SAUDI SIGNAGE & LABELLING EXPO

CO-LOCATED WITH:

SAUDI PAPER & PACKAGING EXPO

September 2026
Riyadh, Saudi Arabia

GROW YOUR BUSINESS BY EXHIBITING AT

SAUDI ARABIA'S LARGEST EVENT FOR DISPLAY, PRINT, ADVERTISING AND BRANDING SOLUTIONS

#saudisignagelabellingexpo #saudipaperpackagingexpo





www.saudisignageexpo.com

THIS WAY UP!

Organized by dmg events

POSITION YOUR BRAND AS A TOP CHOICE IN SAUDI ARABIA'S GROWING INDUSTRY

- Saudi Arabia's outdoor advertising market is projected to hit **USD 929 million by 2030**, fueled by booming events, smart cities and consumer-driven spaces. The digital signage sector is also set to double, **reaching USD 566.3 million by 2033.***
- This growth aligns with **Vision 2030**, backed by major investments in infrastructure, retail and entertainment. **New highways, entertainment districts and tourism developments** are creating prime spaces for large-format signage, billboards and transit media.
- **Saudi Signage & Labelling Expo**, co-located with **Saudi Paper & Packaging Expo** taking place from September 2026 at the **Riyadh, Saudi Arabia** will provide an important platform to showcase innovative products, expand your business prospects and engage in a vibrant networking environment.

*Horizon by Grand View Research

Saudi Arabia's digital Market

$492 MILLION

BY 2027*

GCC labelling market

$975.1 MILLION

BY 2029*

Saudi Arabia's paper and paperboard packaging market

$2.84 BILLION

BY 2029*

*Global Billboard and Outdoor Advertising Market Size – Horizon by Grand View Research



Book your stand and grow your footprint in Saudi Arabia

STRATEGICALLY PLACED TOGETHER FOR MAXIMUM BENEFIT

SAUDI SIGNAGE & LABELLING EXPO

+ Position your brand at the leading event for the graphics, digital, print, imaging and labelling solutions industries.

SAUDI PAPER & PACKAGING EXPO

+ Take the spotlight at the dedicated event for the paper and packaging industries.

As Saudi Arabia's economy rapidly evolves, brands are investing more in high-visibility formats and in response, the signage, print, paper and packaging industries are rising to meet this momentum.

Saudi Signage & Labelling Expo, co-located with **Saudi Paper & Packaging Expo**, continues to serve this shared goal. Together, they form a comprehensive platform that reflects the changing needs of the market.

In 2026, visitors can look forward to an even bigger and better edition. With more exhibitors, expanded product categories, enhanced live features and targeted content zones, the event is scaling in line with the Kingdom's economic growth. As demand increases, companies will return to source smarter, explore deeper and stay competitive in a market that shows no signs of slowing down.

DISCOVER WHAT'S IN STORE FOR THE NEXT EDITION:

