SAUDI SIGNAGE & LABELLING EXPO

CO-LOCATED WITH:

SAUDI PAPER & PACKAGING EXPO

September 2026
Riyadh, Saudi Arabia

EXPLORE OUR DIVERSE SPONSORSHIP OPPORTUNITIES



#saudisignagelabellingexpo #saudipaperpackagingexpo

www.saudisignageexpo.com

THIS WAY UP!

Organized by dmg events

MATCHING THE PACE OF SAUDI ARABIA'S GROWTH

Driven by the rapid momentum of Vision 2030 and the surging demand for signage, labelling, paper and packaging solutions, Saudi Arabia is emerging as the go-to destination for industry growth. Saudi Signage and Labelling Expo co-located with Saudi Paper & Packaging Expo, serves as an opportunity to demonstrate your leadership in this growing sector by showcasing your latest products and solutions through live demos and sponsoring the event.



WHAT TO EXPECT FROM THE 2026 EDITION:

15,000+
Qualified attendees

170+
Exhibitors

15+
Exhibiting countries

2,500+
Products and services

STRATEGICALLY POSITION YOUR BRAND AMONG 15,000+ BUYERS

Saudi Signage and Labelling Expo 2026 provides you with a range of sponsorship choices to help you boost your marketing impact and enhance brand visibility among event attendees. Additionally, take the spotlight at Saudi Arabis's only dedicated exhibition for the paper manufacturing and packaging industries – **Saudi Paper and Packaging Expo.**

Position your brand in front of a highly targeted audience of industry buyers

Generate high-quality leads and drive measurable ROI

Stand out and become the go-to brand for serious buyers.

Leave a lasting impact on key decision-makers in the industry





OUR FULL-FLEDGED SPONSORSHIP PACKAGES INCLUDE DIGITAL, PRINT & ONSITE OPPORTUNITIES

	Diamond sponsor USD 45,000	Platinum sponsor USD 40,000	Gold sponsor USD 30,000	Silver sponsor USD 25,000
Logo on the website homepage with reciprocal links to your company profile and website URL	200 Words	200 Words	200 Words	200 Words
Priority listing on Saudi Signage & Labelling Expo/ Saudi Paper & Packaging Expo's online exhibitor list (Included in Featured Exhibitors section on top)	✓	✓	✓	✓
Banner on the official event website homepage (Order of placement is according to sponsorship tier)	✓			
Partnership announcement post on Facebook, LinkedIn, Instagram and X	✓	✓	✓	✓
1 x Dedicated product post on all social media channels with a one-line description with company name and stand details during the event	✓	✓	✓	
1x Video interview to be conducted at the sponsor's stand and promoted through official online channels	✓	✓		
1 x Ad banner placement in a pre-event email sent to industry professionals in Saudi Paper & Packaging Expo database (To be provided by sponsor)	✓			
Logo to be included in Saudi Signage & Labelling Expo/ Saudi Paper & Packaging Expo Post Show Report	✓	✓	✓	✓
Logo to be included in the advertisements shared with industry trade magazines/publications	✓			
Logo to be included in all email campaigns to Saudi Paper & Packaging database	✓			
Quote on one press release for Saudi Paper & Packaging Expo (to be provided by the sponsor)	✓	✓		
Mention on press releases	✓	✓	✓	✓
1 x Joint press release with Saudi Signage & Labelling Expo/ Saudi Paper & Packaging Expo to be distributed to Saudi media	✓	✓		
Logo on sponsor acknowledgement signages in the venue (non-directional)	✓	✓	✓	✓
Logo on the list of Sponsors and Supporters in the official pocket guide	✓	✓	✓	✓
Enhanced indication of exhibition stand on the floor plan in the official pocket guide	✓	✓		
1 x Advert in the official visitor guide	✓	✓	✓	✓
8 second video slot to showcase brand information on one digital screen outside the halls, in the venue	✓			
VIP invitations to invite clients	20	15	10	5



EXAMPLES OF DELIVERABLES



Logo panel on website and sponsor announcement post on the official social media channels.



