

إع

E^{XP}O

INTERNATIONAL
E-COMMERCE EXPO
المعرض الدولي
للتجارة الإلكترونية

رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

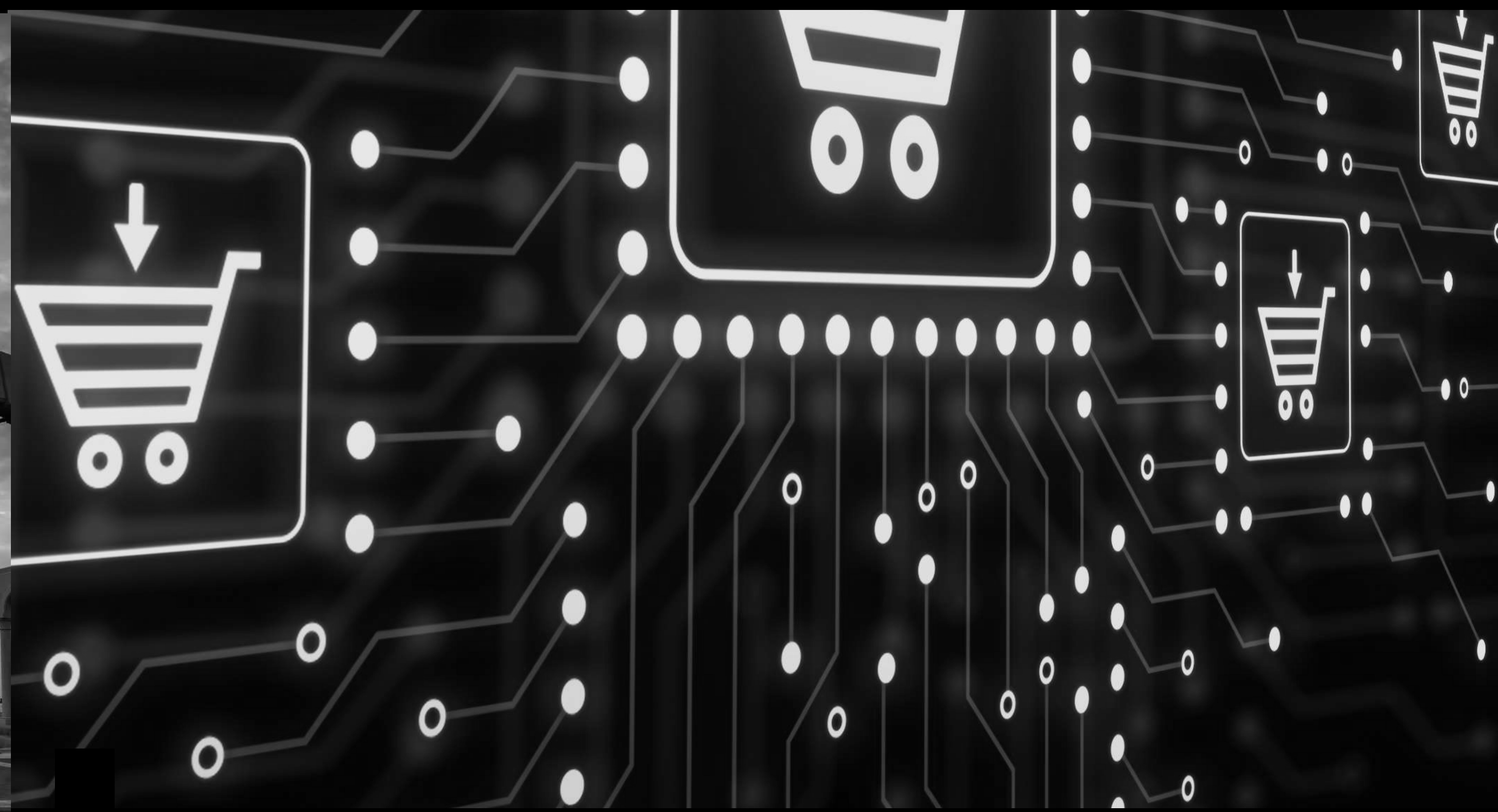
BU Business
Umbrella

INTERNATIONAL E-COMMERCE EXPO

EVOLUTION MATRIX FOR GLOBAL TRADE

SECOND EDITION

18 – 20 JANUARY 2024 | THE ARENA

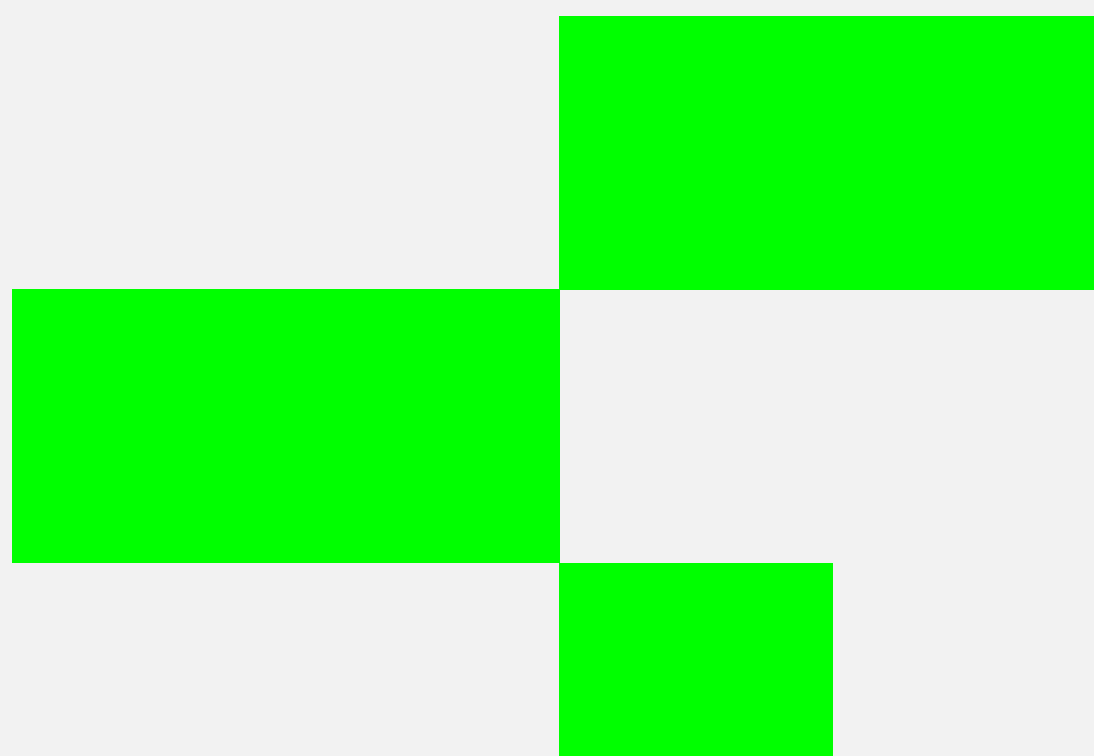




SYNOPSIS:

IEC EXPO is the largest event event in the Kingdom of Saudi Arabia, specialized in e-commerce and e-marketing, to include existing and emerging international and local brands all under one exhibition, it is for everyone looking for new horizons that keep pace with the ever-changing trade and is aligned with the Kingdom's digital transformation approach, in accordance with the 2030 Vision in its second edition.

It combines international and local stores, as well as all e-commerce services, to provide perceptive insight for both participants and visitors on all aspects allowing them to make the most of this event. The benefits of the exhibition will not be limited to participating companies alone, but it will also provide benefits and wonder for visitors as well. It will provide everyone a unique opportunity to familiarize themselves with various companies and the projects and services they provide, how to manage these features, and learn about the