

Organised by **dmg::events**



SAUDI INFRASTRUCTURE EXPO

**FIND NEW
BUSINESS OPPORTUNITIES
IN SAUDI ARABIA'S
US\$ 300BN INFRASTRUCTURE
PROJECTS PLAN**

 **6 - 8 September 2022**

 **Riyadh International Convention & Exhibition Center**

BRINGING GLOBAL EVENTS TO SAUDI ARABIA:

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.

www.saudiinfrastructureexpo.com

ABOUT SAUDI INFRASTRUCTURE EXPO

The Saudi Infrastructure Expo will showcase the systems and infrastructure needed for the creation of truly urban cities in the nation of the Kingdom of Saudi Arabia.

Working in line with Vision 2030, it will provide an unrivalled international platform where the industry can come together to see and hear about the planning, engineering, transportation systems, communication networks and utilities associated with developing 21st C building and construction sector under one roof.

Attracting over 150 international and local exhibitors and 6,000 attendees, Saudi Infrastructure Expo connects you with global brands and identifies new commercial opportunities to grow your business.

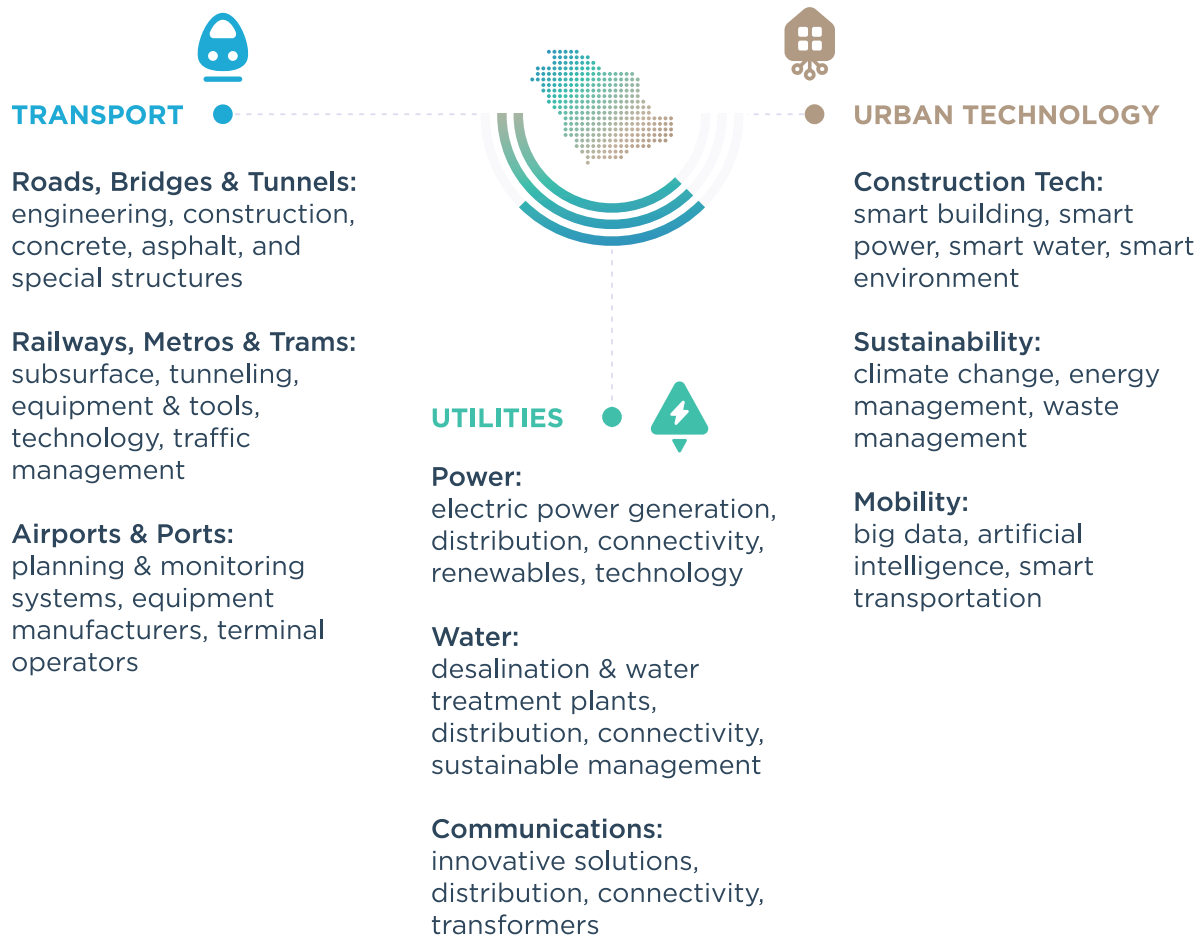
WHERE GOVERNMENT LEADERS AND DECISION-MAKERS MEET

The Saudi Infrastructure Expo aims to be backed by senior government officials in Saudi Arabia and from across the region. With this strong institutional support, the event caters to the need of the infrastructure industry gathering key stakeholders and providing a world-class platform in line with Saudi Arabia's Vision 2030.

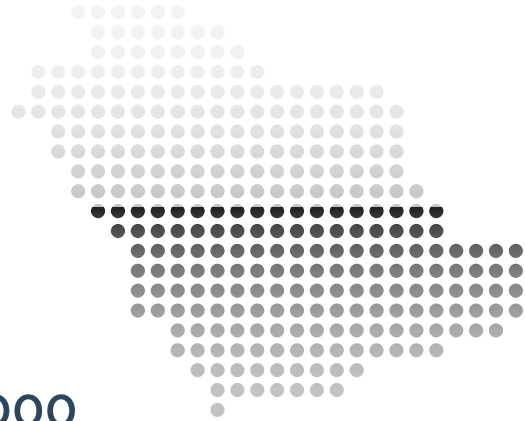
MINISTERIAL PATRONAGE:	COMMERCIAL PARTNERS:	OPERATORS:
		

MEET THE RIGHT BUYERS FOR YOUR PRODUCTS

Your products are what our visitors come looking for. Visitors will easily find the products they are looking for across three dedicated product sectors. Each sector is clearly branded. They are easy for visitors to spot, simple to navigate and help pre-qualify the buyers who visit your stand.



PLATINUM SPONSORSHIP PACKAGE



Cost: SAR 110,000 = USD 30,000

- Exclusive Platinum Sponsor credits on all communications as one of the events premium partners
