



INTERNATIONAL
**DIGITAL
SIGNAGE**
EXPO 2023

رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

"Changing the Landscape of Advertising: Introducing Saudi Arabia's First and Largest Digital Signage Exhibition"

3rd – 5th October 2023

Riyadh International Convention & Exhibition Center



Organized by:



MAPO

الهيئة العامة للمعارض والمؤتمرات
SAUDI CONVENTIONS & EXHIBITIONS GENERAL AUTHORITY



About IDSE

As the best and most comprehensive digital signage expo in the planet, IDSE has been capturing the imaginations and signage dynamics of the world for years. Now, creating a unique sphere and platform for innovations, breakthrough technologies and matchless business opportunities for companies and prospective clients from around the world, IDSE has been able to create a peerless legacy in the international digital signage domain.

The upcoming expo at Saudi Arabia is sure to become another impressive chapter that is guaranteed to leave the exhibitors and visitors stupefied with business opportunities galore.

Working hard to bring together innovators and technology experts from around the world, the exhibit is the place to be at to find what the future of signage industry would look like with inventive digital displays and interactive communication platforms for clients from diverse industry sectors.

There is no doubt that different types of communications are made revolutionary by digital signage options. And if you want to see them up-close, the expo is where you go. With professional and expert attendance, the expo is made all the more flamboyant and innovatively futuristic.

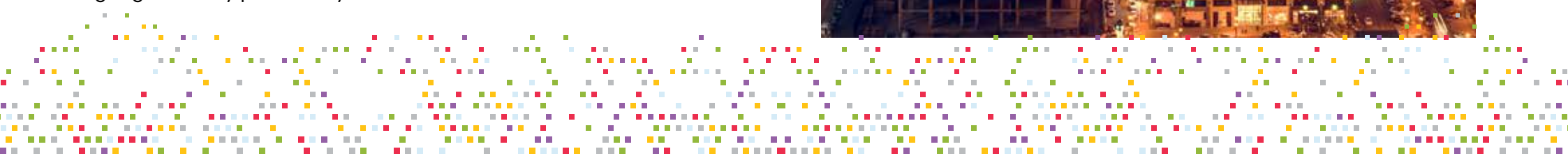


Why Saudi Arabia

Saudi Arabia bestows the most significant potential buyer market found in the Gulf Cooperation Council region. Saudi Arabia remains devoted to revolutionizing its economy and attracting new business in addition to the continuous economic broadening and diversification through Vision 2030- a state-supported project pointed towards decreasing the nation's dependence on oil through economic enhancement and diversification.

Saudi Arabia will play a significant role within the 28\$ billion digital signage sectors, this growth will be largely driven by the country's growing retail, commercial, healthcare, tourism, education and infrastructure sectors. Global digital signage industry is expected to touch 23.02\$ billion by year 2023. Investments within the government and educational sector and the need for enriched user experience and subsidized prices for display panels will all facilitate the growth of this sector.

Several mega projects in the GCC region are in various stages of construction. With mega projects like commercial establishments, theme parks and other major projects will trigger the need for high-end digital signages in this region. Despite the oil and market conditions, the retail establishments in the middle east market are upbeat on this digital signage technology Multimillion projects in Saudi Arabia include King Abdullah Economic City in Rabigh; The Knowledge Economic City in Madinah; Jazan Economic City; King Abdulaziz International Airport; Saudi Landbridge rail project and Riyadh Metro project. The readiness of country to spend on infrastructure will augment the growth of the digital signage industry particularly in the retail and amusement sector.



Why Exhibit

International Digital Signage Exhibition (IDSE) is the 1st and largest exhibition in Kingdom of Saudi Arabia exclusively dedicated to showcasing Digital Signage Industry.

An opportunity to meet and greet the potential visitors and to know about your experience, expertise, innovative approaches and the value - added strategies. Exhibitors have crafted to understand about the expectations and requirements of the clients to mold your business offerings suitable for the visitors.

In IDSE 2023, Exhibitors can grab the quality leads that converts one of the major limitations of various types of customers, every lead the Exhibitors generates has the potential to convert as immediate sales.



The Benefits

Create awareness: Exposing at IDSE 2023 for the Digital Signage Industry is a great way to increase your visibility and build brand awareness. Apart from having your place at the Exhibition, you can also avail different sponsorship opportunities and advertising.

Meeting in person: Face-to-face meetings with potential customers in IDSE Exhibition is an excellent opportunity to establish relationships.

Networking: IDSE is an excellent opportunity to meet new suppliers, and customers and also to find out more about your competition.

