

إجازة

E-XP0

INTERNATIONAL
E-COMMERCE EXPO
المعرض الدولي
للتجارة الإلكترونية

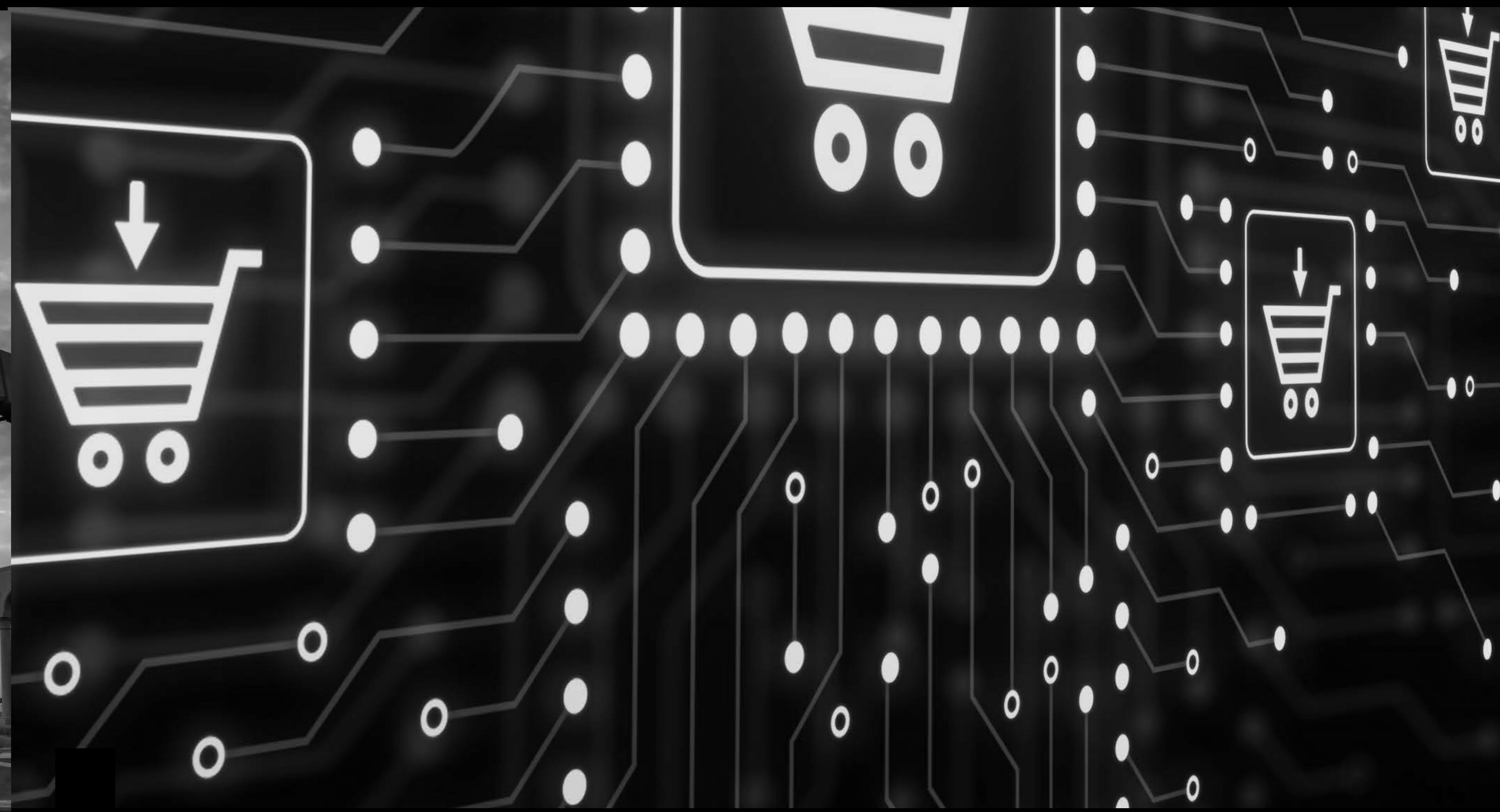
رؤية
VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