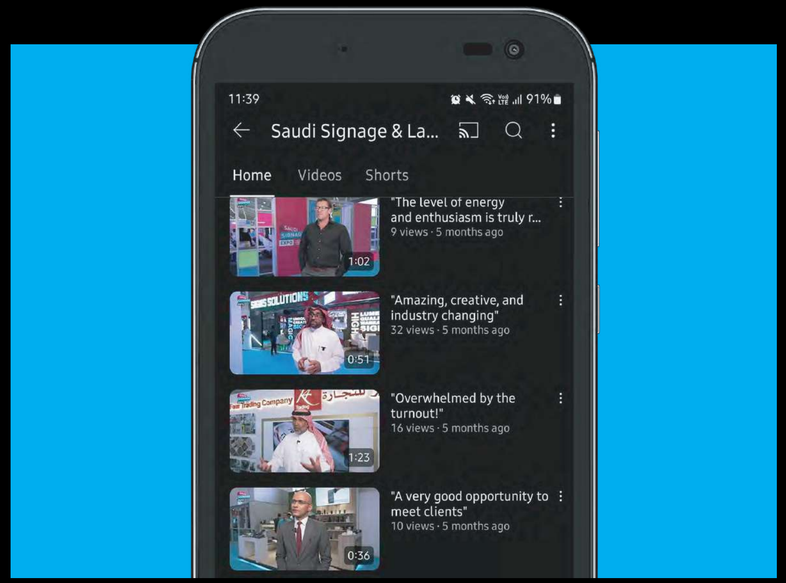
Logo to be included in emails sent to industry professionals in the database.
Over 2.5 million emails are sent across the entire event campaign.

The imagery provided is an example and not the exact layout for 2026.

THIS WAY UP!

EXAMPLES OF DELIVERABLES

Video interview



Video interview at your stand during the event days promoted on our social media channels.

Logo on visitor guide



Sponsor logo on the official visitor guide used by all attendees at the event.

Logo on signage



Logo on the main banner, non-directional boards and thank you boards placed in high-traffic areas across the venue.

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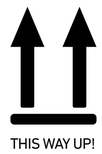
BADGE SPONSOR

AN OPPORTUNITY TO PLACE YOUR BRAND ON 15,000+ BADGES



Online visibility

- Logo on the website homepage with reciprocal links to your company profile (200 words) and website
- Priority listing on Saudi Signage & Labelling Expo/Saudi Paper & Packaging Expo online exhibitor list (Included in Featured Exhibitors section on top)
- 1 x social media post announcing sponsorship on official event platforms (Facebook, Instagram, LinkedIn and X)
- Logo to be included in Saudi Signage & Labelling Expo/Saudi Paper & Packaging Expo Post Show Report

Onsite visibility

- All badges produced and distributed to visitors at the venue for Saudi Signage & Labelling Expo and Saudi Paper & Packaging Expo will carry the badge sponsor's logo
- Logo and sponsor credits on main event signage (non–directional)
- Logo in the official visitor guide under Sponsors and Supporters

Exclusive sponsor title for

USD 20,000

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LANYARD SPONSOR

AN OPPORTUNITY TO PLACE YOUR BRAND ON 15,000+ LANYARDS

THIS WAY UP!

Online visibility

- Logo on the website homepage with reciprocal links to your company profile (200 words) and website
- Priority listing on Saudi Signage & Labelling Expo/Saudi Paper & Packaging Expo online exhibitor list (Included in Featured Exhibitors section on top)
- 1 x social media post announcing sponsorship on official event platforms (Facebook, Instagram, LinkedIn and X)
- Logo to be included in Saudi Signage & Labelling Expo/Saudi Paper & Packaging Expo Post Show Report

Onsite visibility

- All lanyards produced and distributed to the attendees at the venue will carry the lanyard sponsor's logo
- Logo and sponsor credits on main event signage (non–directional)
- Logo in the official visitor guide under Sponsors and Supporters

Exclusive sponsor title for

USD 25,000

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REGISTRATION SPONSOR

THIS WAY UP!

Online visibility

- Logo on the website homepage with reciprocal links to your company profile (200 words) and website
- Priority listing on Saudi Signage & Labelling Expo/Saudi Paper & Packaging Expo online exhibitor list (Included in Featured Exhibitors section on top)
- Logo included in the registration form with the title ‘Registration Sponsor’
- 1 x social media post announcing sponsorship on official event platforms (Facebook, Instagram, LinkedIn and X)
- Logo on the registration confirmation email to be sent to all those who complete registration
- Logo to be included in Saudi Signage & Labelling Expo/Saudi Paper & Packaging Expo

Onsite visibility

- Sponsor logo on registration desks and registration area
- Logo and sponsor credits on main event signage (non–directional)
- Logo in the official visitor guide under Sponsors and Supporters

Exclusive sponsor title for

USD 18,000

The imagery provided is an example and not the exact layout for 2026.



