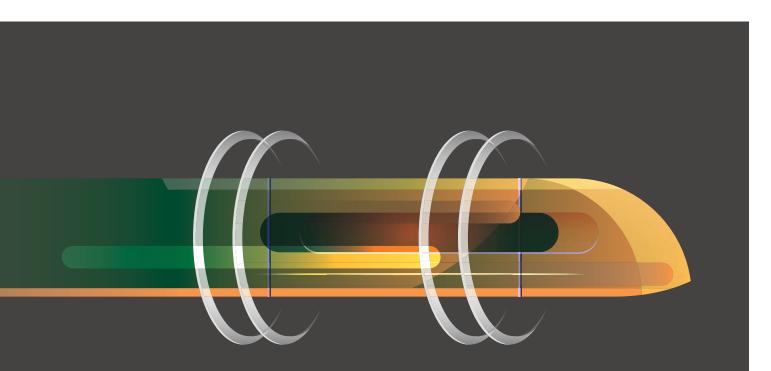
### Under the patronage of

His Excellency Eng. Saleh Al-Jasser, Minister of Transport and Logistics Services, Chairman of The Board of Directors, Saudi Arabia Railways

20–21 November 2024, Riyadh International Convention and Exhibition Center







The Saudi Arabia rail event for innovation, technology and strategy

Founding Partner



Strategic Partner



وزارة النقل والخدمات اللوجستية Ministry of Transport and Logistic Services Strategic Partner



Strategic Sponsor



## 150 **EXPERT SPEAKERS**

200+ SPONSORS & **EXHIBITORS** 

THOUSANDS OF ATTENDEES

## 500 **VIP BUYERS**

Under the patronage of His Excellency Eng. Saleh Al-Jasser, Minister of Transport and Logistics Services, Chairman of the Board of Directors Saudi Arabia Railways

Saudi Rail 2024 arrives at a time of unprecedented growth and innovation. With groundbreaking projects across the Kingdom, there has never been a more important time for the global rail industry to come together and discuss the long-term strategic vision of the Saudi transport infrastructure stakeholders.

With smart sustainable transport a key pillar of the Kingdom's 2030 vision, Saudi Rail 2024 will drive initiative to reflect the National Transformation Program and the National Industrial Development and Logistics Program.

Saudi Rail is the region's leading event designed to connect railway operators, showcase the latest findings of the railway and transportation industry, and focus on driving cooperation between international transportation providers and local companies. The event will encourage international companies to further expand their capabilities within the Kingdom, to contribute to the development and growth within the local transport sector. It also aims to elaborate modern national programs to develop this industry.

The two-day conference and exhibition will be the landmark gathering of Saudi transport infrastructure stakeholders and global solutions providers who will come together to meet, learn, share best practice, explore the very latest solutions for a next generation transportation system and review the technologies and partnerships needed to deliver the expansive goals to pioneer the future of transportation in Saudi Arabia.

If you provide products, solutions or expert advice in any of these areas then don't miss the opportunity to get involved. We look forward to working with you and welcoming you to Riyadh for Saudi Rail 2024.

# **OUR STORY**



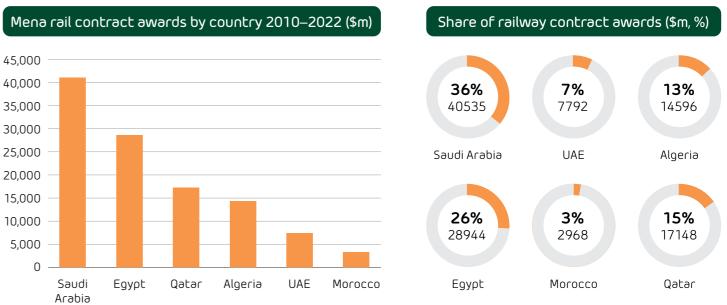
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## MENA RAIL PROJECTS MARKET

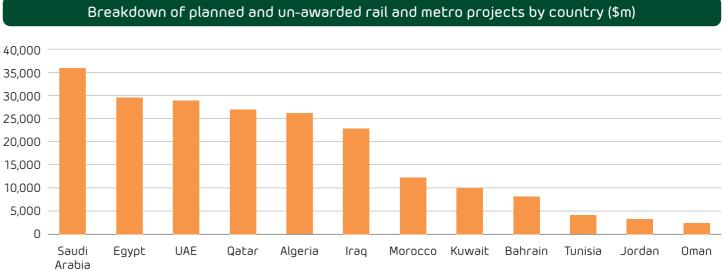
### HISTORICAL CONTRACT AWARDS PERFORMANCE

Major rail and metro contracts have only been awarded in 6 MENA states over the past 13 years, the largest of which is Saudi Arabia followed by Egypt In Bahrain, Oman and Kuwait there are no operational lines of any kind



### PLANNED AND UNAWARDED (FUTURE) CONTRACTS

The pipeline of future rail and metro projects is more diverse with Iraq, Kuwait, Bahrain and Oman all planning projects either for the first time or the first time in decades. However, the largest markets historically will continue to dominate going forward too



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source: MEED Projects

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## THE CONFERENCE

The Saudi Rail conference is co-located with Mobility Live Saudi Arabia. The two-day programme will host over 150 speakers from across the region and beyond. Sessions will be led by the industry's leading figures, forward-thinking senior executives, and key decision makers.