benefits of e-commerce. This exhibition is not only occupational but is considered a special look into projects that are still in their first steps, a chance to learn more about e-commerce and marketing, and benefit from the pioneers in this field.

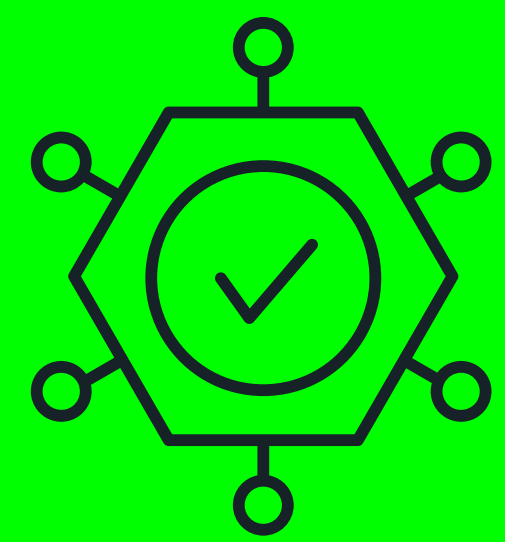




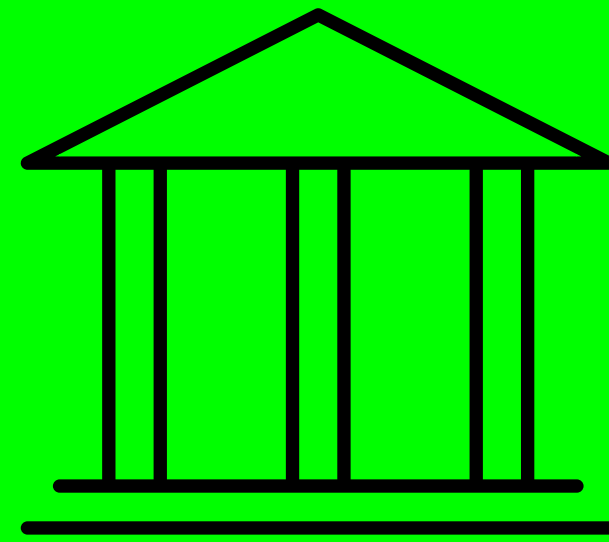
EXHIBITION OBJECTIVES

- Supporting e-commerce, providing investment opportunities for entrepreneurs, and facilitating the establishment of their own projects
- Ease the difficulty that entrepreneurs and store owners face in reaching customers directly and indirectly through specialized marketing consultants, as the currently available marketing and advertising options do not reflect the desired results despite paying huge sums
- Providing procedures and solutions to support and motivate essential businesses to keep pace with e-commerce to regulate the field, in accordance with safety and organization legislations and policies
- Introducing your e-commerce business, expanding your fan base, and reaching more customers
- Conclude deals and cooperative partnerships between exhibition participants and sponsors
- Expand public and commercial awareness regarding e-commerce and get to know your competitors, projects that are similar to yours or that are specific and related to your business

