

**SAUDI
SIGNAGE &
LABELLING
EXPO**

Co-located with:

**SAUDI
PAPER &
PACKAGING
EXPO**

20 - 22 May 2025 | Riyadh International Convention
and Exhibition Center (RICEC)

**SAUDI ARABIA'S LARGEST
EXHIBITION FOR THE SIGNAGE,
LABELLING, PAPER AND
PACKAGING INDUSTRIES**

**EVENT
BROCHURE**



A color calibration bar with four colored squares (black, yellow, magenta, cyan) and a registration mark (crosshair) below it.

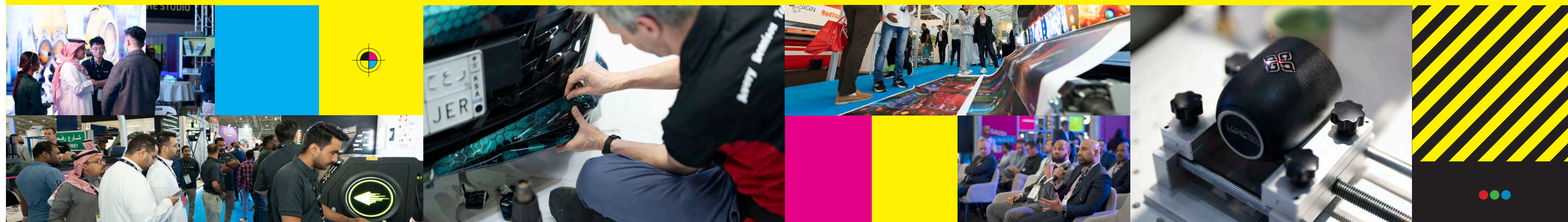
For a span of three days, the shows will provide an important platform to expand business prospects, showcase the innovative products that will reshape the industry and engage in a vibrant networking environment bringing together key decision makers and industry players.

BY 2027*

BY 2029**

BY 2025*

BY 2029**



STRATEGICALLY PLACED TOGETHER FOR MAXIMUM BENEFIT

**SAUDI
SIGNAGE &
LABELLING
EXPO**

Position your brand at the leading event for the signage and labelling industries.

**SAUDI
PAPER &
PACKAGING
EXPO**

**NEW IN
2025**

Take the spotlight at the dedicated event for the paper and packaging industries.

A look into what you will experience in the next edition

14,000+

Visitors

150+

Exhibitors

15+

Exhibiting
countries

4

Sectors

2

Co-located
events



SHOWCASE YOUR PRODUCTS WHERE IT MATTERS MOST



Signage

- + Digital signage
- + Digital advertising
- + Digital display technologies
- + Digital billboards
- + Display and touchscreens
- + Digital software
- + LED signs
- + Signage materials
- + Signage system and hardware



Printers

- + Large format printing
- + Inkjet printers
- + Textile printing
- + Laser printers
- + 3D printing
- + Photo printers
- + Dye-sublimation printers
- + Screen printing
- + Multi-function printers
- + Plotter printers
- + Printer spare parts and consumables
- + Inks and substrates
- + Printing services



Graphics

- + Graphic materials and media
- + Prepress equipment and software
- + Graphic finishing equipment
- + Graphic design software



Imaging

- + Imaging sensors and detectors
- + Scanners and scanning solutions
- + Medical imaging equipment



Inks and substrates

- + Inkjet inks
- + Lithographic inks
- + Flexographic inks
- + Screen printing inks
- + Gravure inks



Gifts and promotional material

- + Branded apparel and accessories
- + Promotional items
- + Corporate gifts
- + Promotional printed materials
- + Branded office supplies



Self-adhesives and acrylics

- + Adhesive tapes
- + Adhesive films and sheets
- + Acrylic sheets and panels



Metal cutting and engraving

- + CNC machining centers
- + Laser cutting machines
- + Waterjet cutting machines



Labelling machines

- + Digital and conventional printing presses
- + Automatic labelling machines
- + Semi-automatic labelling machines
- + Print and apply labelling systems
- + High-speed labelling systems



Labelling materials

- + Pressure-sensitive
- + Heat shrink
- + Wrap-around
- + In-mold
- + RFID
- + Finishing and converting systems
- + Dies, cutters, rollers