- A dedicated mass email to Saudi Infrastructure Expo database
- Company logo and Platinum Sponsor credits on main event signage (non-directional) at Saudi Infrastructure Expo
- Company logo and Platinum Sponsor credits on the Saudi Infrastructure Expo official website homepage with reciprocal links
- Comprehensive integrated PR and media opportunities leading up to the event, during the event and post event
- Company logo on the front cover of visitor invitation, (e)mailed to targeted industry professionals
- Company logo and Platinum Sponsor credits on select html email marketing campaigns
- Priority listing on the Saudi Infrastructure Expo online exhibitor list (included in special sponsors section on top)
- Company logo and 200-word profile on the Sponsor page of the website with reciprocal links
- Company logo on the front cover of the official show catalogue
- Company logo in official event catalogue under Sponsors and Supporters
- Enhanced indication of stand on floor plan in Show catalogue
- 1 x full page advert in the Show catalogue
- Company logo and Platinum Sponsor credits on all partner trade magazines and daily newspaper advertisements marketing Saudi Infrastructure Expo - local and international.
- 1 X MPU banner on the Saudi Infrastructure Expo website homepage
- Opportunity to deliver 2 workshop session at Saudi Infrastructure Expo (session topic must be non-commercial and pre-approved by DMG)
- 1 x Social media post announcing sponsorship for 2020 on official event platforms including Facebook, Twitter, Instagram and LinkedIn.
- 1 x dedicated product post on Facebook with a one-line description with Company name and stand details (subject to images and description provided to dmg team)
- All company press releases provided by Platinum sponsor to be shared across all official Saudi Infrastructure Expo social media platforms
- Onsite media to be directed to Platinum Sponsor stand for any interview opportunities during the event.
- Company logo and Platinum sponsor credits on Saudi Infrastructure Expo 2020 Post show report
- Inclusion in all Press releases as Platinum Sponsor