WRAP IT COMPETITION SPONSOR

Online visibility

- Logo on the website homepage with reciprocal links to your company profile (200 words) and website
- Logo to be placed on the dedicated web page for the competition
- Priority listing on Saudi Signage & Labelling Expo/Saudi Paper & Packaging Expo online exhibitor list (Included in Featured Exhibitors section on top)
- 1 x social media post announcing sponsorship on official event platforms (Facebook, Instagram, LinkedIn and X)
- Logo to be included in Saudi Signage & Labelling Expo/Saudi Paper & Packaging Expo Post Show Report

Onsite visibility

- Logo on the branding of the car competition area on the show floor
- Logo on the hanging banners indicating the area
- Logo on the directional floor stickers leading to the competition
- Logo and sponsor credits on main event signage (non–directional)
- Logo in the official visitor guide under Sponsors and Supporters

At the competition

- Opportunity for a member of the senior management team to be on the judging panel for the competition (subjected to the approval of dmg events)
- Opportunity to distribute the prize to the winning team

Exclusive sponsor title for

USD 18,000

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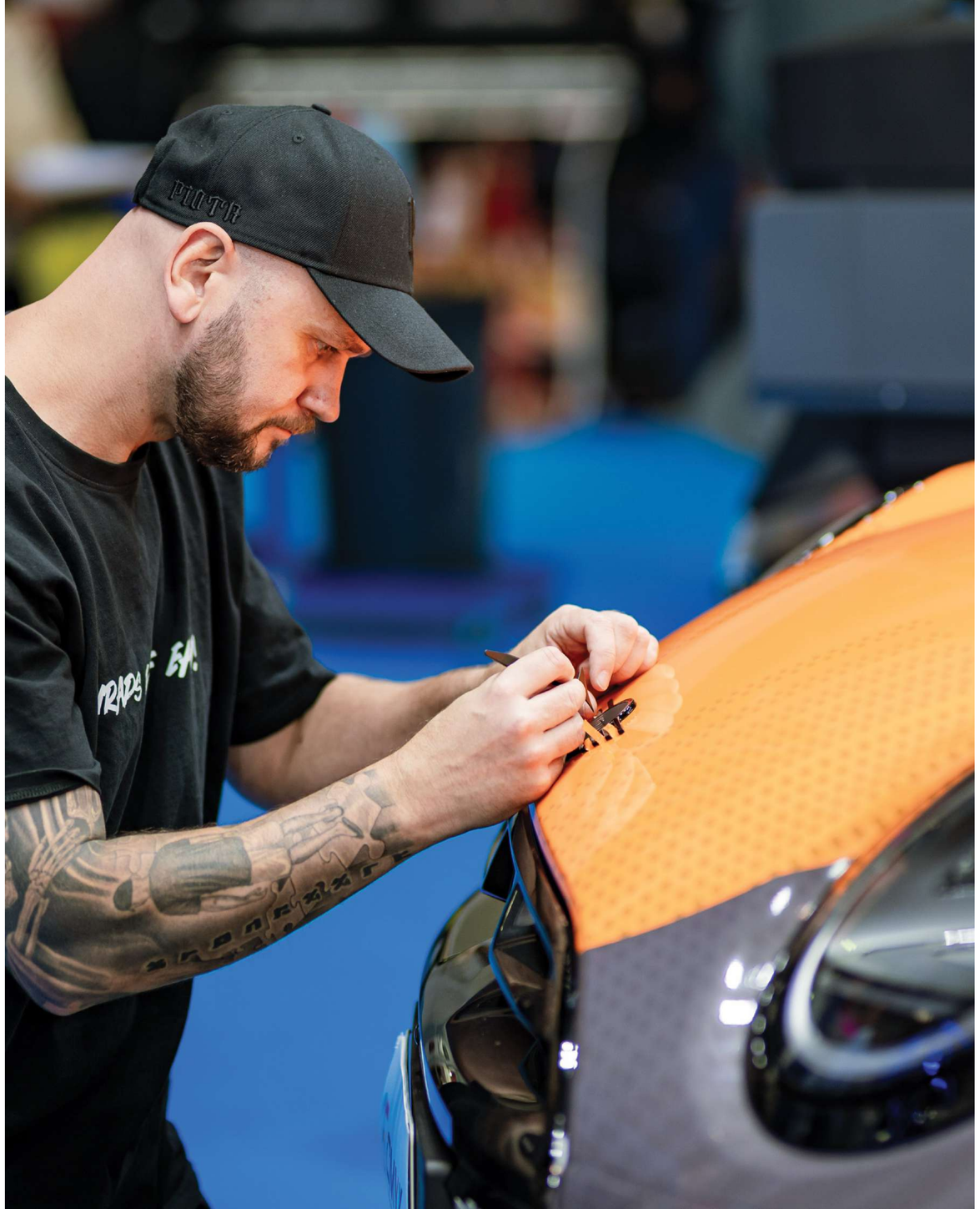

