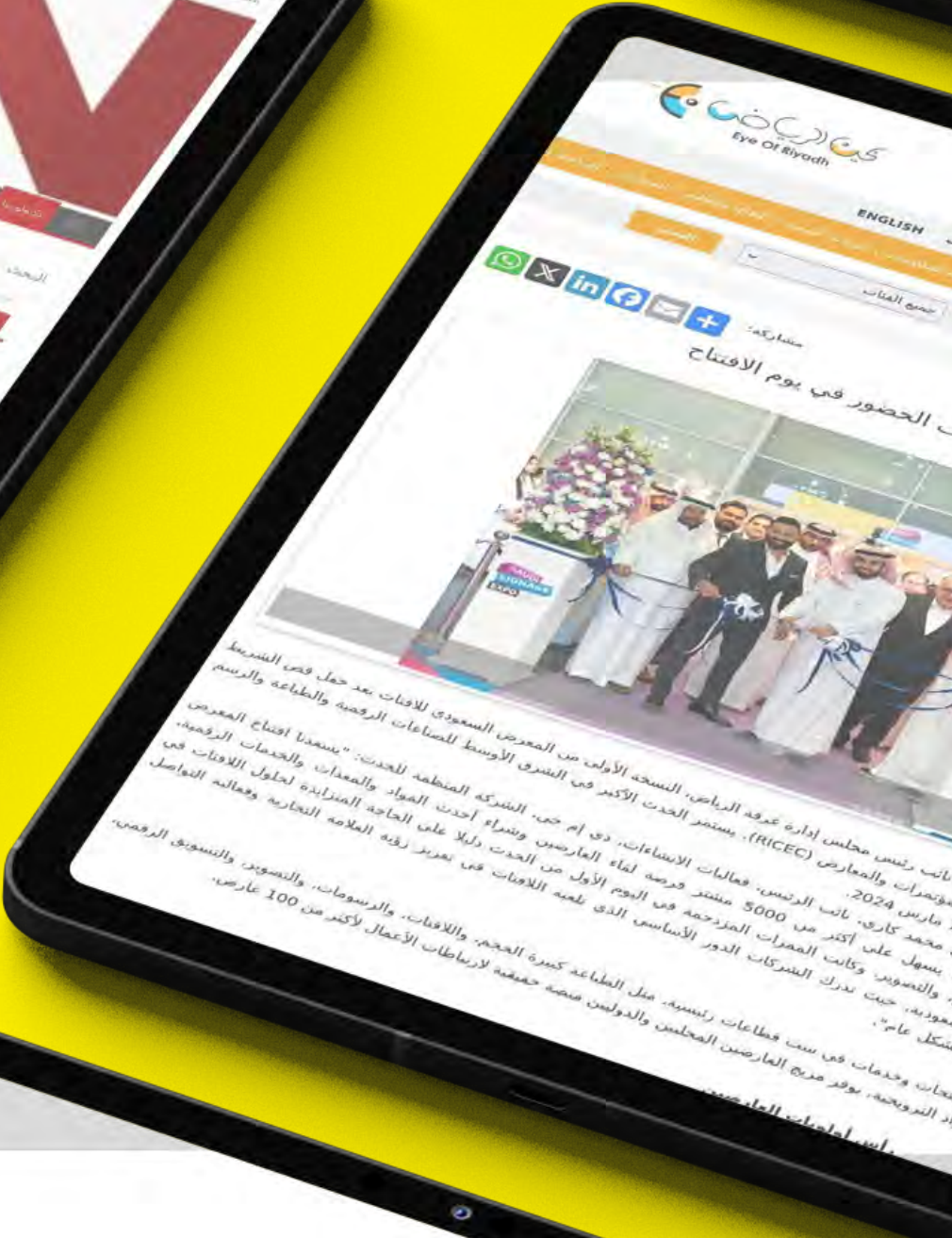
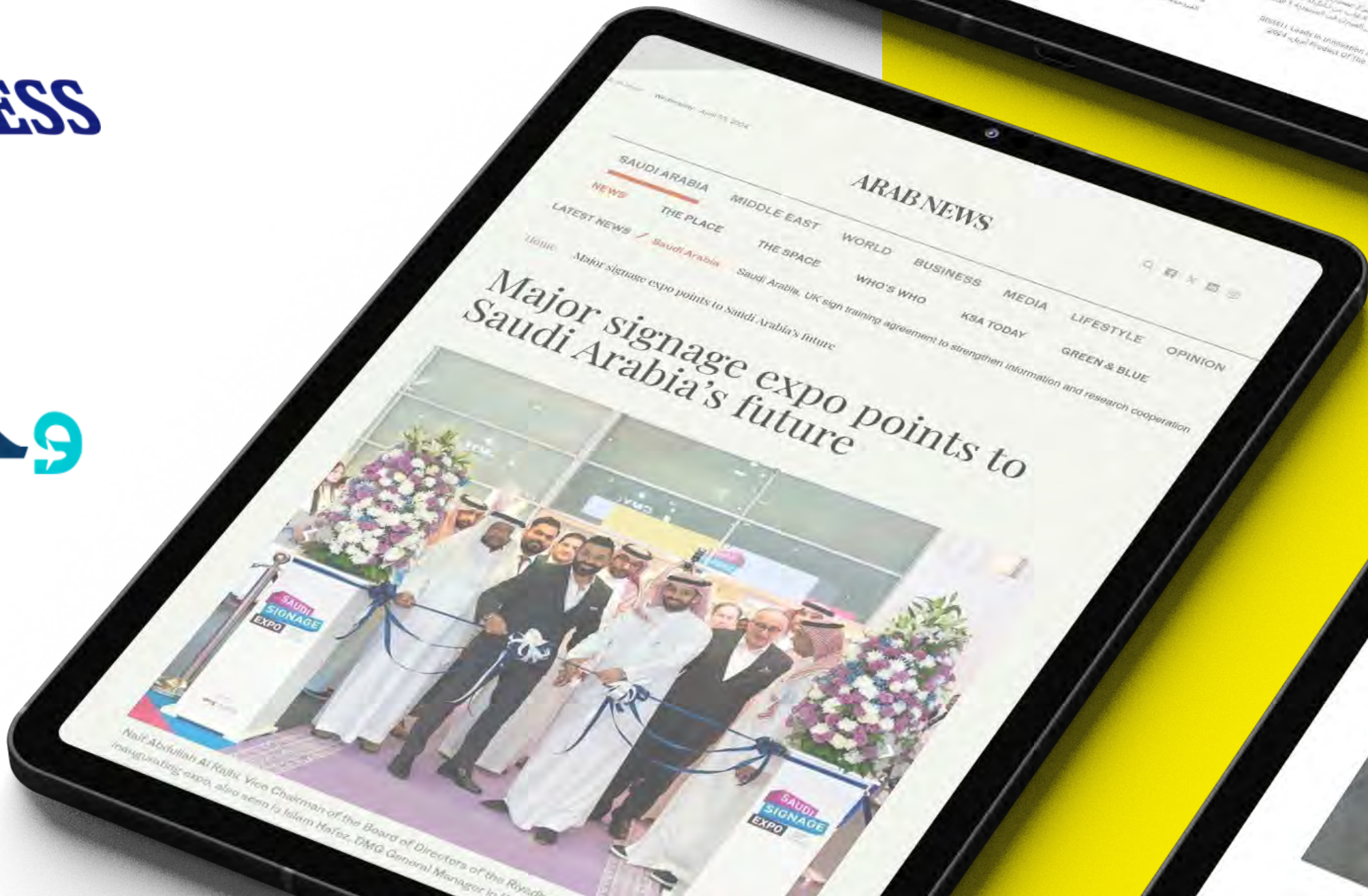
نبض

SAURESS

Waaynk

الوطن  
ALWATAN

وجهات 24





# THANK YOU TO OUR SPONSORS AND PARTNERS

## Founding Partners



## Gold Sponsors



## Silver Sponsor



## Agency Partner



## Supporting Associations



## Official Hotel Partner



## Media Partners





Expand your  
business with us.

**Book now to secure  
your prime location.**

**20 - 22 May 2025**

Riyadh International Convention  
and Exhibition Center (RICEC)

**GET IN TOUCH**

**Nishit Karkera**

Senior Sales Manager

✉ [nishitkarkera@dmgevents.com](mailto:nishitkarkera@dmgevents.com)

☎ + 971 4 445 3768

📞 + 971 52 257 0213

**Saudi Signage Expo in three words: Amazing,  
creative and industry changing. Extremely  
happy and will be exhibiting next year.**

Abdullah Alsaiary, General Manager, Signs Solutions