+**15,000+**
Qualified buyers

+**2,500+**
Products & Services

+**170+**
Exhibitors

+**15+**
Exhibiting countries



SHOWCASE YOUR PRODUCTS TO BUYERS ACTIVELY SEEKING SOLUTIONS



PRINTERS



SIGNAGE



PACKAGING AUTOMATION & ROBOTICS



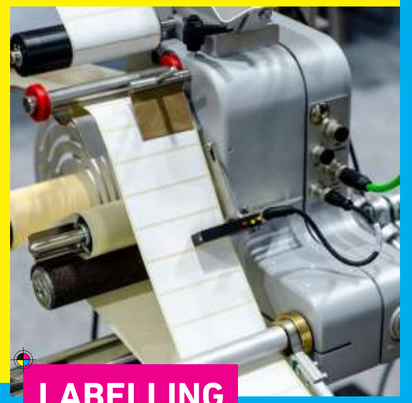
PACKAGING SERVICES & LOGISTICS



PAPER MACHINERY & EQUIPMENT



PAPER RECYCLING & WASTE EQUIPMENT



LABELLING MACHINE

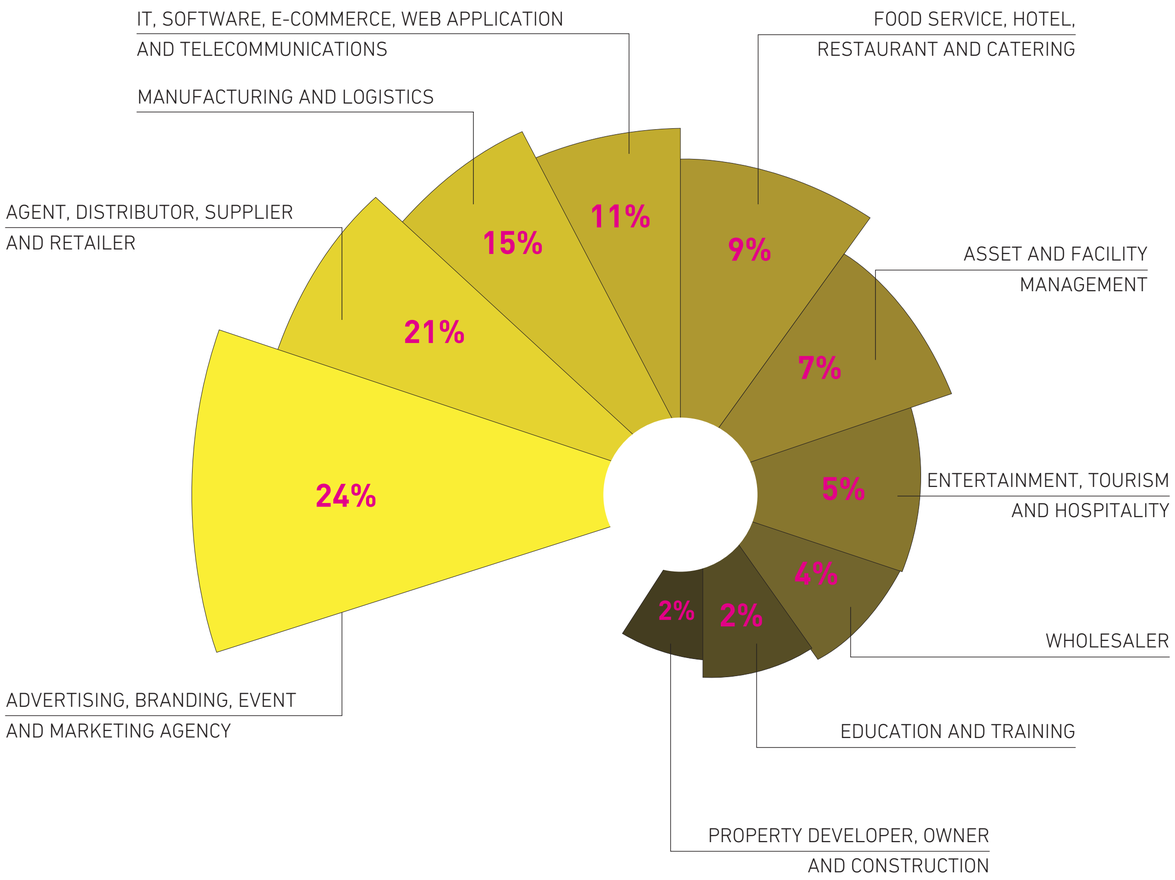


LABELLING SERVICES

This year, we introduced new and innovative products at the expo. I had the chance to engage with key decision-makers and customers from across the industry, gaining valuable insights through those interactions. If I had to describe the event in three words: best learning experience.