TARGET AUDIENCE



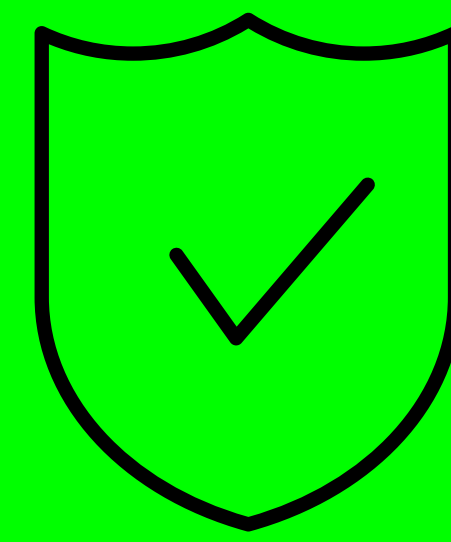
**Government
Entities**



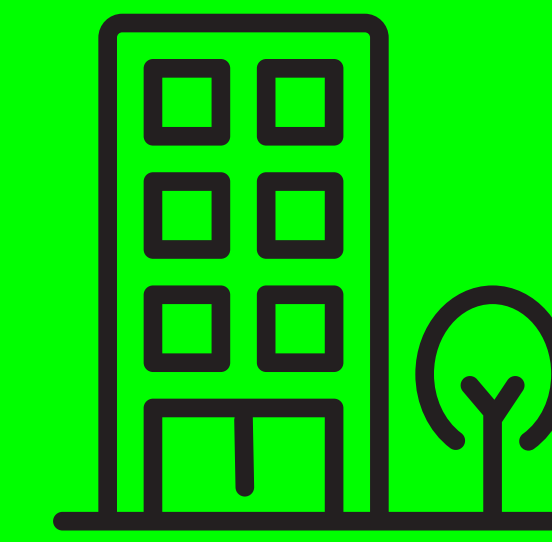
Banks



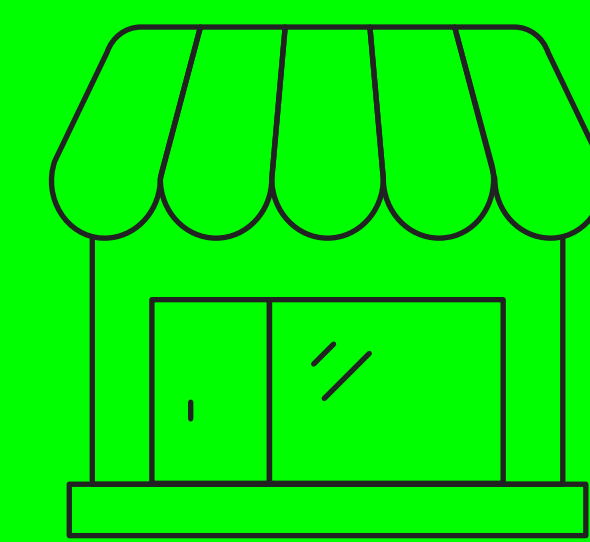
**E-commerce
platforms**



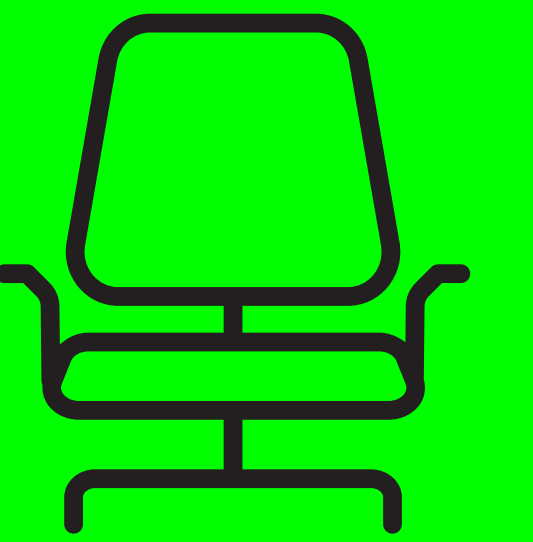
**Cyber
Security**



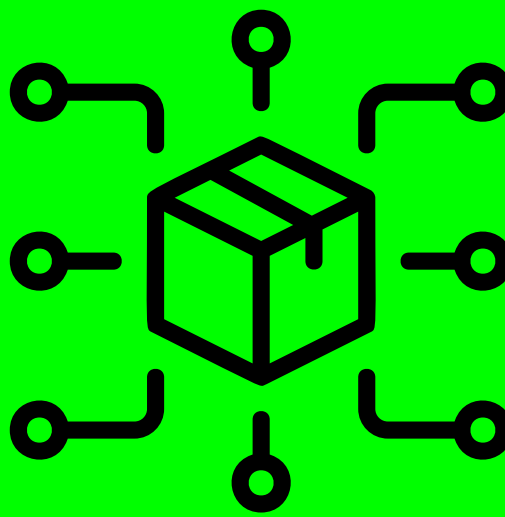
**Telecommunication
Companies**



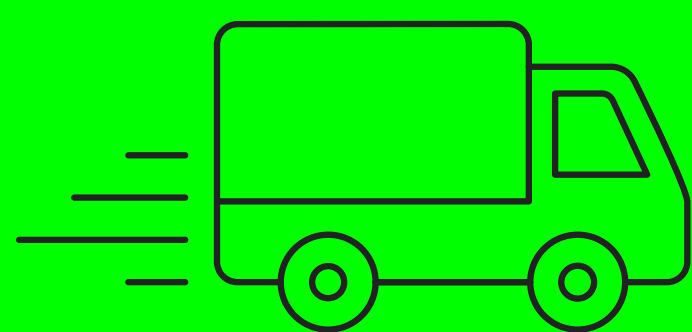
**Electronic
Stores**



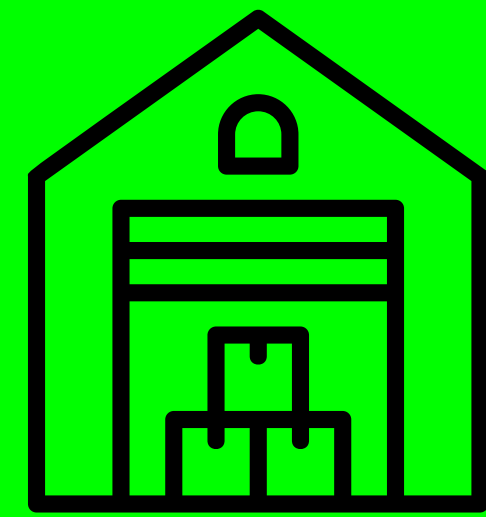
**Business
Incubators**



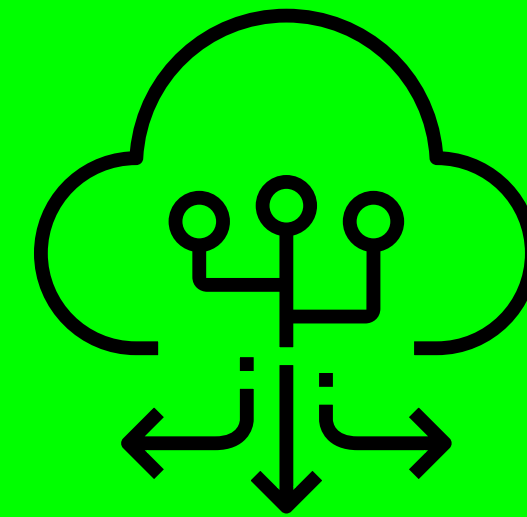
**Service
Companies**



**Shipping
Companies**