ENTRANCE FEATURE SPONSOR

As the **Entrance Feature Sponsor** at Saudi Signage & Labelling Expo 2026, your brand will enjoy prominent visibility at one of the event's initial touchpoints. Positioned at the main entrance of your preferred hall, this high-impact placement offers unparalleled exposure to attendees as they enter the show halls, setting the tone for their event experience.

Online visibility

- Logo on the website homepage with reciprocal links to your company profile (200 words) and website
- Logo to be placed on the dedicated web page with the details of the entrance feature.
- Priority listing on Saudi Signage & Labelling Expo/Saudi Paper & Packaging Expo online exhibitor list (Included in Featured Exhibitors section on top)
- 1 x social media post announcing sponsorship on official event platforms (Facebook, Instagram, LinkedIn and X)
- 1 x dedicated social media post detailing information about the entrance feature with placement of company logo
- Company name to be mentioned in all promotional messaging about the entrance feature across all mediums
- Logo to be included in Saudi Signage & Labelling Expo/Saudi Paper & Packaging Expo Post Show Report

Onsite visibility

- 1 x hanging banner inside the halls
- Logo and sponsor credits on main event signage (non–directional)
- Logo in the official visitor guide under Sponsors and Supporters

Exclusive sponsor title for

USD 15,000

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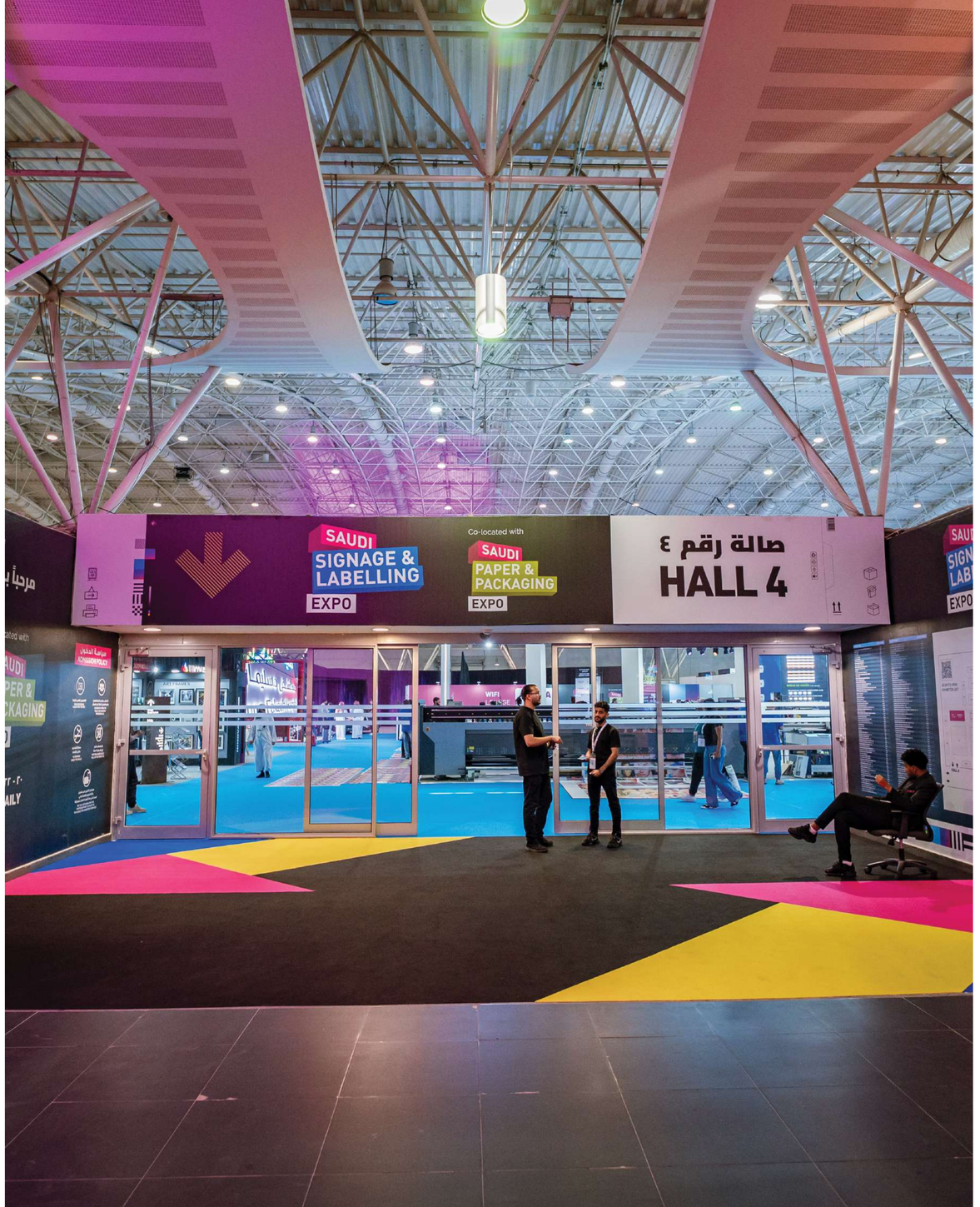

