

**IAEE Expo!**  
MENA  
13-14 January  
2027  
**Expo!**  
R I Y A D H , K S A



Riyadh,  
Saudi Arabia



# Expo! Expo! MENA 2027

**EXHIBIT AT EXPO!  
EXPO! MENA**



**13-14 January 2027**



**RICEC**

**For more  
information**

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Organized by  
**1<sup>st</sup> ARABIA**  
Tradeshows & Conferences

## **EXPO! EXPO!**

Is a diverse, interactive experience that fosters an environment of thought leadership, best practices, and innovation. Expo! Expo! is the industry's foremost face-to-face network for exhibition and event industry professionals and the gateway to the decision-makers for the worldwide \$300 billion+ exhibitions and events industry. Attendees include owners, executives, directors and managers from organizations that plan and produce a diverse collection of events, many of them recognized globally and presented in cities worldwide.

## **Information about the Organizers**

1st Arabia Tradeshows & Conferences is one of the companies in the Kingdom of Saudi Arabia that is specialized in organizing exhibitions and conferences. Headquartered in Riyadh, the company has branches in Jordan, Dubai, and soon in Egypt and many Middle East countries. 1st Arabia works with clients to explore and implement opportunities for growth, operational efficiencies and revenue generation. 1st Arabia prides itself on offering superior event experiences by taking care of every aspect of the event from the venue to personalized services. 1st Arabia is a member of ICCA, SITE, MPI, IAEE and UFI, and is known for its uncompromised success in delivering creative innovative and conceptualized exhibitions, conferences and events.

## **About IAEE**

Since 1928, the International Association of Exhibitions and Events (IAEE) has provided value to its members through leadership, service, education, and strong relationships. IAEE is the largest association of the exhibitions and events industry in the world, with a membership of show organizers, event planners, and suppliers. IAEE promotes the unique value of exhibitions and events that brings buyers and sellers together, such as road shows, conferences with an exhibition component, and proprietary corporate exhibitions.

## **WHO ATTENDS EXPO! EXPO! MENA?**

IAEE Exhibition/Event Member Representatives produce over 20,000 exhibitions and meetings per year. IAEE is the principal resource for those who plan, produce, and service the industry. Event Organizers, high-level government officials and government associations in the Middle East and North Africa. The representative countries include the following: Egypt, Libya, Algeria, Morocco, Sudan, Tunisia, Saudi Arabia, Iraq, United Arab Emirates, Lebanon, Qatar, Jordan, Palestine, Kuwait, Yemen, Bahrain, Oman.

## **EXHIBITOR BENEFITS**

- Test or launch new products and services at the customer level
- Network and build relationships with decision makers and influencers in the MENA region
- Introduce your company to IAEE MENA Chapter members
- Up-sell existing clients
- Contact new prospects and generate leads
- Reach the competition and develop ways to distinguish your products and services
- Discuss the needs of your customers and prospective customers face-to-face and demonstrate solutions
- Promote your organization's image and maximize its market exposure
- Develop your database to strengthen your overall sales and marketing program.

## WHO SHOULD EXHIBIT ?

- A/V Equip/Rentals/Production
- Advertising/Promotional Services
- Airline
- Association/Foundation
- Beacon Technology
- Business Services - Auditing/
- Financial/Accounting
- Catering Services
- Charging Kiosks
- Cleaning/Janitorial Services
- Communication Equipment
- Computer Rentals
- Computer Software - Exhibition/Event,
- Floor Plan Management
- Consulting Services
- Convention & Visitors Bureau
- Customs Broker
- Destination Management
- Education/Training/Speakers/ Speaker Bureau
- Electrical Contractor
- Event Management Software - Itinerary
- Builders, Matchmaking, Wayfinders,
- Virtual Reality Experience
- Executive Recruitment Services
- Exhibit Designer/Builder

- Facility - Arena/ Auditorium/Stadium
- Legal Services
- Literature Displays/Kiosks
- Marketing Services/Research Facility - Convention Center
- Facility - Fairground
- Facility - Public Expo
- Facility - World Trade Center
- First Aid Medical Services
- Floor Manager
- Flooring/Carpeting
- Florist/Plant Rental
- Freight - Air
- Freight - Common Carrier
- Freight - Van Line
- Furniture Rental/Booth Furnishings
- Graphics/Printing
- Hostesses/Modeling Services
- Entertainment/Talent Services
- Hotel - Exhibit Space < 30,000 sq. ft.
- Hotel - Exhibit Space > 30,000 sq. ft.
- Housing/Travel Services
- Insurance
- International Exhibitor Services
- Internet/Web Services/Webcasting/
- System Design/Software