BU Business
Umbrella

INTERNATIONAL E-COMMERCE EXPO

EVOLUTION MATRIX FOR GLOBAL TRADE SECOND EDITION

18 – 20 JANUARY 2024 | THE ARENA



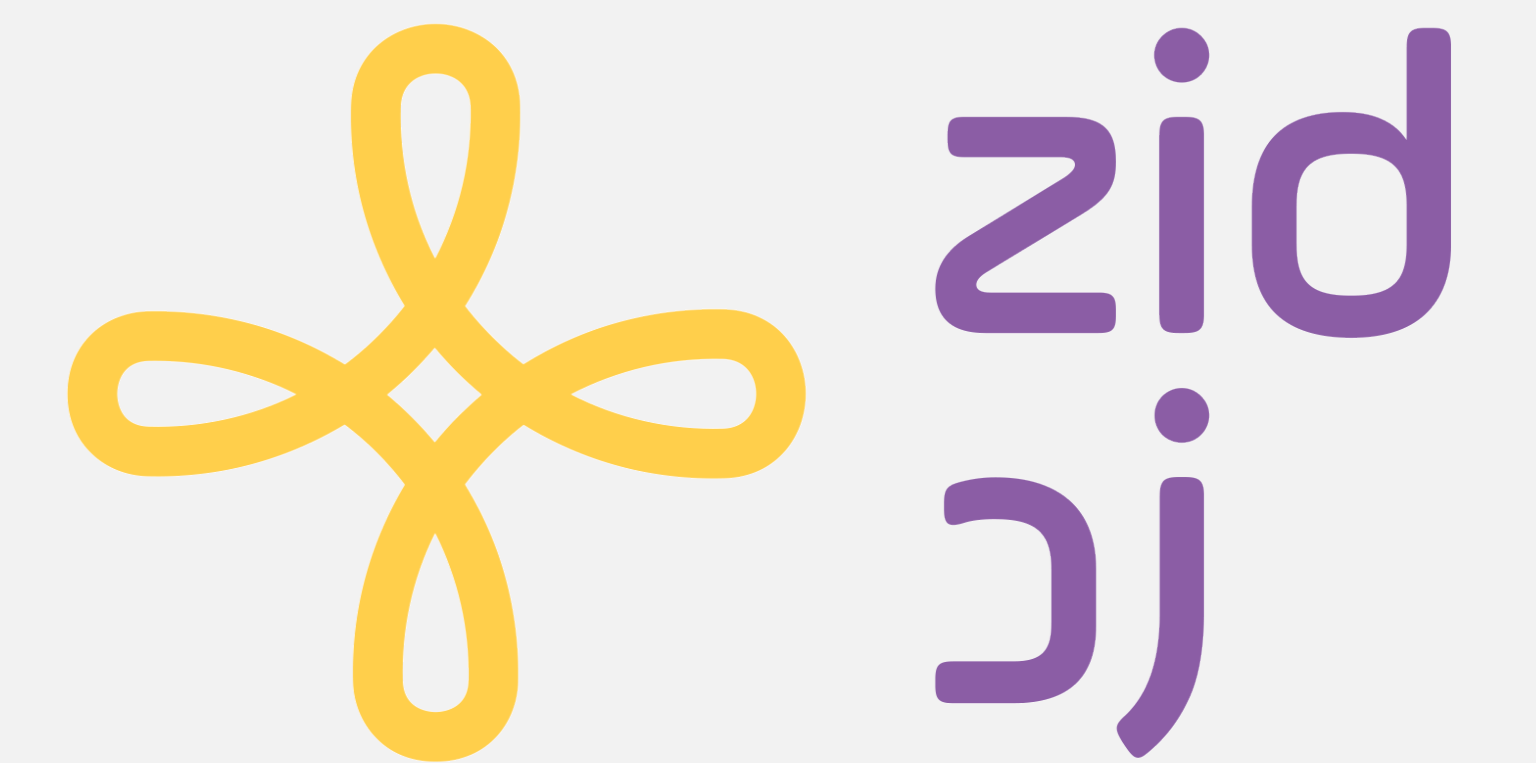
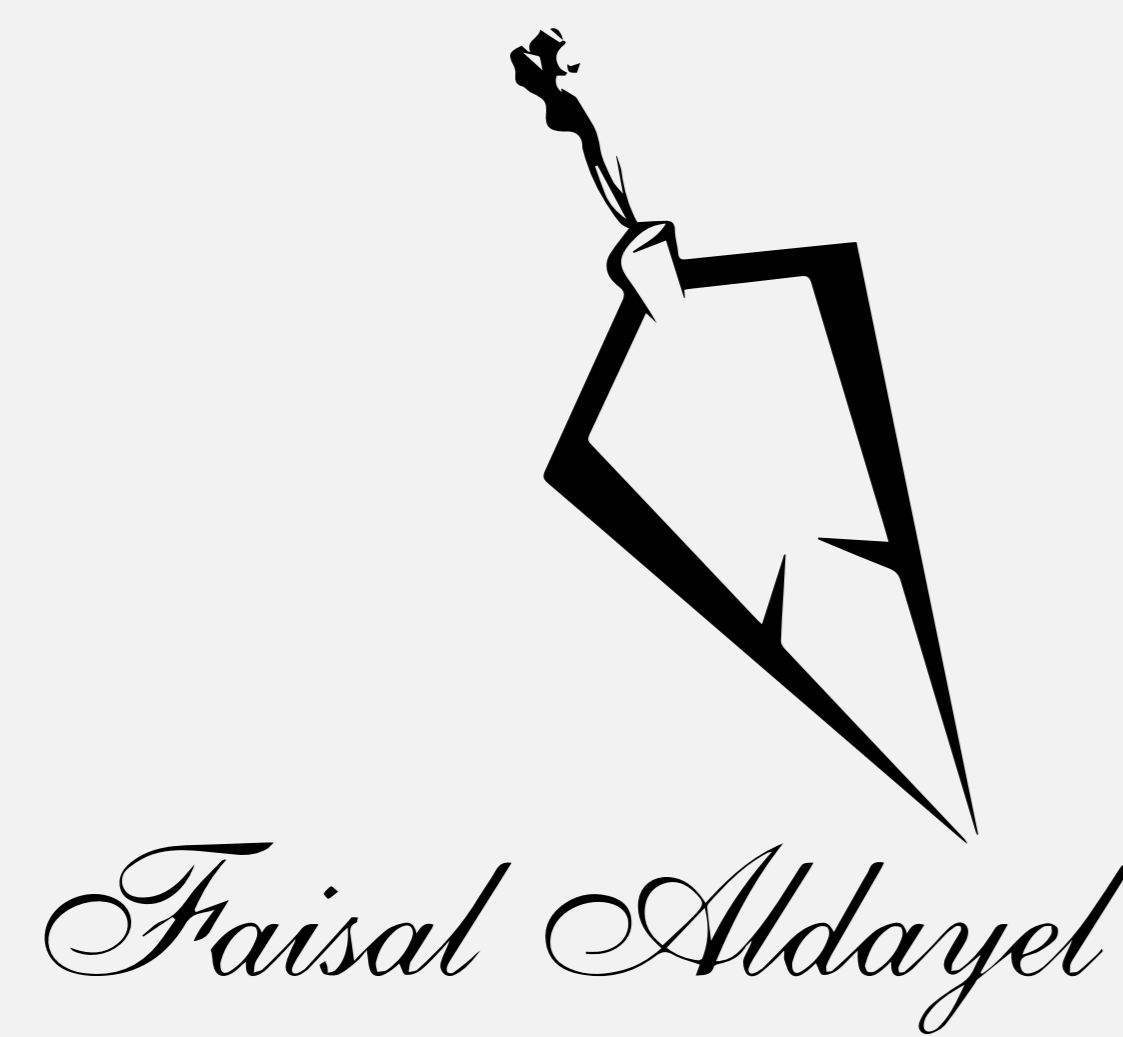


SYNOPSIS:

IEC EXPO is the largest event 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 wonders 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.