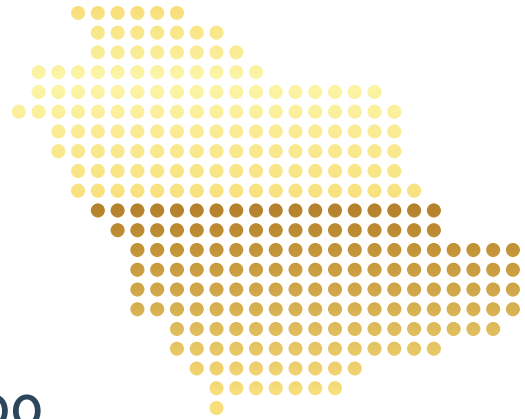
INCLUDED IN PACKAGE:

- Company logo as Platinum sponsor on banner Outside - VIP entrance
- Dedicated (select) main entrance branding on the entry - doors, reserved on priority for Platinum Sponsor only
- Company logo on internal "exit" sticker of the southern entrance (Hall 1 & 2) as Platinum sponsor
- Company logo under Platinum sponsor on entrance banner (Inside) Hall 1
- 2 x double-sided Flag outside (Hall 1 & 2) [1m x 2m]
- Logo on one panel of glass opposite Hall 1 entrance (in main concourse) - mention size of sticker



GOLD SPONSORSHIP PACKAGE

Cost: SAR 77,000 = USD 21,000



- Gold Sponsor Credits on event communication as one of the event's main sponsors.
- A dedicated mass email to Saudi Infrastructure Expo database
- Company logo and Gold Sponsor credits on main event signage (non - directional) at Saudi Infrastructure Expo
- Company logo and Gold Sponsor credits on all partner trade magazines and daily newspaper advertisements marketing Saudi Infrastructure Expo - local and international.
- Company Logo and Gold Sponsor Credits on the Saudi Infrastructure Expo official event website with reciprocal links
- Priority listing on the Saudi Infrastructure Expo online exhibitor list (included in special sponsors section on top)
- Integrated PR and media opportunities leading up to, during and post event
- Company Logo and Gold Sponsor Credits on select html email marketing campaigns
- Company logo and 200-word profile on the Sponsor page of the website with reciprocal links
- Company logo on the front cover of the official show catalogue
- Company logo in official event catalogue under Sponsors and Supporters
- Enhanced indication of stand on floor plan in Show catalogue.
- 1 x Social media post announcing sponsorship for 2020 on official event platforms including Facebook, Twitter, Instagram and LinkedIn.
- All company press releases provided by Gold sponsor to be shared across all official Saudi Infrastructure Expo social media platforms
- Opportunity to deliver one workshop session at Saudi Infrastructure Expo (sessions must be non-commercial topics and pre-approved by dmg events).
- Onsite media to be directed to Gold Sponsor stand for any interview opportunities during the event.
- Company logo and Gold sponsor credits on Saudi Infrastructure Expo Post show report
- Inclusion in all Press releases as Gold Sponsor

INCLUDED IN PACKAGE:

- Company logo as Gold sponsor on banner Outside - VIP entrance
- 1 x dedicated Glass sticker (outside) the southern entrance to Hall 1 & 2 (main entrance)
- Company logo on internal "exit" sticker of the southern entrance (Hall 1 & 2) as Gold sponsor
- Company logo under Gold sponsor on entrance banner (Inside) Hall
- 1 x double-sided Flag outside (Hall 1 & 2) [1m x 2m]



SILVER SPONSORSHIP PACKAGE

Cost: SAR 66,000 = USD 18,000



- Silver Sponsor Credits on event communication as one of the event's main sponsors.
- A dedicated mass email to Saudi Infrastructure Expo database
- Company logo and Silver Sponsor credits on main event signage (non - directional) at Saudi Infrastructure Expo
- Company logo and Silver Sponsor credits on all partner trade magazines and daily newspaper advertisements marketing Saudi Infrastructure Expo - local and international.
- Company Logo and Silver Sponsor Credits on the Saudi Infrastructure Expo official event website with reciprocal links
- Priority listing on the Saudi Infrastructure Expo online exhibitor list (included in special sponsors section on top)
- Integrated PR and media opportunities leading up to, during and post event
- Company Logo and Silver Sponsor Credits on select html email marketing campaigns
- Company logo and 200-word profile on the Sponsor page of the website with reciprocal links
- Company logo on the front cover of the official show catalogue
- Company logo in official event catalogue under Sponsors and Supporters
- Enhanced indication of stand on floor plan in Show catalogue.
- 1 x Social media post announcing sponsorship for 2020 on official event platforms including Facebook, Twitter, Instagram and LinkedIn.
- All company press releases provided by Silver sponsor to be shared across all official Saudi Infrastructure Expo social media platforms
- Onsite media to be directed to Gold Sponsor stand for any interview opportunities during the event.
- Company logo and Gold sponsor credits on Saudi Infrastructure Expo Post show report
- Inclusion in all Press releases as Gold Sponsor