VIP LOUNGE SPONSOR

Online visibility

- Logo on the website homepage with reciprocal links to your company profile (200 words) and website
- Priority listing on Saudi Signage & Labelling Expo /Saudi Paper & Packaging Expo online exhibitor list (Included in Featured Exhibitors section on top)
- 1 x social media post announcing sponsorship on official event platforms (Facebook, Instagram, LinkedIn and X)
- Logo to be included in Saudi Signage & Labelling Expo /Saudi Paper & Packaging Expo Post Show Report

Onsite visibility

- Logo inside the VIP lounge
- Logo on the directional signage leading to the VIP Lounge
- Credits of VIP sponsor to be visible on all VIP invitation covers sent to Saudi Signage & Labelling Expo and Saudi Paper & Packaging Expo VIP invitees (including officials from embassies, Government organizations and prominent associations)
- Opportunity to place one flyer or alternate material in the VIP lounge, branded to VIP package sponsor's choice (to be provided by the sponsor)
- Logo and sponsor credits on main event signage (non–directional)
- Logo in the official visitor guide under Sponsors and Supporters

Exclusive sponsor title for

USD 24,000

The imagery provided is an example and not the exact layout for 2026.



VISITOR GUIDE SPONSOR

Online visibility

- Logo on the website homepage with reciprocal links to your company profile (200 words) and website
- 1 x social media post announcing sponsorship on official event platforms (Facebook, Instagram, LinkedIn and X)
- Logo to be included in Saudi Signage & Labelling Expo /Saudi Paper & Packaging Expo Post Show Report Onsite visibility

Onsite visibility

- Logo on the cover page of visitor guide, distributed in hard copy to 14,000+ visitors at the venue for Saudi Signage & Labelling Expo and Saudi Paper & Packaging Expo
- Logo and sponsor credits on main event signage (non–directional)
- Company logo in the official visitor guide under Sponsors and Supporters
- 1 x advert in the official visitor guide

Exclusive sponsor title for

USD 12,000

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ADDITIONAL ONSITE BRANDING PACKAGES

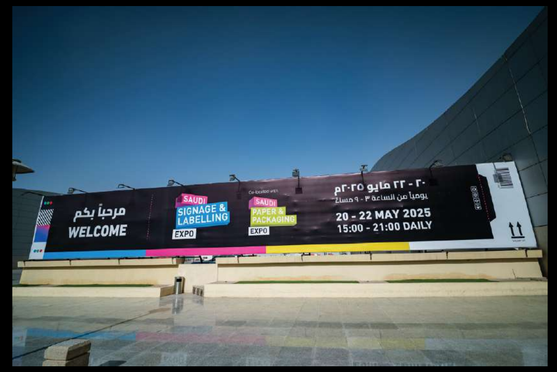


Entrance wall banner

Place your brand at one of the main entrances to the venue.