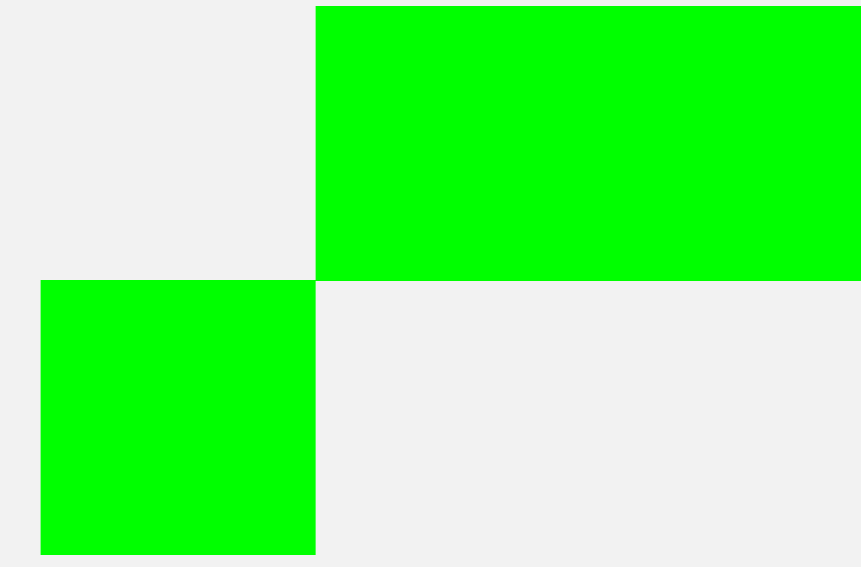
Success Partners in the First Edition



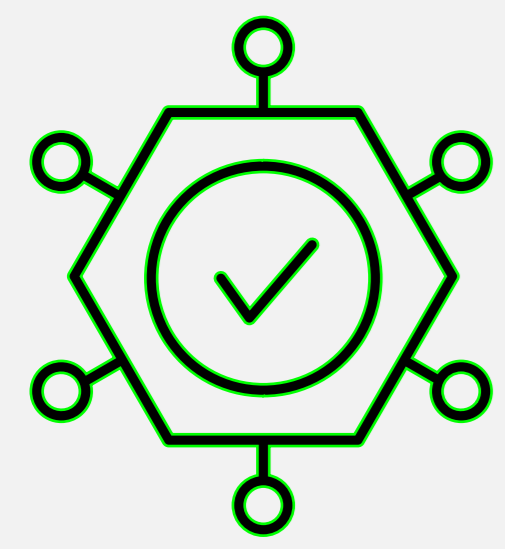


EXHIBITION OBJECTIVES

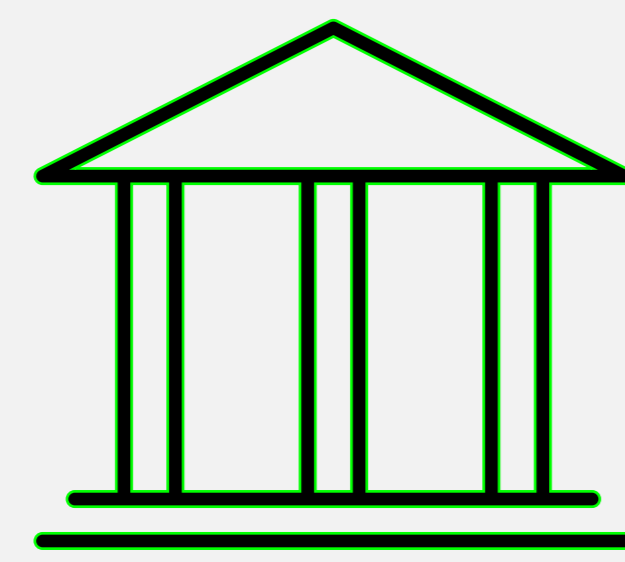
- Supporting e-commerce, providing investment opportunities for entrepreneurs, and facilitating the establishment of their own projects
- Ease the difficulty that entrepreneurs and store owners face in reaching customers directly and indirectly through specialized marketing consultants, as the currently 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**