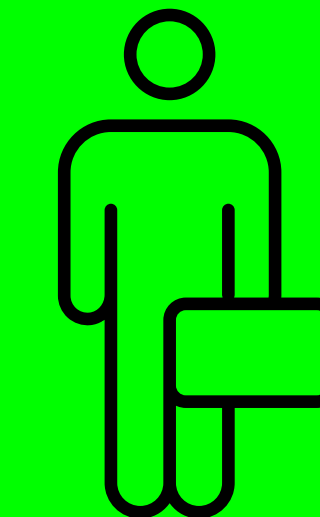
**Storage
Companies**



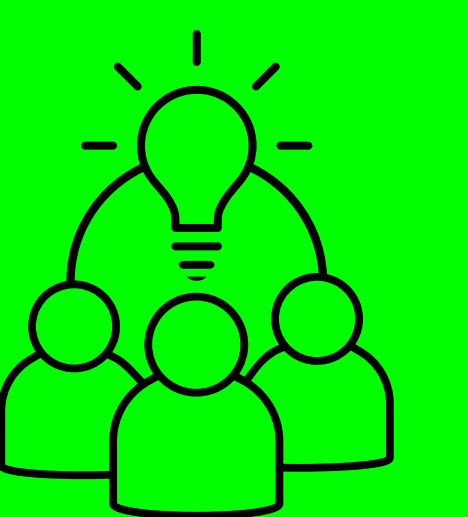
**IT
Companies**



**Electronic Payment
Gateways**



Businessmen



**Startup & Business
Idea Owners**

Exhibition Marketing Strategy

E-Marketing

E-marketing through social media platforms and websites.



Text messages

text messages for marketing the exhibition and its sponsors.



Email

Email marketing to target audiences.



Public Relations

Promotion through active persons in the community who are related to the exhibition and its objectives.