- Lead Retrieval/Management Systems
- Message System
- Mobile App
- Personnel (Temporary)
- Photography
- Premiums/Promotions
- Product Locators/Message Centers
- Publications/Dailies
- Registration Services/Badging
- Systems/RFID
- Registration Supplies
- Security Services
- Service Contractor - General
- Service Contractor - I&D
- Show Management
- Signage
- Social Media
- Special Events/Tour Operations
- Sponsorships
- Surveys/Audience Response Systems
- Telecommunications
- Traffic Builders
- Translation Services
- Transportation/Shuttle Services
- Virtual & Hybrid Events/
- Experiential Marketing

## **Exhibit Space Cost ( IAEE MEMBERS )**

USD \$270 per square meter (space only).

Minimum 9 square meters (3m x 3m)

USD \$300 per square meter (space and turn-key package).

Minimum 9 square meters (3m x 3m)

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## **Exhibit Space Cost ( NON - MEMBERS )**

USD \$300 per square meter (space only).

Minimum 9 square meters (3m x 3m)

USD \$350 per square meter (space and turn-key package).

Minimum 9 square meters (3m x 3m)

## **EXHIBITOR BENEFITS**

- 3m x 3m shell scheme.
- 3m x 2.75m Backdrop.
- 2.45m high x 3m wide dividing side wall
- 2 spotlights & 1 x 250w power socket on back wall.
- Curved name board with standard black vinyl lettering of company name and stand number.
- 1 white round table.
- 2 white chairs.
- 1 Information counter

• Standard online listing on Expo! Expo! Website: company name, address and URL 250-character description listing in 3 categories.

• Standard listing on mobile show app.

• Online digital booth listing which includes contact information, company URL, description and category selections.



## SPONSORSHIP PACKAGES AVAILABLE

| Level                                                                          | Strategic                  | Main                           | Diamond                        | Platinum                       | Gold          | Silver       | Collaborator    |
|--------------------------------------------------------------------------------|----------------------------|--------------------------------|--------------------------------|--------------------------------|---------------|--------------|-----------------|
| Amount in USD                                                                  | 54,000                     | 54,000                         | 40,000                         | 27,000                         | 20,000        | 14,000       | 8,000           |
| Booth Size                                                                     | 54m                        | 54m                            | 54m                            | 54m                            | 48m           | 24m          | 24m             |
| Prime Location in the show floor                                               |                            |                                |                                |                                |               |              |                 |
| Show Partner Sign to be Displayed in Your Booth                                |                            |                                |                                |                                |               |              |                 |
| Recognition in the Event Mobile App or Onsite Program                          |                            |                                |                                |                                |               |              |                 |
| Link from Expo! Expo! MENA Event Site to Partner's Web Page                    |                            |                                |                                |                                |               |              |                 |
| Company Logo to be Displayed on the Sponsors Badges Backside                   |                            |                                |                                |                                |               |              |                 |
| AD in the exhibition catalogue                                                 | Cover page + 4 Inner Pages | 2nd Cover Page + 4 Inner Pages | 3rd Cover Page + 3 Inner Pages | 4th Cover Page + 3 Inner Pages | 2 Inner Pages | 1 Inner Page | Half inner page |
| Branding in all Expo! Expo! MENA Email Communications Promoting the Event      |                            |                                |                                |                                |               |              |                 |
| Pre and Post Show Attendee Email Promotion (Partner to Provide in HTML Format) |                            |                                |                                |                                |               |              |                 |
| Post(s) on the Expo! Expo! MENA Show Social Media Platforms                    |                            |                                |                                |                                |               |              |                 |
| Company Logo to be Displayed for One Year on the Show Website                  |                            |                                |                                |                                | -             | -            | -               |
| Gala Dinner                                                                    | 10                         | 10                             | 8                              | 6                              | 4             | 2            | 1               |
| Free access to the show program                                                | 10                         | 10                             | 8                              | 6                              | 4             | 2            | 1               |
| CEM Tickets                                                                    | 5                          | 5                              | 4                              | 3                              | 2             | 1            | -               |
| Logo to be listed for one year in AEE MENA Website                             | year 1                     | year 1                         | year 1                         | year 1                         | year 1        | year 1       | year 1          |
| Social Media interviews                                                        |                            |                                | -                              | -                              | -             | -            | -               |
| Recognition Award                                                              |                            |                                |                                |                                |               |              |                 |