Introduce a brand-new product: IDSE is a great way to present a brand-new product in our Product Launch Area. The ability to present your product in person and be able to answer questions is an ideal option when your product is unique.

Create your database: Meeting with potential clients at IDSE will help you begin making your lists of marketing and sales leads which will be a quality sales lead.



01 The opportunity to get more customers



02 Understand the advances happening in the industry



03 Join numerous professionals, brand markets, international business gurus, architects, retail designers and distributors.



04 Learn about the trends in the business.



05 Find out the changing preferences and choices of the customers firsthand

Exhibitor Profile

IDSE 2023 will showcase the latest trends and technologies in Digital Signage Industry from around the world. With over 25,000+ relevant visitors, this will be a rare opportunity to showcase your technology, products and services to the region's most important audiences. The exhibition is technically designed to maximize value and opportunity for every type of exhibitor.

3 D Digital Signage	4K Ultra HD	All-In-One Signage
Cloud based digital signage	Content Design and Aesthetics	Digital Content Management Systems
Cellular Signage	Digital Advertising	Digital Billboards
Digital Kiosks	Digital Menu Boards	Digital Merchandising
Digital Software	Display Mounts	Display technology
DOOH Advertising	Emerging Technology	Installation / Integration
Interactive / Touchscreen	Interactive Displays	LED signs
Video Walls	Projection Displays	Projectors
Retail Digital Signage	Retailers	Routers
Screen Mounts	Outdoor & Indoor Signage	Security Signage
Digital Imaging / Printing Services	Sign Substrates / Equipment	Printing Equipment

Why Visit

International Digital Signage Expo (IDSE) 2023 - Experience is a truly immersive experience for the fast-changing digital and interactive display industry. When you register for IDSE, you can access the following

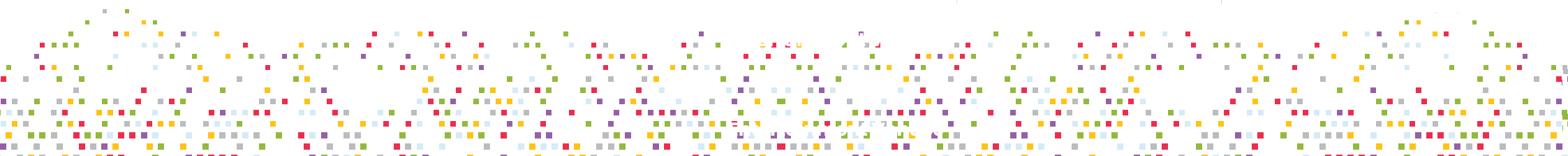
1. Centralized Exhibition Hall
2. Conference Program
3. B2B Networking
4. Product Launch



Visitor Profile

Digital Signage breakthroughs have applications across different industries, delivering enhanced efficiency, security and effectiveness in different uses. Both government and private entities are spearheading the adoption of Digital Signage technologies in their respective sectors. Based on historical data, IDSE 2023 visitors are most likely to come from these sectors of the economy

Entertainment Venues	Government Agencies Venues	Hotels / Resorts Agencies Venues
Public Transportation	Restaurants	Education / Schools
Hospitals / Healthcare Facilitiesn	Ad Agencies & Media Buyers	Ad Agencies & Media Buyers
Educational Environments	Brand Marketing & Content	Brand Marketing & Content
Government & Municipalities	Restaurants, Bars & Foodservices	Entertainment & Recreation
Corporate Environments	DOOH Networks	Retail Stores & Environments
Hotels & Hospitality	Houses of Worship	T & Systems Integration
Pro AV & Installation	Transportation Facilities	Venues & Public Spaces
Designers & Consultants	Exhibition Stand Contractors	Brand Marketers (FMCG, CDIT, Lifestyle & Apparel)



Conference

The IDSE conference program delivers thought-provoking and inspiring content across various retail solutions, trends and technologies involved in retail digital signage. Delegates will learn how to overcome key challenges when implementing digital signage solutions.

- Insights into retail trends, digital touch points and future-proof concepts approaches for retailers
- How digital signage enhances and supports the customer experience in store and helps support the business in delivering their objectives
- Google's role in the market - to simplify the management of digital kiosks, signage and interactive broadcasts
- Installing digital menu boards - equipment installation and logistical learning
- LED screens in retail - what makes a great display?



Our Promotional Campaign .