Labelling technologies

- + Digital label printing systems
- + Thermal transfer printers
- + Direct thermal printers
- + Laser marking systems
- + Inkjet printing systems
- + Prepress and platemaking technology



Labelling software

- + Label design software
- + Barcode and QR code generation software
- + Label management systems
- + Integration with ERP and MES systems



Labelling accessories

- + Applicator brushes and rollers
- + Dispensers and rewinders
- + Applicator pads and wipes
- + Machine parts and accessories



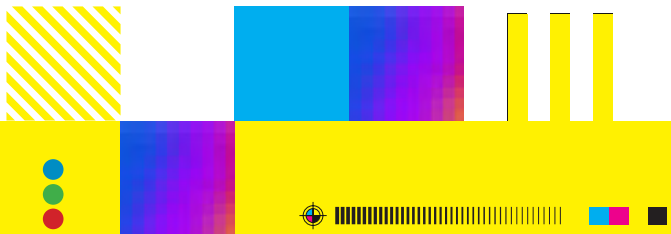
Labelling services

- + Custom label printing
- + Application and consulting
- + Inspection and quality control
- + Equipment installation and maintenance



Labelling automation and integration

- + System integration services
- + Automation software
- + Robotics



CRAFTING SUCCESS STORIES AND SATISFIED EXHIBITORS

Reasons for exhibiting:

Promoted company/image in the region	93% achieved this
Meet with mega/giga project owners	87% achieved this
Test new products in the market	78% achieved this
Sell current products to existing customers	77% achieved this
Sell current products to new customers	76% achieved this

98%
Saudi Signage Expo is
important for their business

93%
Likely to return
in 2025

92%
Satisfied with
Saudi Signage Expo



Creating continuous impact

\$1.1mn

Expected in sales by our exhibitors,
in the next 12 months following
Saudi Signage Expo 2024

ATTRACTING THE RIGHT AUDIENCE TO MAXIMIZE YOUR ROI



Advertising and
marketing agencies



Banner and billboard
companies



Cosmetics and
personal care brands



E-commerce
companies



Education
bodies



Entertainment
venues



Fabricators and
contractors



Fashion and apparel
companies



Food and beverage
industry



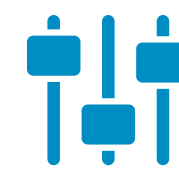
Governments and
municipalities



Graphic
designers



Hotels and
restaurants



LED
operators



Logistics and supply
chain companies



Media and
PR agencies



Pharmaceutical and
healthcare companies



Public
transportation



Publishing and
printing bureaus



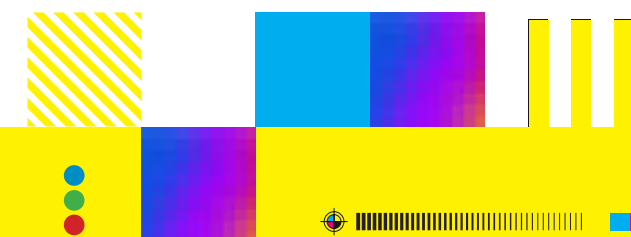
Real estate
developers



Retailers



Shopping
malls





ACHIEVE GREATER RESULTS WITH ENGAGED AUDIENCES

Reasons for visiting:

Source new products with high quality	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.