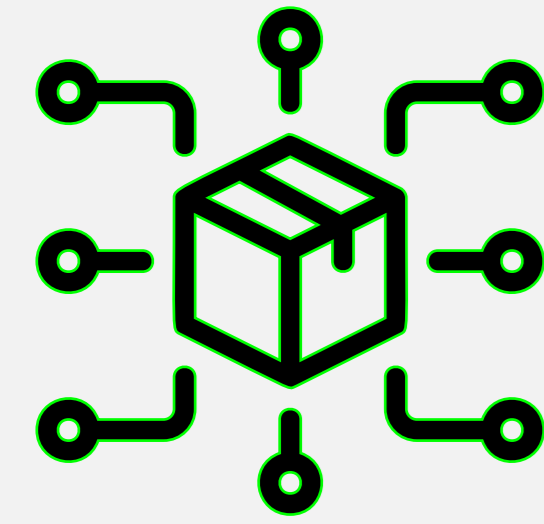
**Telecommunication
Companies**



**Electronic
Stores**



**Business
Incubators**



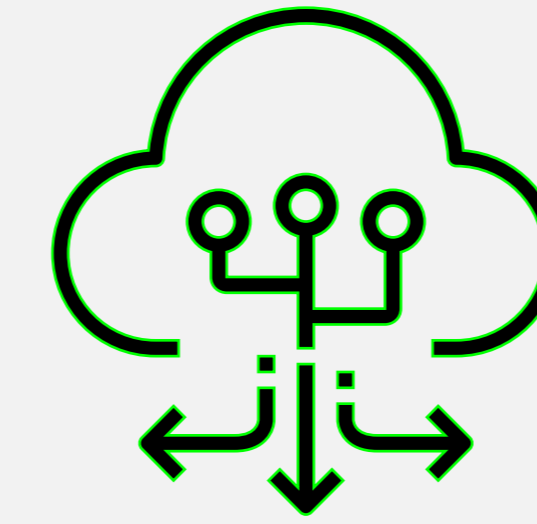
**Service
Companies**



**Shipping
Companies**



**Storage
Companies**



**IT
Companies**



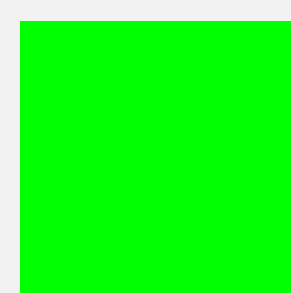
**Electronic Payment
Gateways**



Businessmen



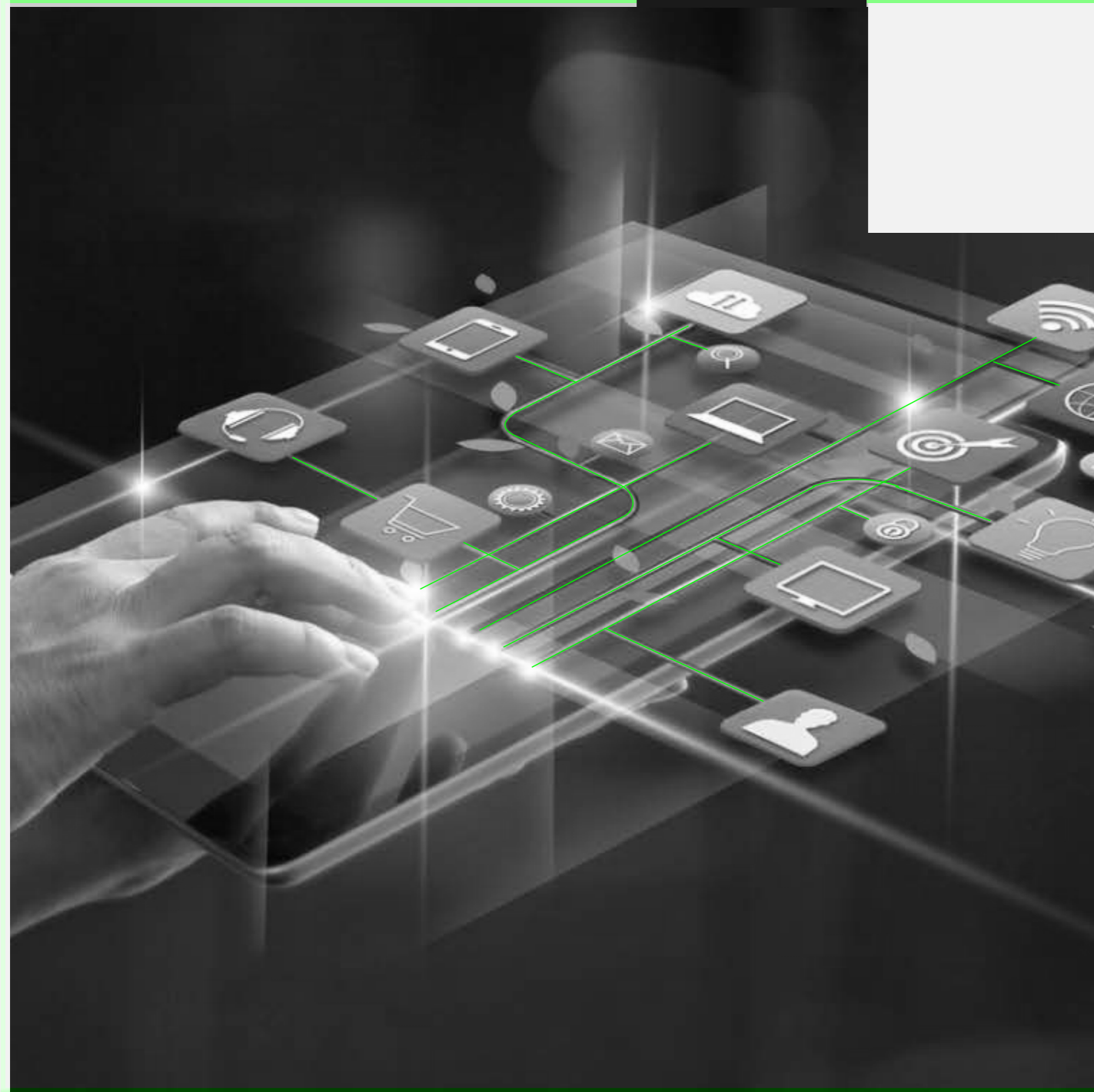
**Startup & Business
Idea Owners**



Exhibition Marketing Strategy

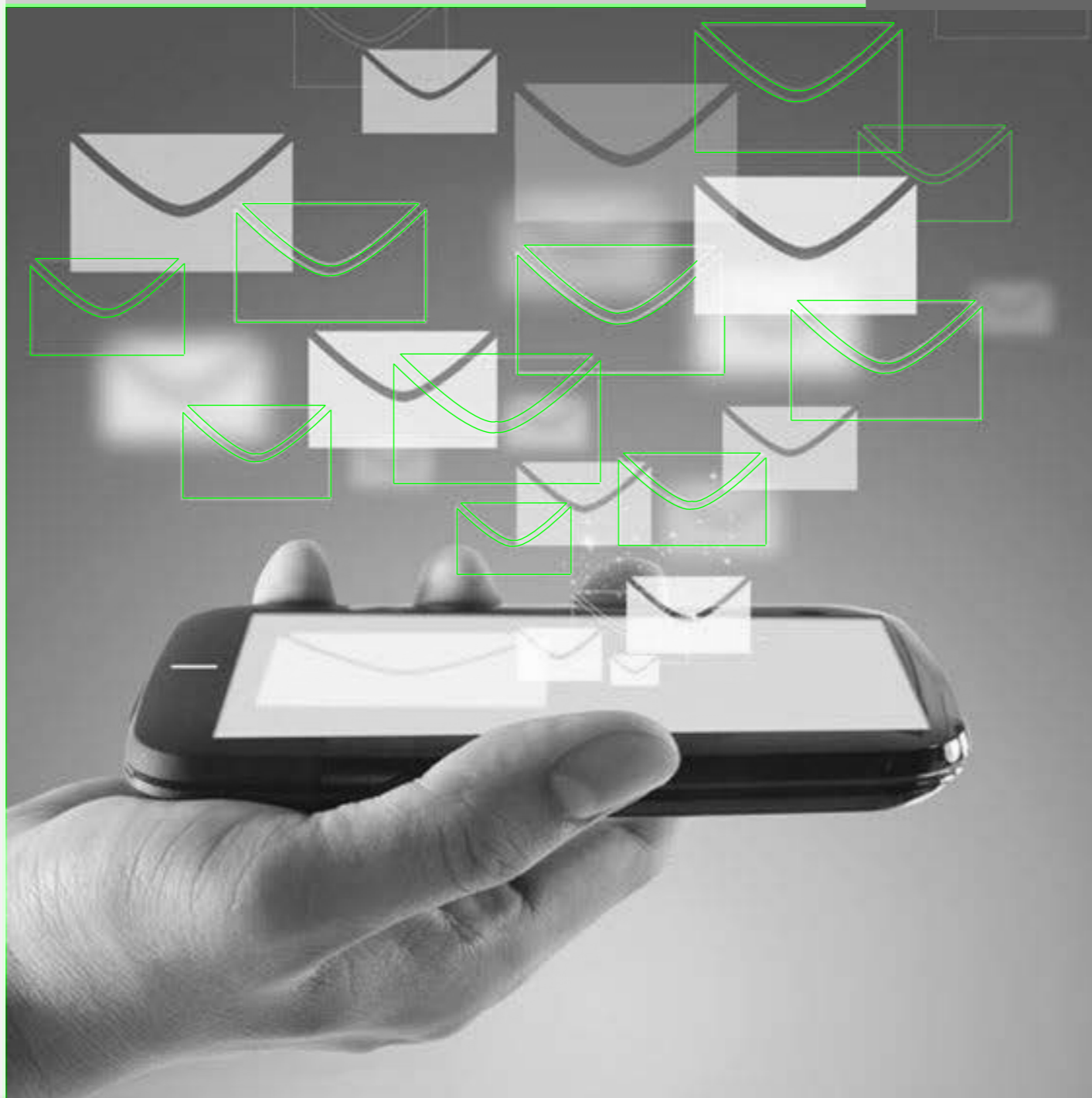
E-Marketing

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.