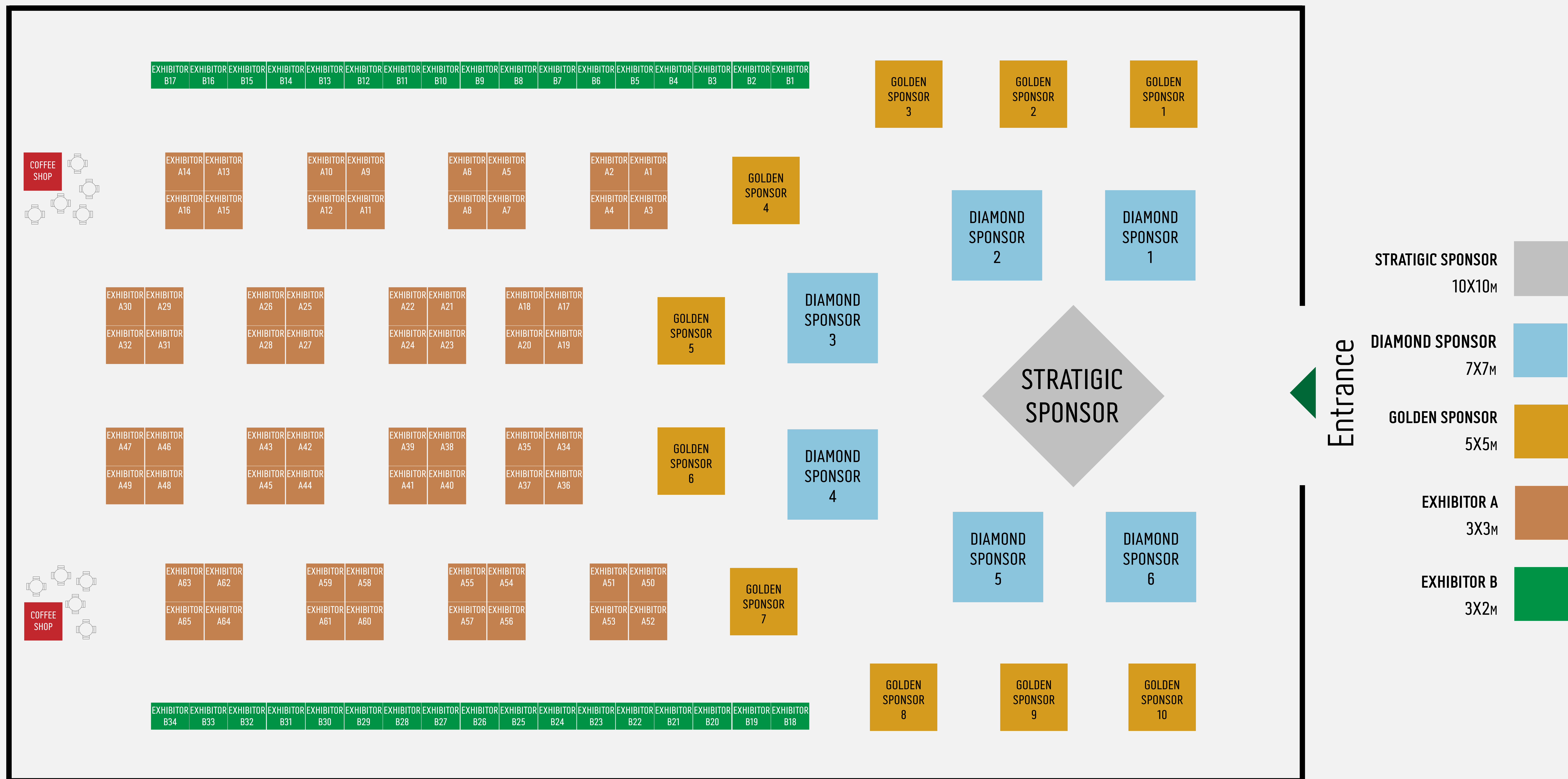
Road Announcements

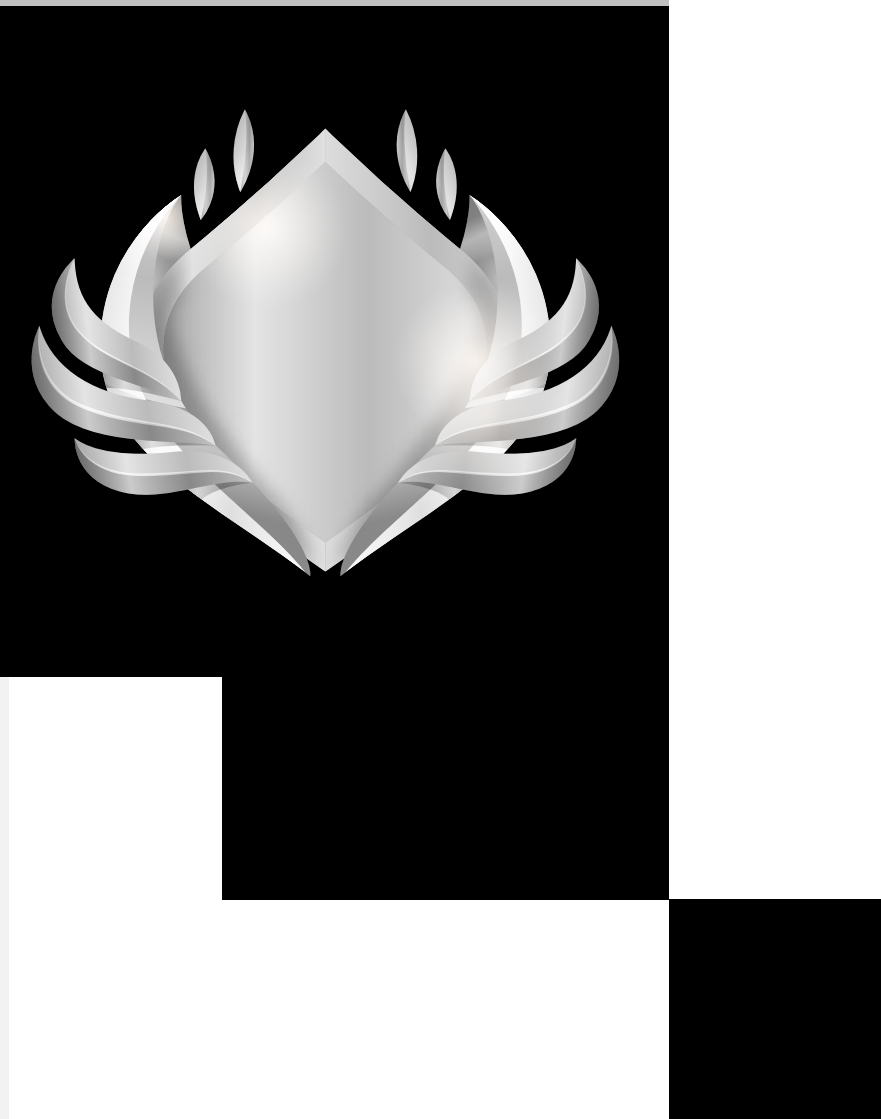
Advertising via road signs in Riyadh, synchronized with the exhibition date.