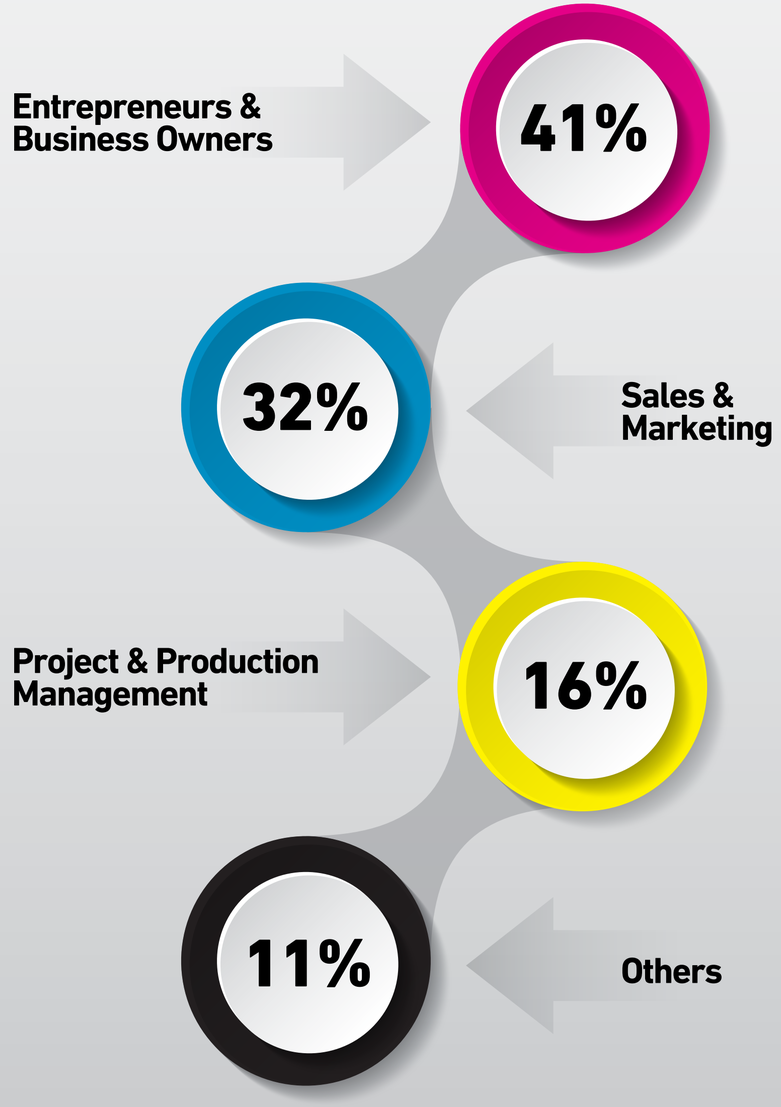
Parikshit Jain
Director
Al Rish Al Khaleeji
Exhibitor

CONNECT WITH THE RIGHT AUDIENCE AND DO BUSINESS IN REAL TIME



Book your stand today and connect with industry leaders.

VISITOR PROFILES



MEET THE PEOPLE WHO MATTER AND GET THE RESULTS YOU'RE LOOKING FOR

روشن ROSHN · أدنوك ADNOC · العربية alarabiya · Al Barakat Group Co. Ltd. · ALJAZEERA · المراعي Almarai

ALSHAYA GROUP · مكتبة جرير JARIR BOOKSTORE · قطار الرياض Riyadh Metro · DHL · سبك SAPAC

Red Sea Global · القدية Qiddiya · NEOM نيوم · FOUR SEASONS · HILTON WORLDWIDE · HYATT · FARM المزرعة

NATIONAL MARKETING EST. CO. LTD. شركة المؤسسة الوطنية للتسويق المحدودة · LuLu لولو · مستشفى الملك فيصل التخصصي ومركز الأبحاث King Faisal Specialist Hospital & Research Centre · IMG WORLDS OF ADVENTURE DUBAI · وزارة الصحة Ministry of Health

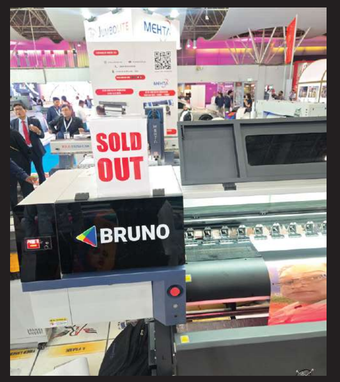
مطارات الرياض riyadh airports · السعودية Saudia · panda · SPM الشركة السعودية لصناعة الورق SAUDI PAPER MANUFACTURING CO. · الهيئة السعودية للسياحة SAUDI TOURISM AUTHORITY · أسواق التميمي tamimi markets

"I was delighted to attend Saudi Signage & Labelling Expo, which brought together professionals those interested in the printing, signage and packaging industries under one roof. t was a great opportunity to explore the latest advancements and technologies in the field, while also expanding my network with innovative and distinguished industry players. Thanks to the organizers for hosting such an inspiring and stimulating event."