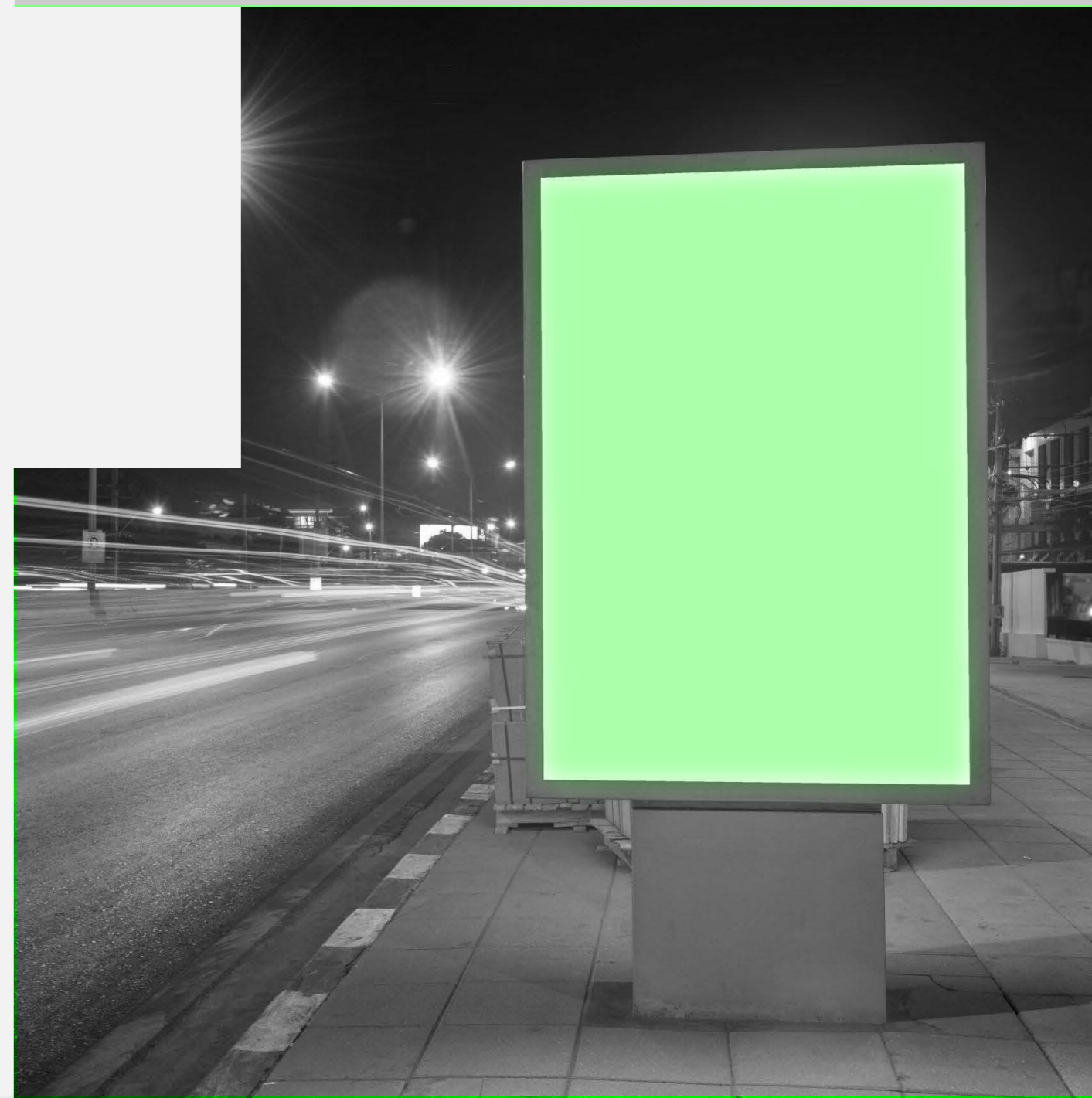
Public Relations

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



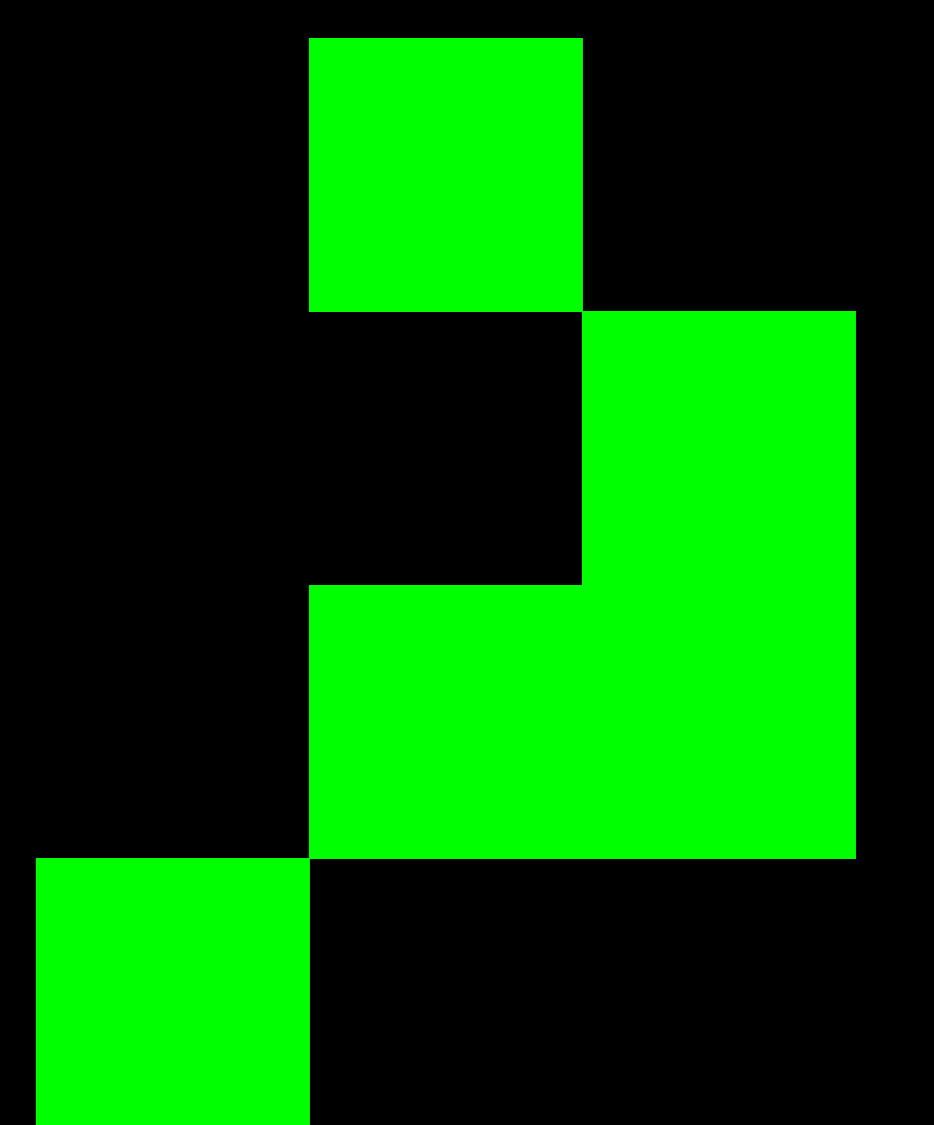
Road Announcements

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





EXHIBITION LAYOUT



EXHIBITOR B17 EXHIBITOR B16 EXHIBITOR B15 EXHIBITOR B14 EXHIBITOR B13 EXHIBITOR B12 EXHIBITOR B11 EXHIBITOR B10 EXHIBITOR B9 EXHIBITOR B8 EXHIBITOR B7 EXHIBITOR B6 EXHIBITOR B5 EXHIBITOR B4 EXHIBITOR B3 EXHIBITOR B2 EXHIBITOR B1