EXHIBITION LAYOUT

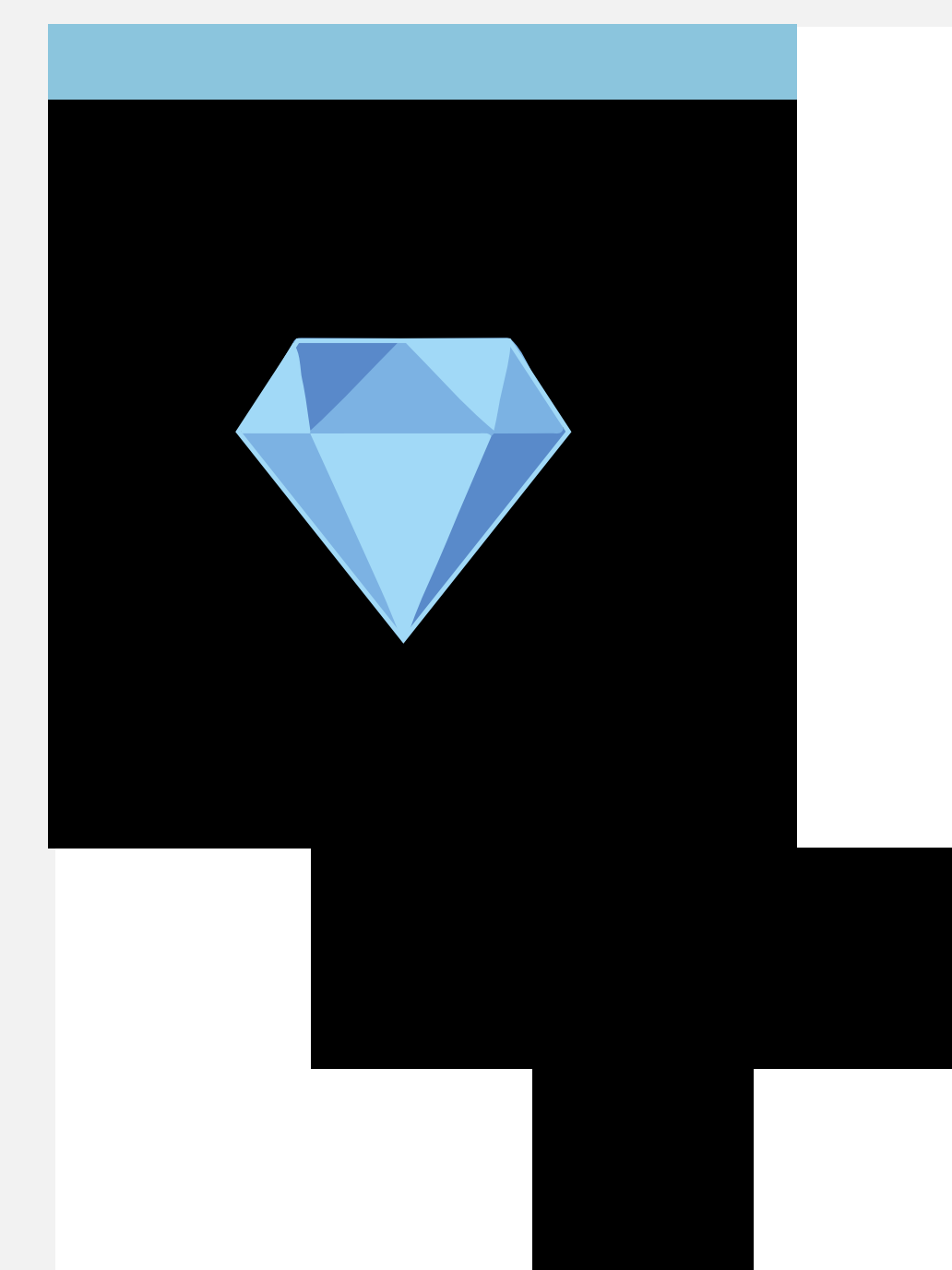




STRATIGIC SPONSOR

- Placing the company's name and logo in an exclusive location and size on the exhibition programs.
- Placing the company's name and logo on all marketing publications.
- Showcase the name and logo of the company within the e-promotion campaign for the exhibition, which includes (publications on social media - event website).
- Showcase the name and logo of the company in the designated sponsor's space.
- Allocating a hospitality coffee server inside the suite throughout the exhibition days.

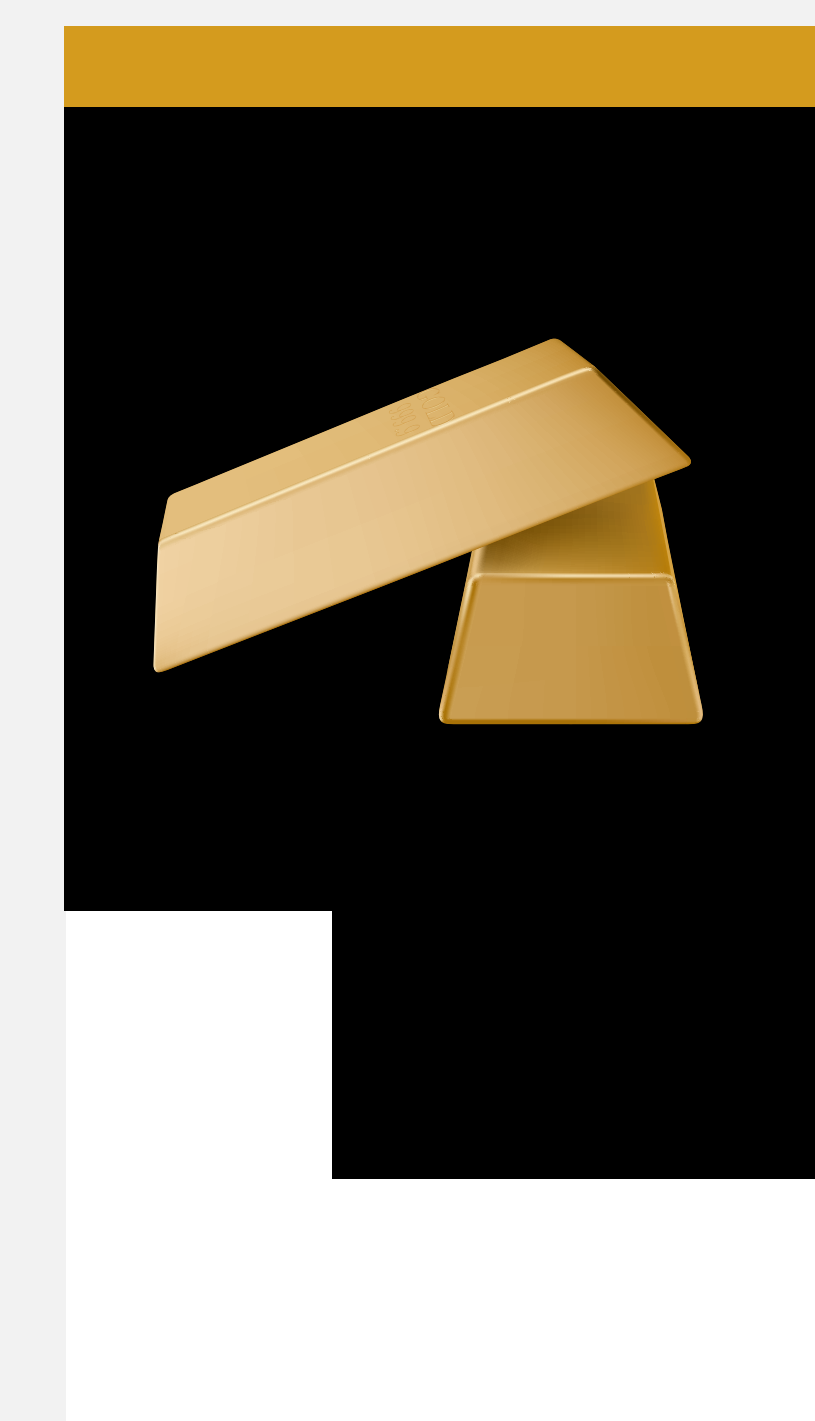
Suite size 10 x10m



DIAMOND SPONSOR

- Placing the company's name and logo in an exclusive location and size on the exhibition programs.
- Placing the company's name and logo on all marketing publications.
- Showcase the name and logo of the company within the e-promotion campaign for the exhibition, which includes (publications on social media - event website).
- Showcase the name and logo of the company in the designated sponsor's space.
- Allocating a hospitality coffee server inside the suite throughout the exhibition days.


Suite size 7 x 7m




GOLDEN SPONSOR

- Placing the company's name and logo in an exclusive location and size on the exhibition programs.
- Placing the company's name and logo on all marketing publications.
- Showcase the name and logo of the company within the e-promotion campaign for the exhibition, which includes (publications on social media - event website).
- Showcase the name and logo of the company in the designated sponsor's space.