Visitor

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

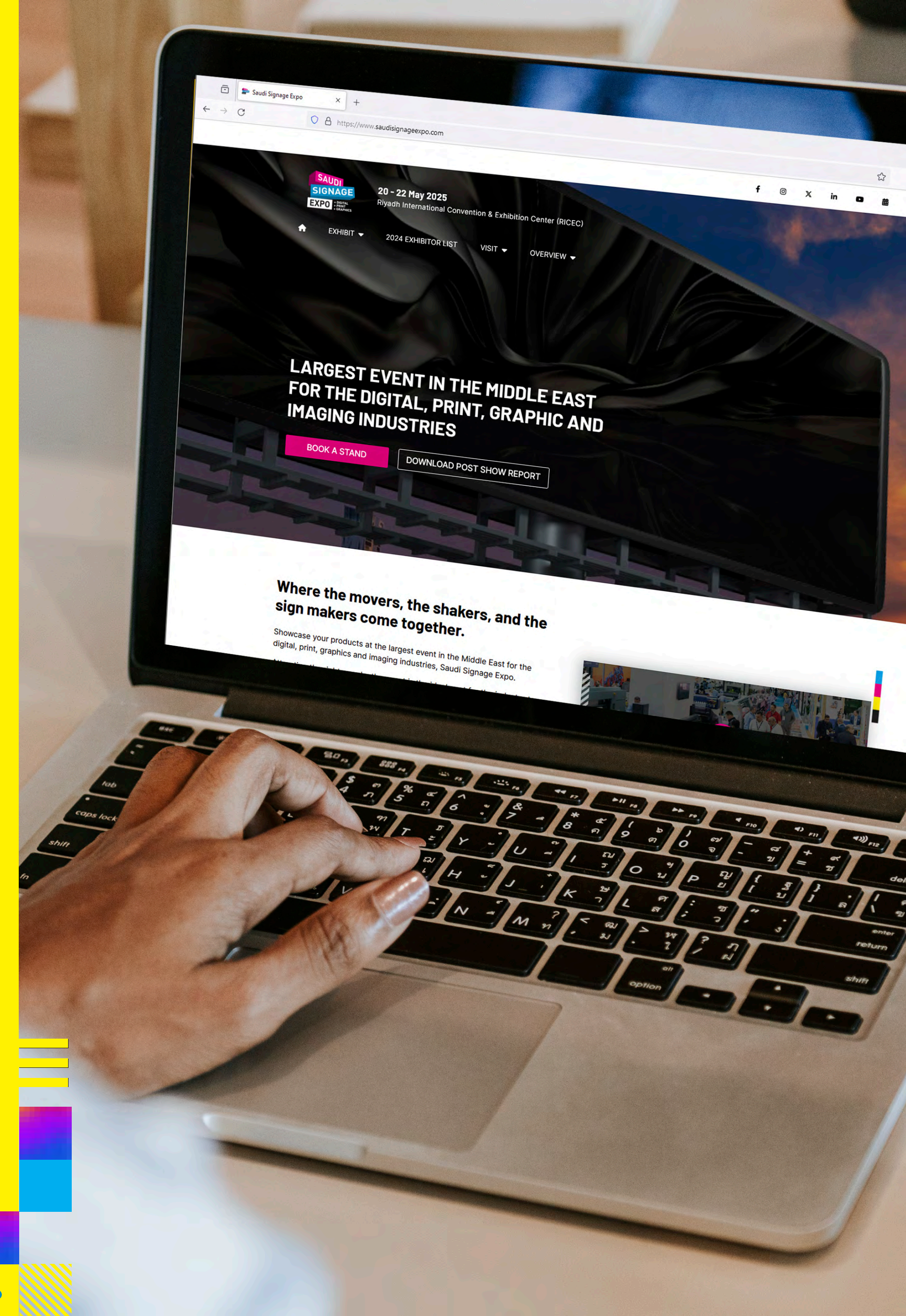
96k

new website
users

10

media partners
and associations

Based on the campaigns for Saudi Signage Expo 2024



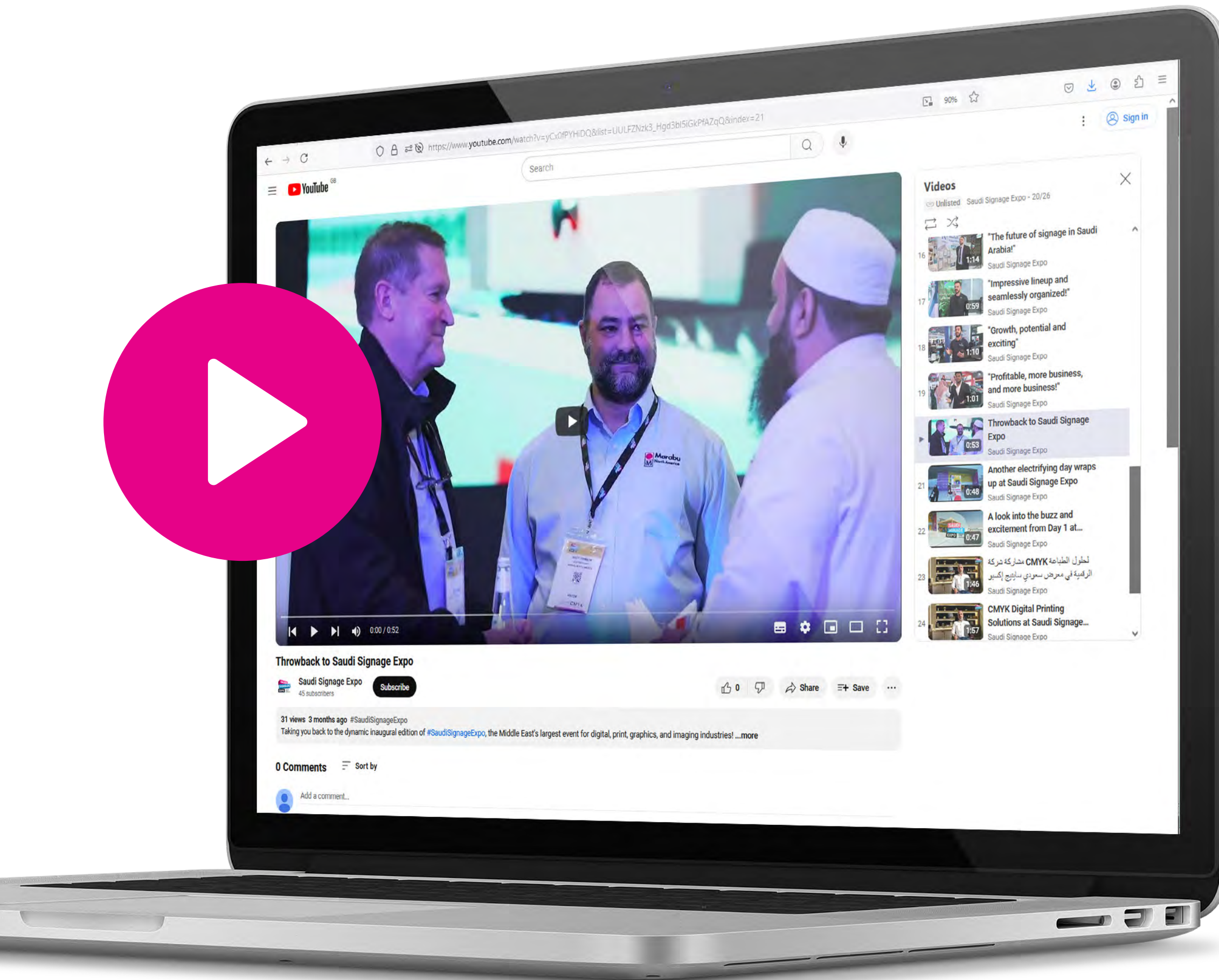
MAXIMIZING EXPOSURE WITH 7.5 MILLION PR CAMPAIGN VIEWS



Featured in:



HIGHLIGHTS FROM 2024



The atmosphere is quite electric, filled with excitement. What sets Saudi Signage Expo apart from other events is its focus on developing a homegrown industry and raising awareness about the Kingdom's potential. Can't wait to see what the upcoming edition has in store!

Alex Malouf, Board Member, Public Relations & Communications Association (PRCA)
Speaker and Advisory Board member

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

Abdullah Alsaiahy, General Manager, Signs Solutions
Exhibitor

An exceptional experience at Saudi Signage Expo, offering invaluable opportunities to connect with industry peers and potential clients. With Saudi Arabia's growing economy, it presents promising business prospects.

Ahmed Gawish, Sales Manager, Alpha Art Gifts LLC
Exhibitor

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

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

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**GROW YOUR BUSINESS
PROSPECTS LIST WITH US.**

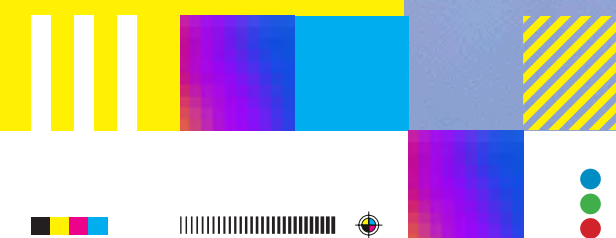
GET IN TOUCH

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Organized by: **dmg** events