Reaching the Right PeopleLeveraging Media to ensure maximum awareness and to increase the relevant buyers in a significant forte of “International Digital Signage Exhibition – 2023”





Public Information

Digital signage has come across not as just another option but a vital tool within the marketing mix as the industry unveils innovative offerings.

An example of a unique proposition is the integration of LED into digital signages which has boosted the digital signage market to the next level as it is attributed to high efficiency, low power consumption and decreasing cost.

LED backlit panel integration and reduced paper wastage have steered to substantial savings in terms of energy thus propelling digital signage market growth.

Digital signage increases a company's visibility, delivers critical information more efficiently, saves time and increases overall efficiency apart from attracting attention far better than static signs.

It also becomes an additional advantage to sell advertising space on the signages which would help retailers generate extra income. Thus with the ushering the latest technology in the signage segment, digital signage, has revamped the game of marketing, ensuring that enterprises can deliver information to their employees and customers more efficiently.

About MAXPO

“MAXPO Exhibitions” for more than a decade, has been conceptualizing and establishing Exhibitions, Trade-shows and Business Events across the globe.

In order to give broad directions to the organisation of MAXPO Exhibitions, “MAXPO holds a remarkable reputation among the most distinguished enterprises of UAE, India and Kingdom of Saudi Arabia for its exceptional and business-centric industrial trade fairs and exhibitions. We help enterprises in setting practical goals through these trade shows and create a well-designed roadmap to get

About EXPO HORIZON

Expo Horizon is an event organizing company within the KSA that deals in Event Management, Stand Building and Exhibition Organizing. Founded in 2005, the company has been dealing with both local and international clients within and outside of the kingdom. Expo Horizon is ISO 9001:2008 certified, Member of IAEE (International Association of Exhibitions and events) UFI (Global Association of Exhibition Industry) and MPI (Meeting Professionals Internationals).



The Most Comprehensive Digital Signage Expo

3rd - 5th October 2023

Riyadh International Convention & Exhibition Center



Standard Package

Includes

- 9 Sq. mtrs Booth with Basic Furniture which Includes
- Octonorm Wall and Carpeted Area
 - Chairs - 02
 - Reception Table
 - Spot Lights - 03
 - Trash Bin - 01
 - Power Socket - 01
 - Fascia Board with company name

Minimum 9 SQM

Option 1 - Standard Package		
Cost	Area (m2)	Total (USD)
USD 400/sqm		

Plus 15% VAT

Minimum 18 SQM

Option 2 - Space Only		
Cost	Area (m2)	Total (USD)
USD 300/sqm		

Plus 15% VAT

PRIORITY SPACE RESERVATION FORM

Name :

Company :

Country:

Email:

Job Title :

Address :

Tel:

Website:

Organized by:



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Sponsorship Opportunities

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**DIAMOND
SPONSORSHIP
150,000 USD**

Sponsor Package Includes:

- ✓ Limited to 2 Sponsors only
- ✓ Complimentary space of 165 sq. mtrs Raw Space
- ✓ 250 Complimentary Invitations for the official opening ceremony
- ✓ 1 Full page – Sponsor company profile (English & Arabic – 1 Page in Each Language) with picture of a Top Management of the Sponsor Company in the show preview magazine
- ✓ 1 Full page color – Complimentary advertisement in show preview magazine and in the official show catalogue (*Design & Advertisement material to be provided by the Sponsor)
- ✓ 1 free standing banner of 120 cm x 200 cm at each entrance of the show
- ✓ 1 free standing banner of 120cm x 200cm inside the VIP lounge during the official opening ceremony
- ✓ Logo as “Diamond Sponsor” on show banner (Arabic + English) at the main entrance of the car parking
- ✓ Logo as “Diamond Sponsor” on VIP invitations of the opening ceremony
- ✓ Logo as “Diamond Sponsor” on the back of exhibitor’s badges or lanyards
- ✓ Logo on the advertising visitor promotion campaign as “Diamond Sponsor” in local Arabic + English newspapers (campaign will start two weeks before the show)
- ✓ Logo as “Diamond Sponsor” on the visitor’s promotion campaign, (flyers & posters)



GOLD

SPONSORSHIP

125,000 USD

Sponsor Package Includes:

- ✓ Limited to 3 sponsors only
- ✓ Complimentary space of 135 sq. mtrs Raw Space
- ✓ 150 Complimentary Invitations for the opening ceremony of the exhibition
- ✓ 1 Full page – Sponsor company profile (English & Arabic – 1 Page in Each Language) with picture of a Top Management of the Sponsor Company in the show preview magazine
- ✓ 1 Full page color – Complimentary advertisement in show preview magazine and in the official show catalogue (*Design & Advertisement material to be provided by the Sponsor)
- ✓ 1 free standing banner of 85cm x 200cm at each main entrance of the show
- ✓ 1 free standing banner of 85cm x 200cm inside the VIP lounge during the official opening ceremony
- ✓ Logo as “Gold Sponsor” on show banner (Arabic + English) at the main entrance of the car parking
- ✓ Logo on the advertising visitor promotion campaign as “Gold Sponsor” in local Arabic + English newspapers (campaign will start two weeks before the show)
- ✓ Logo as “Gold Sponsor” on the visitor’s promotion campaign (flyers and posters)
- ✓ Link to sponsor’s website from the official show website



SILVER SPONSORSHIP 100,000 USD

Sponsor Package Includes:

- ✓ Complimentary Space of 90 sq. mtrs Raw Space
- ✓ 75 Complimentary Invitations for the official opening ceremony
- ✓ Half page – Sponsor Company Profile (English & Arabic – Half Page in Each Language) with picture of a Top Management of the Sponsor Company in the show preview magazine
- ✓ Half page color – Complimentary advertisement in the show preview magazine (*Design & Advertisement material to be provided by the Sponsor)
- ✓ 1 Full page color – Complimentary advertisement in the official show catalogue (*Design & Advertisement material to be provided by the Sponsor)
- ✓ Logo on the advertising visitor promotion campaign as “Silver Sponsor” in local Arabic + English newspapers (campaign will start two weeks before the show)
- ✓ Logo as “Silver Sponsor” on show banner (Arabic + English) at the main entrance of the car parking
- ✓ Logo as “Silver Sponsor” in the visitor’s promotion campaign (flyers and posters)
- ✓ Link to sponsor’s website from the official show website



BRONZE SPONSORSHIP

75,000 USD

Sponsor Package Includes:

- ✓ Complimentary Space of 60 Sq. mtrs Raw Space
- ✓ Deliver a workshop
- ✓ Sponsor's name and logo will be featured in: (Event website with web link that will have a visibility for one year)
- ✓ Web links in the email campaigns on all social media channels
- ✓ The digital post-show report that will be sent to all participants and Uploaded on the website
- ✓ Opportunity to distribute flyers/samples
- ✓ 10 Passes for representatives



REGISTRATION DESK SPONSOR 50,000 USD

Sponsor Package Includes:

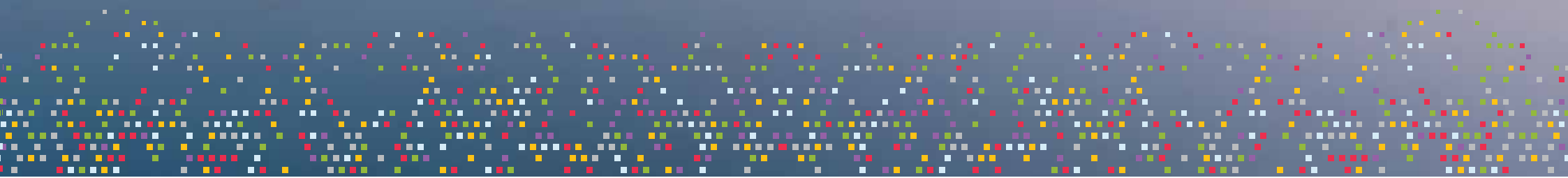
- ✓ Limited to 2 sponsors
- ✓ Complimentary 30 Sq. mtrs Raw Space
- ✓ Sponsor Company Profile (180 words) inclusion in show catalogue
- ✓ Company Logo and Name will be displayed at Registration Area as "REGISTRATION DESK SPONSOR"
- ✓ Registration desk will distribute the company brochure during the opening ceremony
- ✓ Logo as "REGISTRATION DESK SPONSOR" on show website
- ✓ 1 Full page color advertisement in Exhibitor's catalogue.
- ✓ Link to sponsor's website from the official show website
- ✓ Logo as "REGISTRATION DESK SPONSOR" on the visitor's campaign.



مركز الرياض الدولي للمؤتمرات والمعارض
Riyadh International Convention & Exhibition Center - RICEC



The most comprehensive venue





For more information and bookings

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INTERNATIONAL
**DIGITAL
SIGNAGE**
EXPO 2019



The WEST
M40
Leaving
Slough

Lanes 1, 2 & 3
M4
Reading
M40
M4
M40, M4, M1
Oxford, Watford, Stamford
M25





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