Rahad Alzeer, Rotana Music Group
Social Media Marketing
Visitor

DEALS CLOSED ON THE SHOW FLOOR:















CONNECTING YOU WITH DECISION-MAKERS, BUYERS AND TRENDSETTERS ACROSS KEY INDUSTRIES



Advertising and marketing agencies



Banner and billboard companies



Cosmetics and personal care brands



E-commerce companies



Education bodies



Entertainment venues



Fabricators and contractors



Fashion and apparel companies



Food and beverage industry



Governments and municipalities



Graphic designers



Hotels and restaurants



LED operators



Logistics and supply chain companies



Media and PR agencies



Pharmaceutical and healthcare companies



Public transportation



Publishing and printing bureaus



Real estate developers



Retailers



Shopping malls



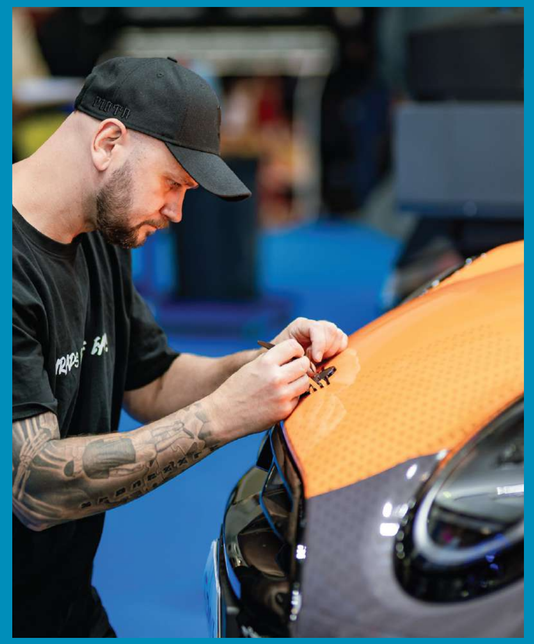






SHOWCASE YOUR SOLUTIONS WHERE IT MATTERS

INTERACTIVE EXPERIENCES CONSISTENTLY ATTRACT VISITORS
AND DRIVE TRAFFIC DIRECTLY TO YOUR STAND



LIVE CAR WRAPPING



LIVE ENGRAVING



LIVE PRINTING



COMPETITIONS

Book your stand and showcase your latest solutions.