GOLDEN SPONSOR 3 GOLDEN SPONSOR 2 GOLDEN SPONSOR 1



EXHIBITOR A14 EXHIBITOR A13
EXHIBITOR A16 EXHIBITOR A15

EXHIBITOR A10 EXHIBITOR A9
EXHIBITOR A12 EXHIBITOR A11

EXHIBITOR A6 EXHIBITOR A5
EXHIBITOR A8 EXHIBITOR A7

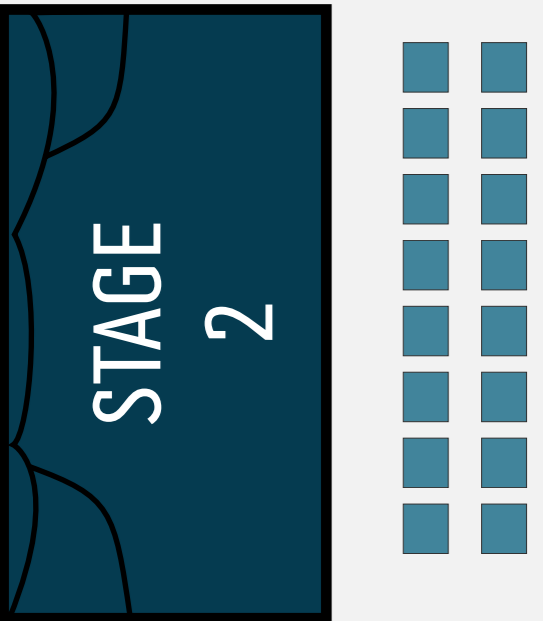
EXHIBITOR A2 EXHIBITOR A1
EXHIBITOR A4 EXHIBITOR A3

GOLDEN SPONSOR 4

DIAMOND SPONSOR 3

DIAMOND SPONSOR 2

DIAMOND SPONSOR 1



EXHIBITOR A30 EXHIBITOR A29
EXHIBITOR A32 EXHIBITOR A31

EXHIBITOR A26 EXHIBITOR A25
EXHIBITOR A28 EXHIBITOR A27

EXHIBITOR A22 EXHIBITOR A21
EXHIBITOR A24 EXHIBITOR A23

EXHIBITOR A18 EXHIBITOR A17
EXHIBITOR A20 EXHIBITOR A19

GOLDEN SPONSOR 5

GOVERNMENT SPONSOR

STRATIGIC SPONSOR

Entrance

STRATIGIC SPONSOR 10X10M

DIAMOND SPONSOR 7X7M

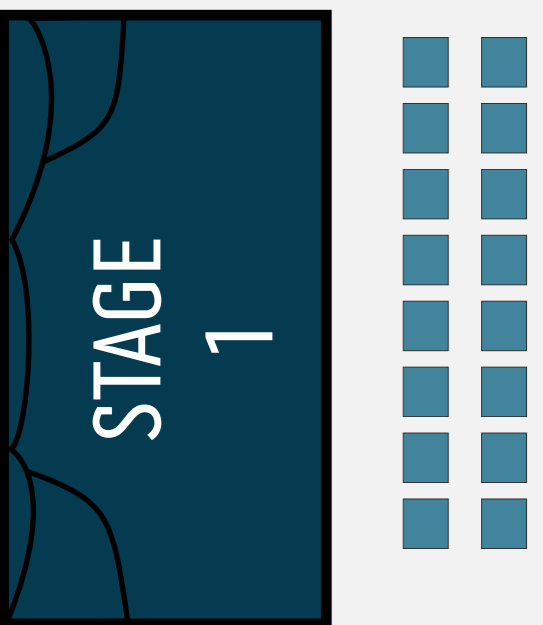
GOLDEN SPONSOR 5X5M

EXHIBITOR A 3X3M

EXHIBITOR B 3X2M

GOVERNMENT SPONSOR 7X7M

STAGE 4X8M



EXHIBITOR A47 EXHIBITOR A46
EXHIBITOR A49 EXHIBITOR A48

EXHIBITOR A43 EXHIBITOR A42
EXHIBITOR A45 EXHIBITOR A44

EXHIBITOR A39 EXHIBITOR A38
EXHIBITOR A41 EXHIBITOR A40

EXHIBITOR A35 EXHIBITOR A34
EXHIBITOR A37 EXHIBITOR A36

GOLDEN SPONSOR 6

DIAMOND SPONSOR 4

DIAMOND SPONSOR 5

DIAMOND SPONSOR 6



EXHIBITOR A63 EXHIBITOR A62
EXHIBITOR A65 EXHIBITOR A64

EXHIBITOR A59 EXHIBITOR A58
EXHIBITOR A61 EXHIBITOR A60

EXHIBITOR A55 EXHIBITOR A54
EXHIBITOR A57 EXHIBITOR A56

EXHIBITOR A51 EXHIBITOR A50
EXHIBITOR A53 EXHIBITOR A52

GOLDEN SPONSOR 7

GOLDEN SPONSOR 8 GOLDEN SPONSOR 9 GOLDEN SPONSOR 10

EXHIBITOR B34 EXHIBITOR B33 EXHIBITOR B32 EXHIBITOR B31 EXHIBITOR B30 EXHIBITOR B29 EXHIBITOR B28 EXHIBITOR B27 EXHIBITOR B26 EXHIBITOR B25 EXHIBITOR B24 EXHIBITOR B23 EXHIBITOR B22 EXHIBITOR B21 EXHIBITOR B20 EXHIBITOR B19 EXHIBITOR B18



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.




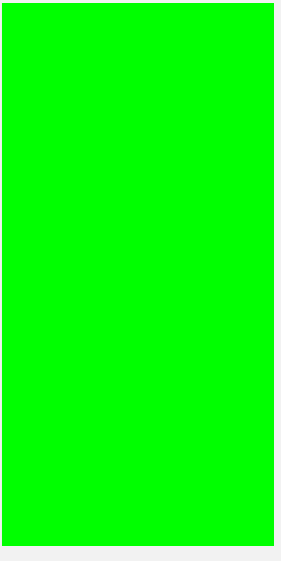
DIAMOND SPONSOR

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GOLDEN SPONSOR



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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).



