

SEA

SAUDI
ENTERTAINMENT
& AMUSEMENT

EXPO



20 - 22 MAY 2025

RIYADH FRONT EXHIBITION & CONFERENCE CENTER

**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 12,000+ 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 leaders.

"SEA Expo is the highlight of the event industry in the region, definitely the best this year in terms of size, scale, and visitors. SEA has become the must-attend event each year for those in the events industry!"

Matt Richman
VP Global Projects, TAIT



AN UNTAPPED MARKET AWAITS...

US\$ 2,636.88 BILLION

GDP makes Saudi Arabia the largest economy in the GCC.

Saudi Arabia has received international recognition and applause from UN Tourism and the World Travel & Tourism Council for its remarkable achievement of welcoming over 100 million tourists in 2023 alone. This accomplishment significantly surpassed the previous target set for 2030, positioning Saudi Arabia as an emerging global tourism powerhouse.

The number of entertainment venues has increased from 154 in 2017 to 420 in 2024. Part of Vision 2030 is to increase the number of visitable heritage destinations in the country from 241 to 447.

US\$ 64 BILLION

is the value of the Saudi Arabian entertainment market

Saudi Arabia is projected to spend more in the next 10 years than it has 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

The Minister of Tourism, Ahmed bin Aqil Al-Khatib, has revealed Saudi Arabia's tourism spending surge by 93 percent in 2022 to hit \$49 billion, up from \$25 billion in 2021, as the Kingdom continues to diversify its economy as part of Vision 2030.

"It's packed, and we are exceptionally busy! If you want to showcase your brand, you must be at the SEA Expo in Saudi Arabia. It proved successful last year and this year as well. We can't wait and are looking forward to being here next year!"

Adham Badawy
GM Entertainment Development
Al Othaim

OPPORTUNITIES THAT LIE AHEAD OF YOU



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.



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.



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.



THE MONOLITH (PROJECT W)

This project envisions a series of colossal, interconnected structures that integrate residential, commercial, and recreational spaces into a single, cohesive ecosystem employing cutting-edge green technologies.



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.



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.



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.



AMAALA

A global wellness and ultra-luxury destination, Amaala aims to blend its pristine environment with unparalleled luxury experiences. With sustainability at its core, Amaala promises an eco-conscious haven for travelers seeking rejuvenation, cultural enrichment, and sophisticated leisure in a serene and breathtaking setting.

OPPORTUNITIES THAT LIE AHEAD OF YOU



QIDDIYA CITY

An ambitious entertainment and cultural destination under development near the capital, Riyadh. Qiddiya City will feature a wide range of attractions, including theme parks, sports facilities, cultural events, and recreational activities, designed to offer both residents and international visitors unique and memorable experiences.



THE MUKAAB

Defining Riyadh's new skyline, The Mukaab will attract visitors from across the world with its 80 incredible state-of-the-art entertainment, dining and retail venues. The world's largest modern downtown inner-city building of over 19km² is set to be big enough to hold 20 Empire State buildings.



THE RIG.

Envisioned to transform a decommissioned offshore oil platform into a vibrant hub of adventure, The Rig spans over 150,000 sqm and features a range of attractions, including hotels, restaurants, and thrill-seeking activities such as bungee jumping, skydiving, and extreme water sports.



SAUDI ENTERTAINMENT VENTURES (SEVEN)

Seven, a wholly owned unit of the Public Investment Fund, is investing \$13.3 billion to develop 21 integrated entertainment destinations in 14 cities in Saudi Arabia. The new destinations will be developed in partnership with major international brands such as Clip 'n Climb, Warner Bros Discovery, Mattel and Hasbro.



HAICHANG OCEAN PARK HOLDINGS

Asia's largest ocean park owner and operator is expanding to the Middle East with the planned development of the kingdom's first large-scale ocean theme park. It will comprise family entertainment centres, water parks, zoos and safari parks, and will attract 100 million visitors by 2030.



SAUDI DOWNTOWN COMPANY

With 12 projects located in 11 regions across Saudi Arabia, Saudi Downtown Company is redefining urban lifestyle through vibrant downtown destinations. As a master and lead developer, the company delivers unique and diverse opportunities in the commercial, recreational, and residential real estate sectors, while embracing the culture and heritage of that region.

YOUR GATEWAY TO A HIGH-SPENDING NICHE AUDIENCE

2024 EVENTS AT A GLANCE

20,326

TOTAL PARTICIPANTS

12,250

SEA EXPO PARTICIPANTS

TOTAL PARTICIPANTS ACROSS THE 3 DAYS (VISITORS + EXHIBITORS)