INCLUDED IN PACKAGE:

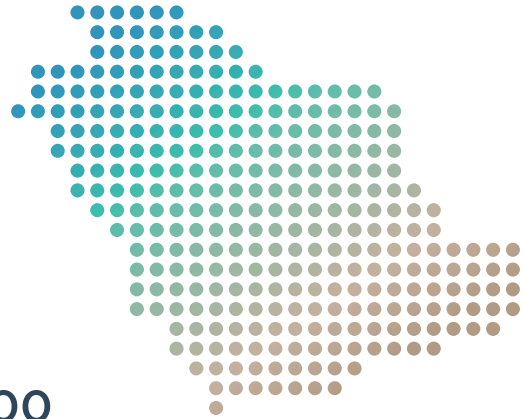
- Company logo as Silver sponsor on banner Outside - VIP entrance
- 1 x dedicated Glass sticker (outside) the southern entrance to Hall 1 & 2 (main entrance)
- Company logo on internal "exit" sticker of the southern entrance (Hall 1 & 2) as silver sponsor
- Company logo under Silver sponsor on entrance banner (Inside) Hall





REGISTRATION SPONSORSHIP PACKAGE

Cost: SAR 66,000 = USD 18,000



- Registration Sponsor Credits on event communication as one of the event's main sponsors.
- Company logo and Registration Sponsor credits on main event signage (non – directional) at Saudi Infrastructure Expo
- Company Logo and Registration Sponsor Credits on the Saudi Infrastructure Expo official event website with reciprocal links
- Integrated PR and media opportunities leading up to, during and post event
- Priority listing on the Saudi Infrastructure Expo online exhibitor list (included in special sponsors section on top)
- Company Logo and Registration Sponsor Credits on select html email marketing campaigns
- Company logo and 200-word profile on the Sponsor page of the website with reciprocal links
- Company logo on the front cover of the official show catalogue
- Company logo in official event catalogue under Sponsors and Supporters
- Enhanced indication of stand on floor plan in Show catalogue, distributed to all visitors at the venue.
- 1 x Social media post announcing sponsorship for 2020 on official event platforms including Facebook, Twitter, Instagram and LinkedIn.
- All company press releases provided by Registration sponsor to be shared across all official Saudi Infrastructure Expo social media platforms
- Opportunity to deliver two workshop sessions at Saudi Infrastructure Expo (sessions must be non-commercial topics and pre-approved by dmg events).
- Onsite media to be directed to Registration Sponsor stand for any interview opportunities during the event.
- Company logo and Registration sponsor credits on Saudi Infrastructure Expo Post show report
- Inclusion in all Press releases as Registration Sponsor

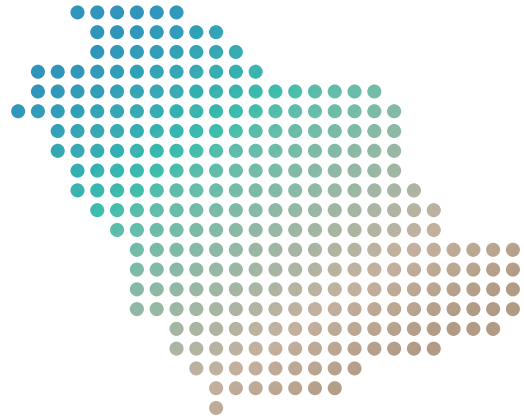
INCLUDED IN PACKAGE:

- Sponsor logo on registration desks at the event.
- Sponsor logo on all printed registration forms.
- Sponsor logo on online registration form.
- Sponsor logo on visitor registration confirmation email.
- Sponsor logo on registration filling desk.
- Wall banner / plastered sticker facing registration desk
- Company logo as Gold sponsor on banner Outside – VIP entrance
- Company logo on internal “exit” sticker of the southern entrance (Hall 1 & 2) as Registration sponsor
- Company logo under Registration sponsor on entrance banner (Inside) Hall