Project Spotlight



High Speed



Maglev



Sustainability



Freight & Logistics

Vision 2030







Rolling stock and rail vehicles

Fixed stock

Engineering, construction and design consultants



Rail and

transport

operators



Stations,



ticketing and revenue management



Transport security and safety

Energy & electrotechnology

Tunneling

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## **EXHIBITION PACKAGES**

## SPONSORSHIP OPPORTUNITIES

## **SHELL SCHEME | \$775**/ m<sup>2</sup> + VAT

Shell scheme stands are sold per square metre, and provides you with a 'fitted booth' of 9m<sup>2</sup>, 12m<sup>2</sup> or 18m<sup>2</sup> (max), providing the essential material required for your stand.

### INCLUDES

- Carpeting
- Table
- Chairs
- Electricity plug points
- Walling up to 3 sides
- Fascia board with your company name
- Spotlights
- Logo and link on website
- Logo, listing and profile in event app



## **RAW SPACE | \$695**/m<sup>2</sup> + VAT

Raw space gives you the opportunity to design and construct your own, unique stand on a larger area of raw space, using different flooring, walls and lighting.

### INCLUDES

- Logo and link on website
- Logo, listing and profile in event app



|                                  | TITLE*<br>APPLICATION ONLY | DIAMOND   | PLATINUM | GOLD | SILVER | EXHIBITOR |
|----------------------------------|----------------------------|-----------|----------|------|--------|-----------|
| CONTENT AND THOUGHT LEADERSHIP   |                            |           |          |      |        |           |
| Keynote presentation / interview | 1 (Day 1)                  | 1 (Day 2) |          |      |        |           |
| Track presentation/ interview    | 2                          | 1         | 1        | 1    |        |           |
| Track panel discussion           | 2                          | 1         | 1        |      | 1      |           |

| BUSINESS DEVELOPMENT AND NETWORKING |                  |                       |      |                  |     |                       |  |
|-------------------------------------|------------------|-----------------------|------|------------------|-----|-----------------------|--|
| Exhibitor Space                     | 90m <sup>2</sup> | 72m <sup>2</sup>      | 36m² | 18m <sup>2</sup> | 9m² | 9m <sup>2</sup>       |  |
| Facilitated meetings                | 15               | 10                    | 6    | 4                | 2   |                       |  |
| Premium VIP conference passes       | 20               | 15                    | 10   | 7                | 4   |                       |  |
| Exclusive networking function host  | $\checkmark$     |                       |      |                  |     |                       |  |
| Access to networking app            | VIP              | VIP                   | VIP  | ~                | 1   | <ul> <li>✓</li> </ul> |  |
| Access to all networking functions  | <b>√</b>         | <ul> <li>✓</li> </ul> | 1    | 1                | 1   |                       |  |

| BRANDING, MARKETING, LEAD GENERATION                              |              |              |                       |              |          |                      |  |
|---|--------------|--------------|-----------------------|--------------|----------|----------------------|--|
| Sponsorship tier website branding                                 | TITLE        | DIAMOND      | PLATINUM              | GOLD         | SILVER   | EXHIBITOR            |  |
| Social media welcome announcement                                 | 1            | 1            | 1                     | 1            | 1        |                      |  |
| Logo placement, website listing and event app listing             | $\checkmark$ | $\checkmark$ | $\checkmark$          | $\checkmark$ | ~        | $\checkmark$         |  |
| Logo on event digital material, digital<br>brochure and event app | <b>√</b>     | $\checkmark$ | <ul> <li>✓</li> </ul> | <b>√</b>     | ~        | <b>v</b>             |  |
| Personalised marketing pack                                       | ✓            | ✓            | ✓                     | ✓            |          |                      |  |
| Standard marketing pack   |              |              |                       |              | <b>v</b> | ✓                    |  |
| Social media posts - all content to be provided by sponsor        | 3            | 2            | 2                     | 1            | 1        |                      |  |
| Opportunity to select one additional branding location            | <b>√</b>     |              |                       |              |          |                      |  |
| Sponsorship of the track of your choice                           | <b>√</b>     |              |                       |              |          |                      |  |
| Logo on all related onsite event signage                          | $\checkmark$ | $\checkmark$ | <b>√</b>              | $\checkmark$ | <b>v</b> |                      |  |
| Rotating banner adverts on event app home page                    | 1            | 1            | 1                     |              |          |                      |  |
| Comprehensive post event report                                   | ✓            | $\checkmark$ | 1                     | ✓            | 1        | ✓                    |  |
| EXCL. VAT (USD)   | \$120 000    | \$90,000     | \$48 000              | \$24 000     | \$14 000 | From \$695<br>per m² |  |

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## OUR GLOBAL TRANSPORT EVENTS



### CONTACT US

SEAN HARTLEY

Project Director sean.hartley@terrapinn.com +971 (0) 52 147 3146 RACHEL ORMOND Marketing Manager rachelormond@terrapinn.com JESSICA FREEMAN Conference Manager jessica.freeman@terrapinn.com