EXHIBITOR

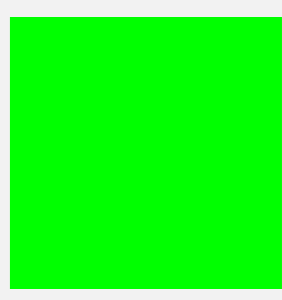
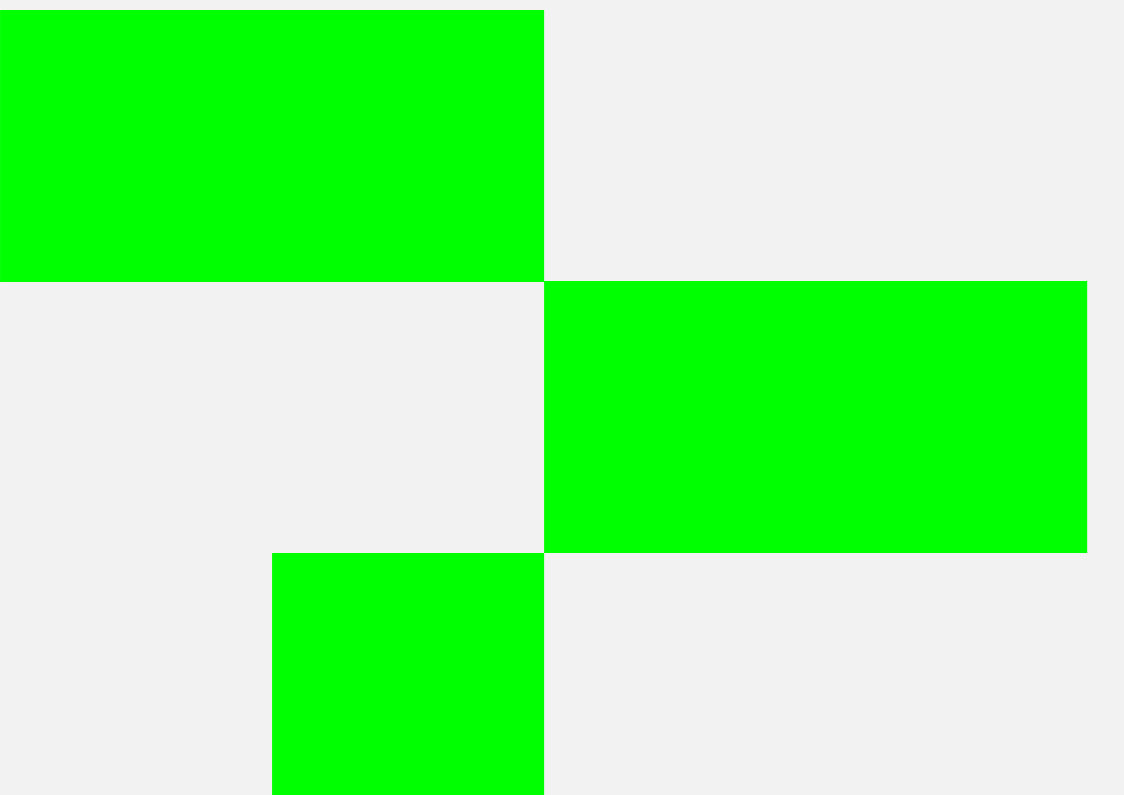

B

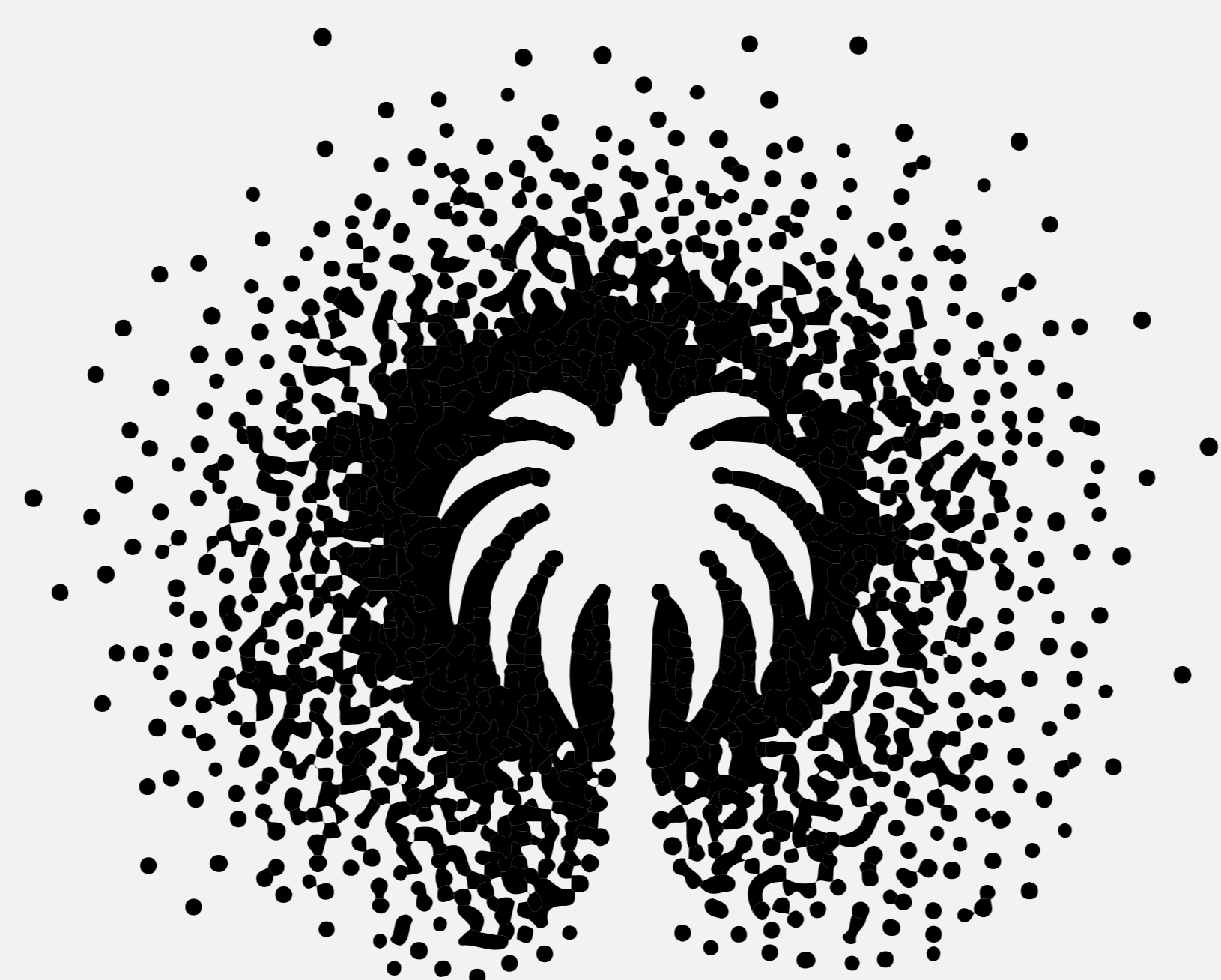
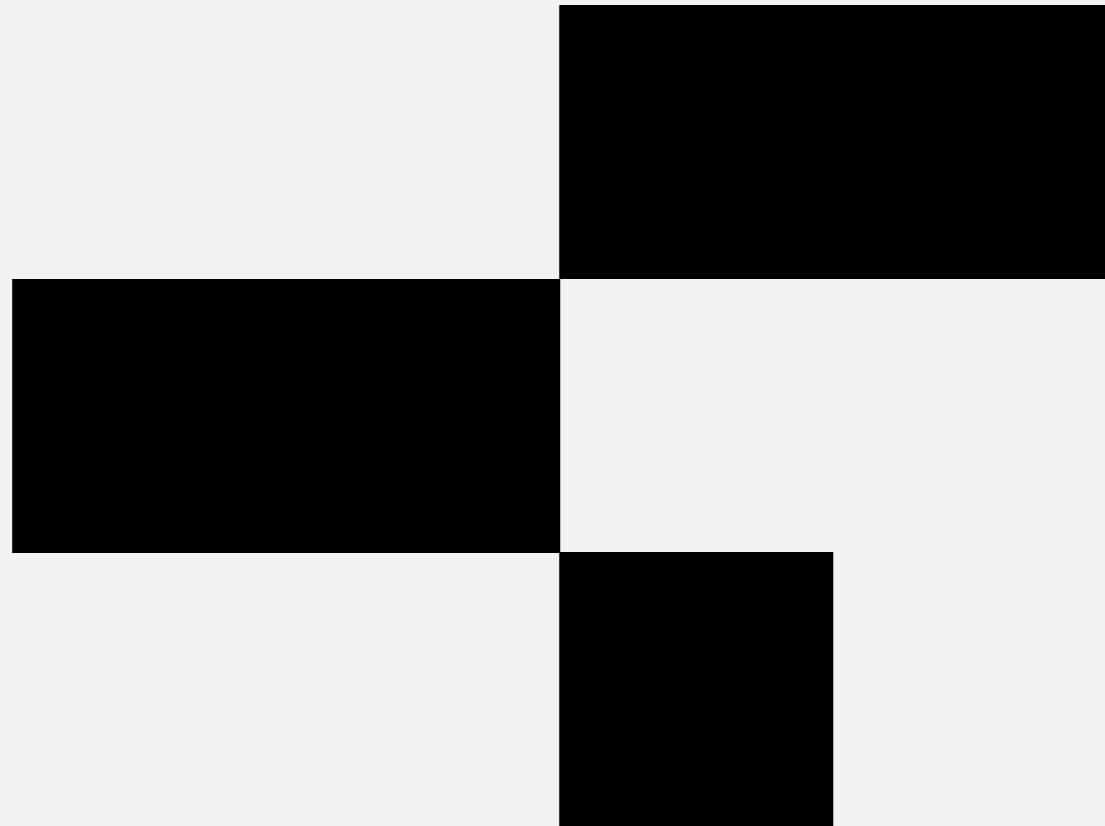
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STAGE