Size: 11mW x 2.5mH

USD 13,000

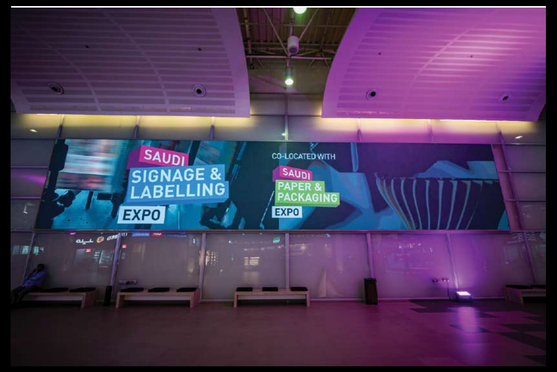


Mega wall

This centrally located site outside the main entrance provides maximum exposure with 80% of the design featuring your branding.

Size:
Left side: 9.95mW x 3.75mH
Right side: 49.4mW x 3.75mH

USD 15,000



Digital screens

Highlight your brand on multiple digital screens across the venue with an 8 second long video.
Locations:

- 1 large screen situated opposite Hall 3.
- 1 large screen situated at the south exit.
- 1 small screen outside each hall.

Size:
Small screen outside each hall: 1.44mH x 0.81mW
Large screen at the south exit: 10.88mW x 2.56mH

USD 10,000



Outdoor glass branding

Showcase your brand information to all visitors coming through the main concourse. Limited to only 4 glass panels on the Northern Entrance and for sponsors only.

Size: 3mW x 1.17mH

USD 10,000

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ADDITIONAL ONSITE BRANDING PACKAGES



Hall entrance branding

These exclusive areas are situated inside the exhibition halls, at the entrance to each hall. This brand position targets visitors directly entering the halls.

Per wall

USD 5,000



Hanging banners

Located within the halls, this eye-catching location ensures high exposure for your brand among the right audience.

Per unit

USD 2,500



Cubic banners

Located inside the exhibition halls, this 5-sided cube is visible from any direction ensuring visitors are directed to your stand.

Per unit

USD 6,000



Concourse glass branding

Located next to the main visitor entrance and at the entrance to the food court, the glass branding is sure to be noticed by all visitors.

Per unit

USD 8,000

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ADDITIONAL ONSITE BRANDING PACKAGES

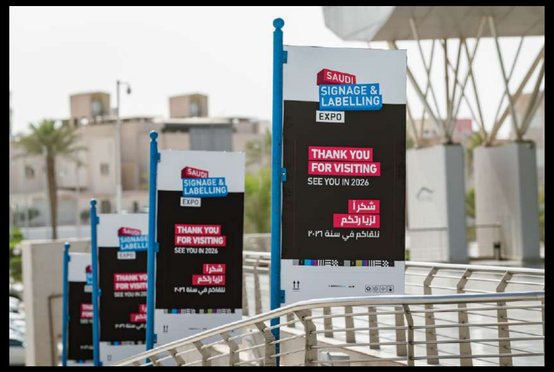


Outdoor branding

Lined along the roads to the venue, these banners are visible to everyone driving to the location, providing prime exposure.

Per wall

USD 3,000



Outdoor flags

Double-sided flags are positioned in prime locations close to the main venue entrances like the road to the halls and next to the parking.

4 Flags package

USD 4,000



Main entrance branding

Situated inside the exhibition hall, this is a signature site that targets all incoming visitors, directing them to your stand.

USD 2,000



Exit panel branding

These exclusive sites are situated inside the exhibition halls, at the hall exits. This brand position targets visitors directly exiting the halls.

USD 1,500

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ADDITIONAL ONSITE BRANDING PACKAGES



Lightbox

Situated close to the VIP entrance, opposite the registration desk and entrance to Halls 3 and 4, these lightboxes are a prime spot to showcase your brand.

USD 2,000



Floor stickers

Enjoy high-visibility branding from the ground up in key traffic areas, customizable designs for targeted messaging and enhanced engagement.

Per unit

USD 500



Featured floor cube

Featured floor cubes provide three-dimensional, eye-catching advertising spaces that offer high visibility, immersive branding opportunities and interactive experiences to engage attendees effectively in busy event areas.

Per unit

USD 4,000

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ACHIEVE MAXIMUM ROI THROUGH INCREASED EXPOSURE

GET IN TOUCH

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