EVENT CATALOGUE SPONSORSHIP PACKAGE



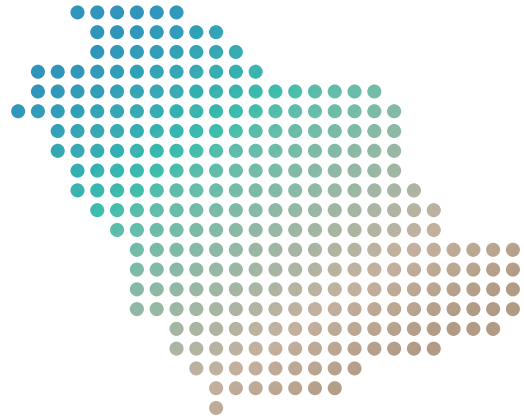
Cost: SAR 37,000 = USD 10,000

- Catalogue sponsor credits on event communication as one of the event's main sponsors.
- Company logo and Catalogue sponsor credits on main event signage (non-directional) at Saudi Infrastructure Expo.
- Company Logo and Catalogue sponsor credits on the Saudi Infrastructure Expo official event website with reciprocal links.
- Company logo on the front cover of the official show catalogue (enhanced highlighting to ensure logo stands out from other logos), distributed to all Saudi Infrastructure Expo event visitors at the venue.
- Company logo in official event catalogue under Sponsors and Supporters.
- 1 x Double page spread (advert) in the official event catalogue.
- Back-cover advertisement in the official event catalogue.
- 1 x Social media post announcing sponsorship for 2020 on official event platforms including Facebook, Twitter, Instagram and LinkedIn.
- Company logo and Catalogue sponsor credits on Saudi Infrastructure Expo Post show report.
- Inclusion in all Press releases as Catalogue Sponsor.





WORKSHOP THEATRE(S) SPONSORSHIP PACKAGE



Cost: SAR 29,400 = USD 8,000

- Workshop theatre sponsor credits on event communication as one of the event's main sponsors.
- Opportunity to hold "hands-on" training session
- Opportunity to deliver three workshop sessions at Saudi Infrastructure Expo (sessions must be non-commercial topics and pre-approved by dmg events).
- Logo on agenda panel at sponsored theatre
- Logo on agenda flyer distributed to visitors at the venue
- Distribution of sponsor flyers (provided by sponsor) at sponsored theatre
- Logo branding in sponsored theatre screen wall / branding via roll-up banner on side of screen or backdrop (to be finalised by dmg events based on final workshop design)
- Logo on all Saudi Infrastructure Expo Masterclass workshop theatre hanging banners
- Logo on all sponsored workshop agenda boards situated at the venue
- Logo on official event website homepage
- Company logo and 200-word profile on the Sponsor page of the website with reciprocal links
- Priority listing on the Saudi Infrastructure Expo online exhibitor list (included in special sponsors section on top)
- Company Logo and Workshop Sponsor Credits on select html email marketing campaigns
- Company logo on the front cover of the official show catalogue
- Company logo in official event catalogue under Sponsors and Supporters
- Enhanced indication of stand on floor plan in Show catalogue.
- 1 x Social media post announcing sponsorship for 2020 on official event platforms including Facebook, Twitter, Instagram and LinkedIn.
- Inclusion in all Press releases as Workshop Sponsor

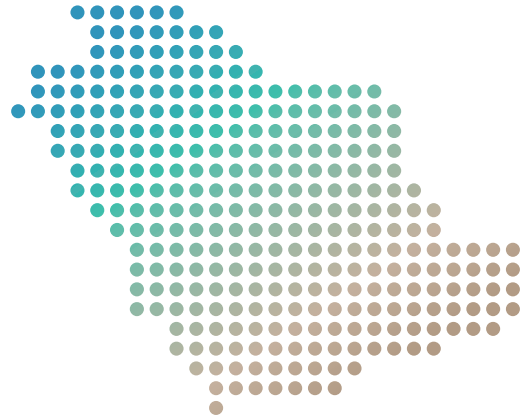
INCLUDED IN PACKAGE:

- Logo on 4 x directional floor stickers leading to the sponsored Saudi Infrastructure Expo Theatre (placement to be agreed with dmg events). Sticker Design to be provided by dmg events and delivered to theatre sponsor for print. Sponsor to be responsible for production and printing of all final floor stickers.