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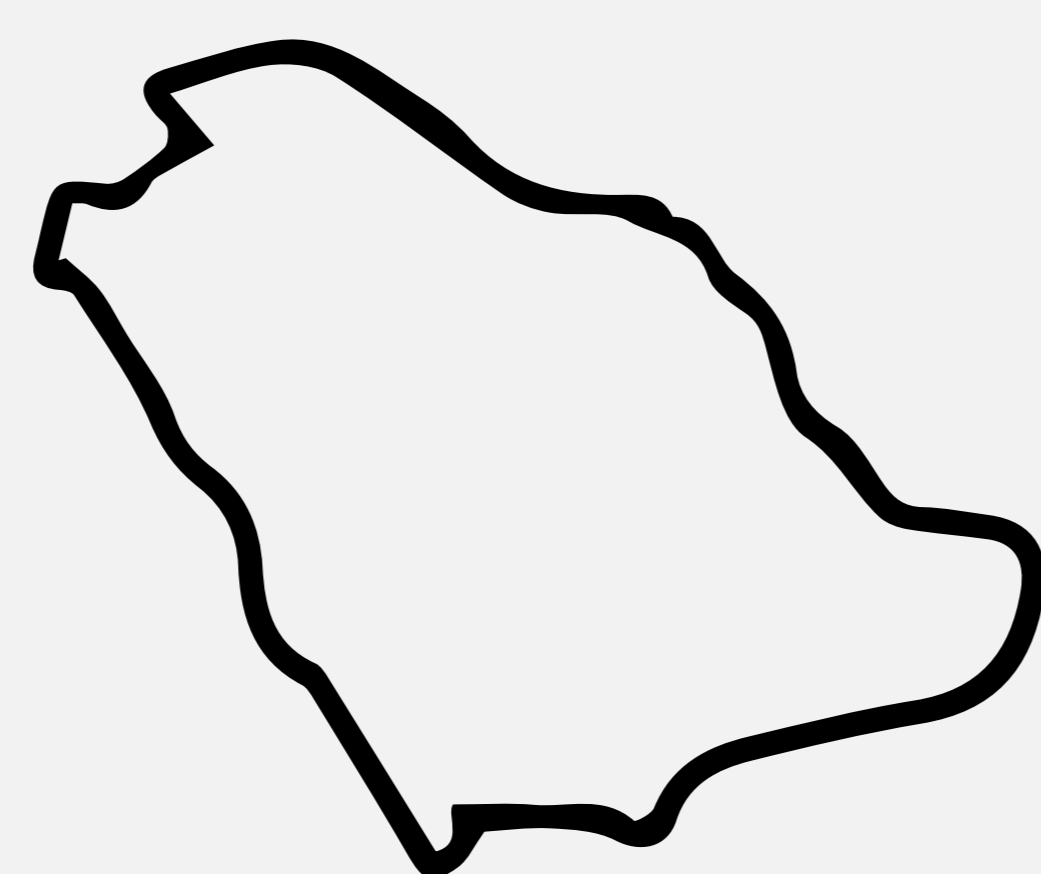




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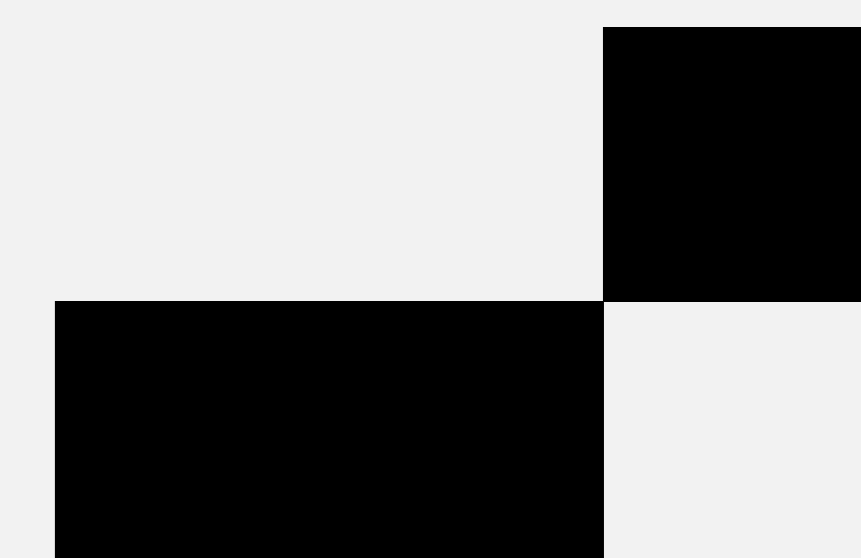
18-20 Jan 2024



The Kingdom of Saudi Arabia | Riyadh



The Arena



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