Suite size 5 x 5m




EXHIBITOR
A

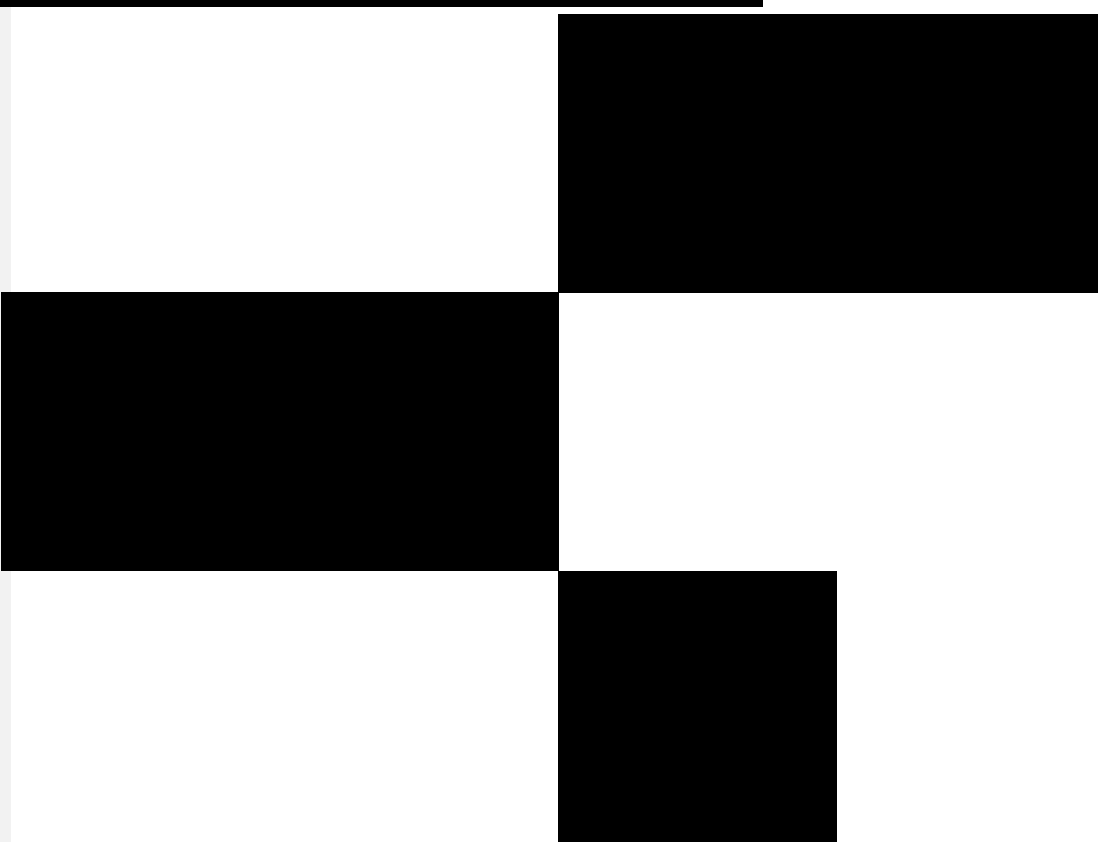


- Showcase the name and logo of the company within the e-promotion campaign for the exhibition, which includes (publications on social media – event website).

Suite size 3 x 3m

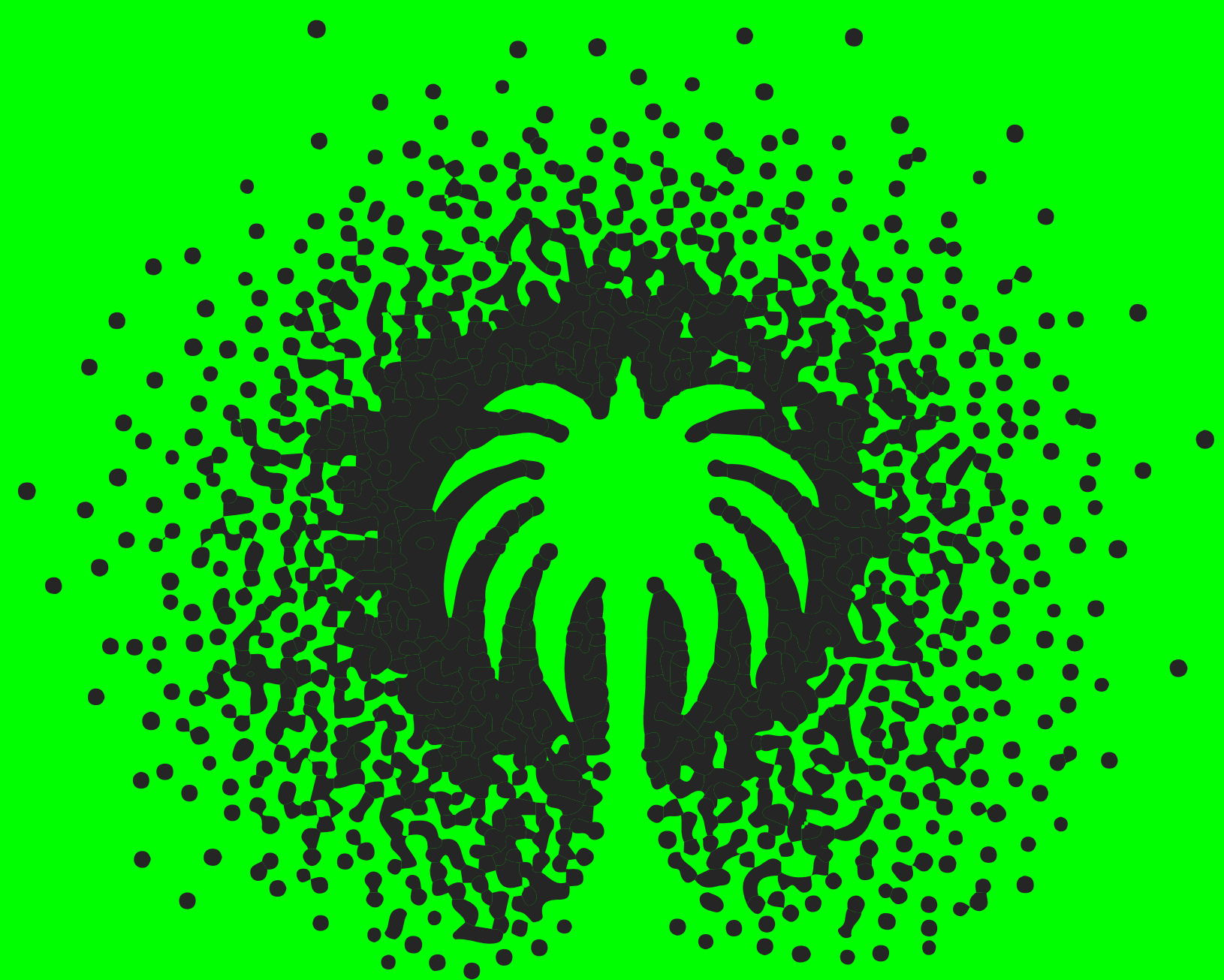
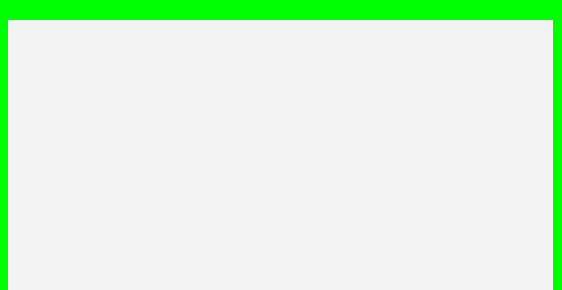