12,540

TOTAL PARTICIPANTS

8,240

SEA EXPO PARTICIPANTS

TOTAL UNIQUE VISITORS ACROSS THE 3 DAYS



308
EXHIBITORS*



75
SPEAKERS*



95
EXHIBITORS*



31
SPEAKERS*

SNAPSHOT OF 2024 EXHIBITORS



BLOCKS



INTAMIN



TAIT



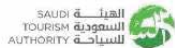
SNAPSHOT OF 2024 ATTENDEES



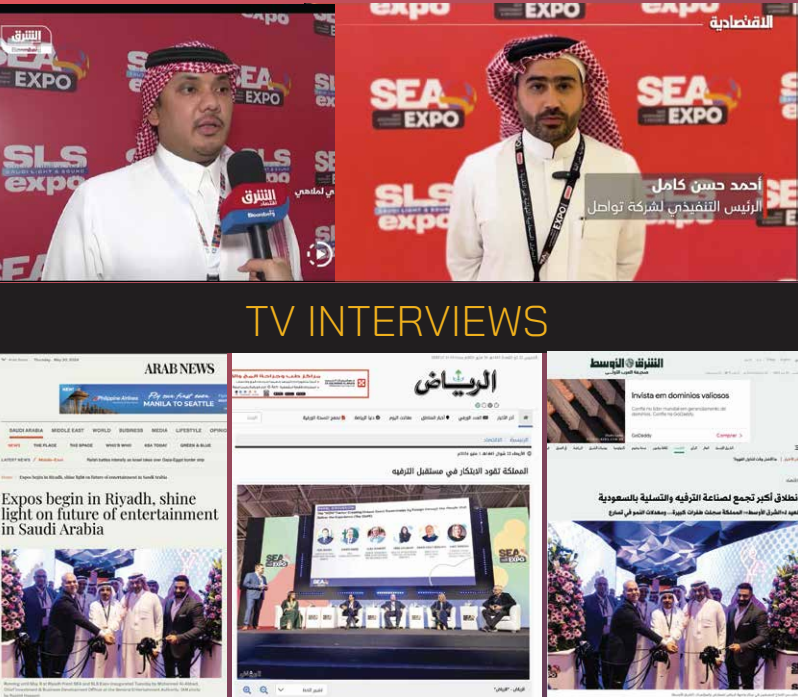
IHG
HOTELS & RESORTS



ملاهي
Malahi



YOUR GATEWAY TO A HIGH-SPENDING NICHE AUDIENCE



NEWSPAPERS

WEBSITES

“We are very happy to be here, its our fifth time exhibiting in the SEA EXPO and for us it’s the premier show in the region we made great contracts and connections. In SEA Expo, you have great potential!”

Robert Cirjak
Brand Ambassador
Wibit

WHAT TO EXPECT AT SEA EXPO 2025



4M

Marketing Reach



500

Exhibitors



2

Summits



13,000+

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's 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.

SNAPSHOT OF SPEAKERS AT SEA SUMMIT 2024



Majed Aleid
Entertainment Sector Director -
Ministry of Investment Saudi Arabia



Olivia Wyrick
Senior Director Operations &
Aquatics - Qiddiya



Oliver Wood
Senior Director, Destination
Development - Red Sea Global



Mohamed Attia
CEO, Entertainment Co - AIOthaim



Damien Latham
Chief Attractions Officer -
Saudi Entertainment Ventures



Neil Dwyer
VP Operations
Operations - Six Flags Qiddiya



Monira Alsabah
CEO & Founder
Play Enterprises



Hind Galadari
Deputy General Manager -
Warner Bros. World, Abu Dhabi

SAUDI ENTERTAINMENT AND AMUSEMENT EXPO FEATURES DEDICATED PRODUCTS SECTORS TO EASILY INTRODUCE YOUR PRODUCTS TO THE RIGHT BUYERS



RIDES



**WATER-RELATED
EQUIPMENT & SUPPLIES**



**FACILITY, GROUNDS &
PARTICIPATORY EQUIPMENT**



GAMES & DEVICE



**CONSTRUCTION &
CONSULTANTS**



FOOD & BEVERAGE



**SECURITY EQUIPMENT
& SAFETY**



CINEMA

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
- 02** Create and reinforce leadership in the Saudi Arabian market
- 03** Meet and partner with the best entertainment and leisure companies in the region
- 04** Launch new products, initiatives and segments
- 05** Discover new market opportunities especially geographically
- 06** Market, prospect, sell
- 07** Establish partnerships and collaborations
- 08** Rapidly expand your database of sales leads



POWERFUL MARKETING CAMPAIGN TO ATTRACT THE RIGHT AUDIENCE

EMAIL NURTURE BY VERTICAL

EMAIL AWARENESS CAMPAIGNS

MEET KEY BUYERS



REMARKETING

EVENT WEBSITE

GOOGLE & SOCIAL ADVERTISING



3RD PARTY MARKETING

CONTENT MARKETING

CHOOSE YOUR STAND PACKAGE



SPACE ONLY: FROM \$449 (PER SQM)

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



UPGRADED SHELL SCHEME PACKAGE: FROM \$559 (PER SQM)

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



SHELL SCHEME PACKAGE: FROM \$519 (PER SQM)

- Stand Walls (Aluminum Connectors)
- Fascia with company name
- Carpet
- Lights
- Electricity
- Marketing Package
- Exhibition Insurance
- Lead Retrieval App

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SAY HELLO TO FIND OUT MORE...



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