EXCLUSIVE LANYARD SPONSORSHIP PACKAGE



Cost: SAR 37,000 = USD 10,000

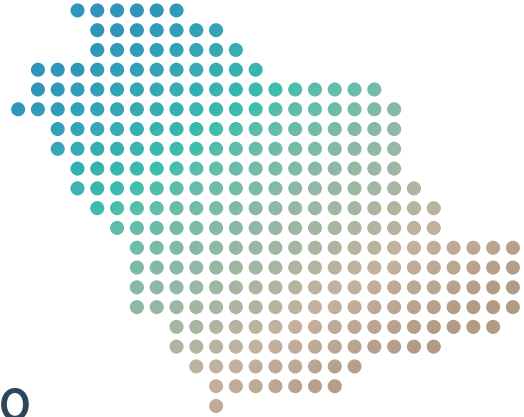
- All lanyards produced and distributed to visitors at the venue for Saudi Infrastructure Expo, will carry the lanyard sponsor's logo.
 - Company logo and Lanyard sponsor credits on main event signage (non-directional) at Saudi Infrastructure Expo.
 - Company Logo and Catalogue sponsor credits on the Saudi Infrastructure Expo official event website with reciprocal links.
 - Company logo on the front cover of the official show catalogue, distributed to all Saudi Infrastructure Expo event visitors at the venue.
 - Company logo in official event catalogue
- under Sponsors and Supporters.
 - 1 x Social media post announcing sponsorship for 2020 on official event platforms including Facebook, Twitter, Instagram and LinkedIn.
 - Company logo and Lanyard sponsor credits on Saudi Infrastructure Expo Post show report.
 - Inclusion in all Press releases as Lanyard Sponsor.





VIP SPONSORSHIP PACKAGE

Cost: SAR 29,400 = USD 8,000



- Credits of VIP package sponsor to be visible on all VIP invitation covers sent to Saudi Infrastructure Expo VIP invitees identified (including officials from embassies, Government organisations and prominent associations)
- Opportunity to place one flyer or alternate material (not to exceed agreed weight restriction) branded to VIP package sponsor's choice (to be provided by sponsor to dmj events)
- VIP package sponsor logo inside VIP lounge or opportunity to play relevant branding video inside VIP lounge at Saudi Infrastructure Expo.
- Logo on official event website homepage
- Company logo and 200-word profile on the Sponsor page of the website with reciprocal links
- Company logo in official event catalogue under Sponsors and Supporters
- 1 x Social media post announcing sponsorship for 2020 on official event platforms including Facebook, Twitter, Instagram and LinkedIn.

- Inclusion in all Press releases as VIP package Sponsor.

ADDITIONAL SPONSORSHIP PACKAGES:

- Flag options (on stairway)
- Flag option (from driveway entrance to stairway)
- Hanging banners (Inside exhibition halls)
- Floor stickers
- Long wall (inside hall 1)
- Exit banner (inside hall 1)
- L-shape wall branding outside main entrance (ADD - ON option: Available for existing sponsors only)
- Wall sticker in concourse (ADD - ON option: Available for existing sponsors only)
- Bags sponsor
- Pens sponsor





SAUDI INFRASTRUCTURE EXPO

www.saudiinfrastructureexpo.com

OUR EVENTS IN SAUDI ARABIA



28 – 31 March 2022
Riyadh



28 – 31 March 2022
Riyadh



28 – 31 March 2022
Riyadh



28 – 31 March 2022
Riyadh



16 – 18 May 2022
Riyadh



6 – 8 September 2022
Riyadh



6 – 8 September 2022
Riyadh

OUR GLOBAL FLAGSHIP EVENTS



dmg::events

TALK TO A MEMBER OF OUR TEAM TODAY TO LEARN HOW THE SAUDI INFRASTRUCTURE EXPO CAN SUPPORT YOUR BUSINESS GOALS.



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Do not miss this unique opportunity to accelerate your business through essential face-to-face networking set to transform the nation's landscape.