EXHIBITOR
B



- Showcase the name and logo of the company within the e-promotion campaign for the exhibition, which includes (publications on social media – event website).

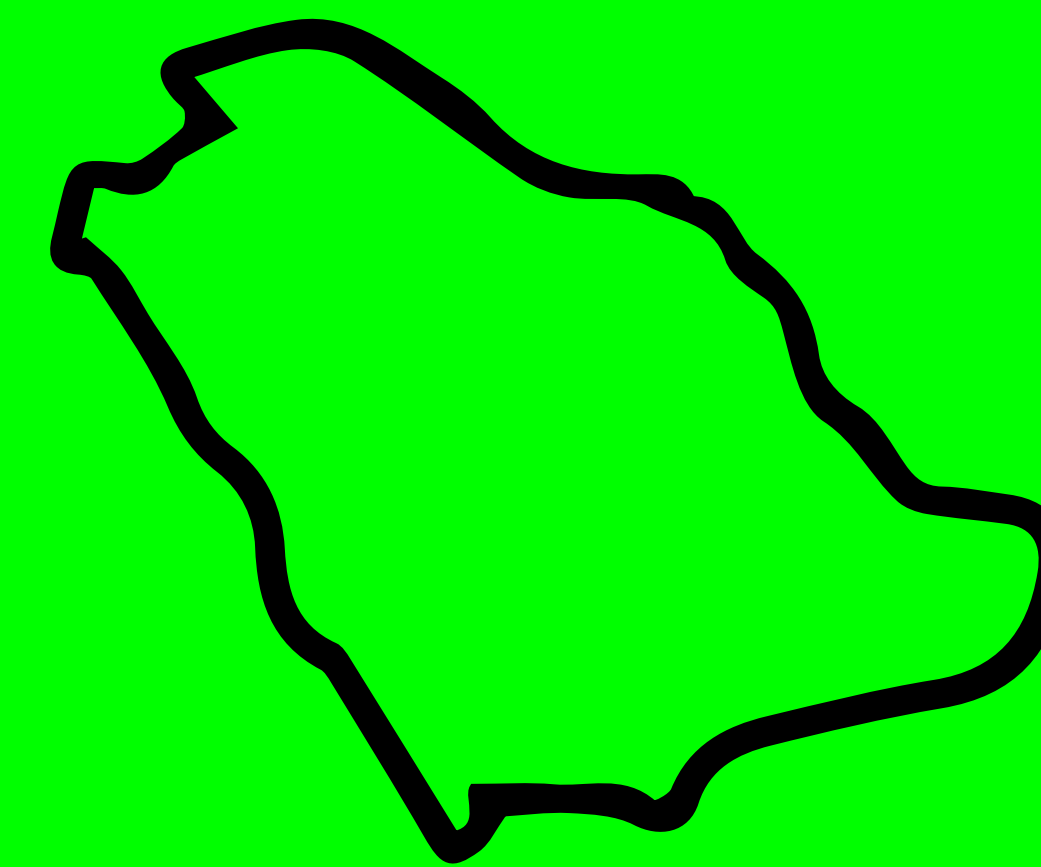
Suite size 3 x 2m



License Number:
974/22



18-20 Jan 2024



The Kingdom of Saudi Arabia | Riyadh



The Arena

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EXPO
INTERNATIONAL
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المعرض الدولي
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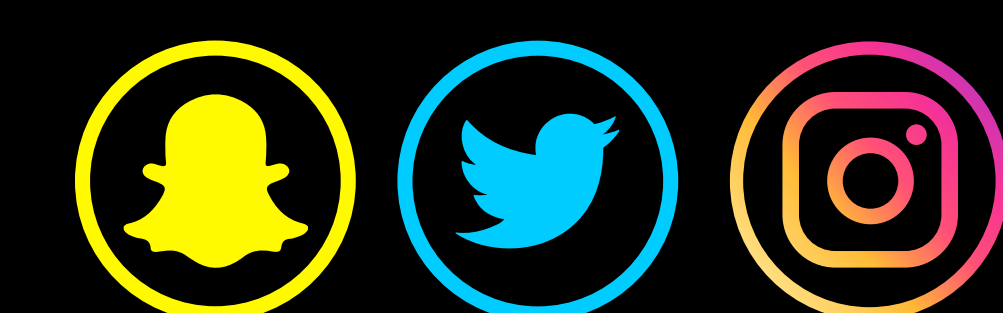


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