WE INVEST IN TARGETED MARKETING AND PR CAMPAIGNS TO DRIVE VISIBILITY AND REACH THE RIGHT AUDIENCE

10.9mn
DIGITAL CAMPAIGN TOTAL REACH

4.3M
EMAILS SENT

2.2mn
WEBSITE VIEWS

150k
WHATSAPP MESSAGES DELIVERED

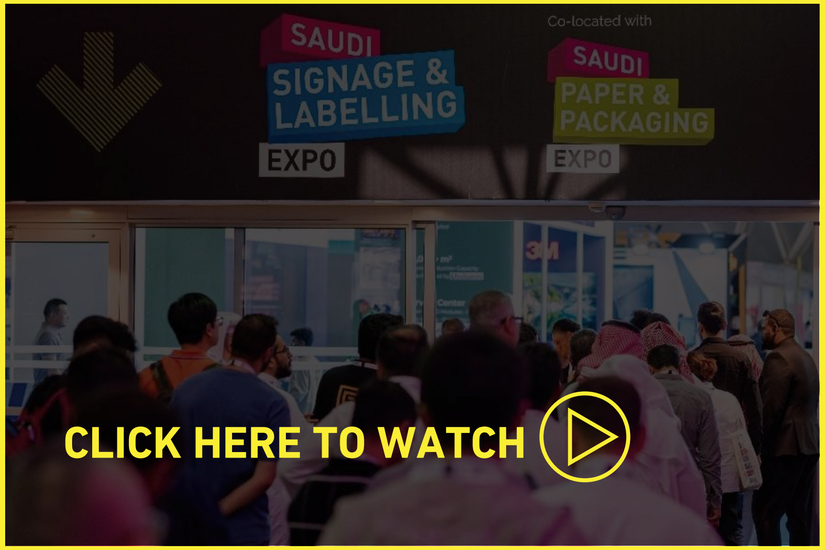
19mn
TOTAL PR REACH

$674.5k
PR VALUE

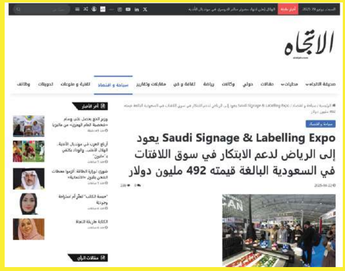
> The expo was great for us, since we offer a variety of machines such as Skycolor, UV and ecosolvent, the high visitor turnout provided opportunities to showcase our many solutions and created business prospects.

Abdelrahman Ouda
Marketing
Euro Media
Exhibitor

2025 EVENT HIGHLIGHTS

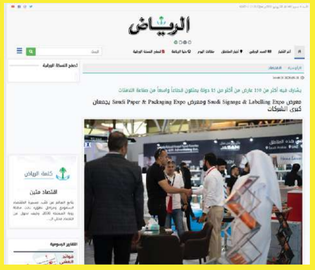


IN THE MEDIA: MAXIMIZING EXPOSURE WITH 19 MILLION VIEWS







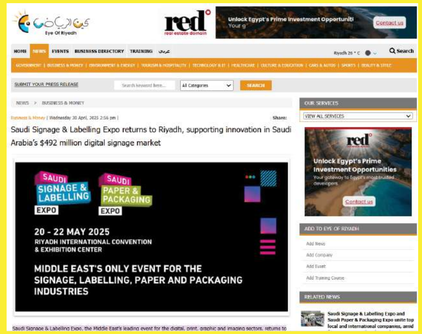




















MEDIA COVERAGE IN 2025 INCLUDED

الرياض
الاقتصادية
ARAB NEWS
الشرق الأوسط صحيفة العرب الأولى
Construction Week
جدة 24
كل يوم
middle east news 247
Print 3

EXPAND YOUR BUSINESS IN A GROWING INDUSTRY

CAPITALIZE ON SAUDI ARABIA'S USD 929 MILLION OUTDOOR ADVERTISING MARKET

Tap into a market aligned with Vision 2030 projects, creating prime spaces for large-format signage, billboards, and transit media value at USD 566.3 million by 2033.

SHOWCASE YOUR LATEST PRODUCTS AND SOLUTIONS TO ACTIVE BUYERS

Exhibit your brand to 14,000+ targeted buyers such as graphic designers, marketing professionals, advertising and branding agencies.

FORGE STRATEGIC PARTNERSHIPS WITH DECISION-MAKERS IN THE REGION

Build valuable connections and meet face-to-face with decision-makers from the Kingdom's mega projects such NEOM, Riyadh Airports and more.

GENERATE QUALITY LEADS AND INCREASE YOUR SALES PIPELINE

Reach your targeted audience with live features and demos, elevate your brand experience and leave a lasting impression on the show floor.

"With large number of visitors having attended the event last year, we doubled our booth size in 2025 to meet the growing demand. We were happy to be part of the expo, given Saudi Arabia's 2030 vision for development across various industries and sectors. Having recently opened our office locally; we had some great interactions with decision makers and business owners that were looking for signage solutions in the region"

AbdulWahab Ahmed Al Marzouq
Owner & Managing Director
K4 Trading
Exhibitor



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September 2026
Riyadh, Saudi Arabia

Book your stand at Saudi Signage & Labelling Expo 2026 and showcase your solutions to the region's active buyers.

Nishit Karkera
Senior Sales Manager

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+ 971 52 257 0213



dmg::events

BROUGHT TO YOU BY WORLD-LEADING EVENT ORGANIZER

As part of the global media giant, DMGT, dmg events delivers 80+ market-leading exhibitions & thought-provoking publications for the energy, construction, transport, coatings and hospitality industries. 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 objecitves.

THIS WAY UP!