

CityscapeGlobal

SPONSORED BY



ORGANISED BY



AT THE HEART OF GLOBAL REAL ESTATE

THE LARGEST EXHIBITION LAUNCHED
IN SAUDI ARABIA'S HISTORY

**11-14
November 2024**

Riyadh Exhibition
& Convention Center

Malham,
Kingdom of Saudi Arabia

cityscapeglobal.com

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CITYSCAPE A GATEWAY TO THE FUTURE

At Cityscape Global, we don't just host an event; we curate an experience that brings together innovation, investment, and knowledge.

Discover how Cityscape Global can elevate your company/brands journey. From showcasing a diverse range of properties to connecting you with seasoned investors, unveiling groundbreaking technologies to delivering insights from thought leaders, Cityscape Global is your gateway to excellence in real estate.



THE CITYSCAPE STORY

Cityscape Global is the epitome of the real estate and urban development industry's future. It stands as the world's foremost stage, uniting real estate professionals, investors, and visionaries in an extraordinary journey that transcends the confines of the built environment.

Launched in Riyadh in 2023, carrying a legacy spanning over two decades, Cityscape encompasses the entire real estate ecosystem, transforming vision into tangible value. The 2023 edition achieved record-breaking milestones, with 160,000 visitors attending over four days, including more than 11,000 international investors and property experts. At its core, Cityscape is a driving force in shaping the future of the real estate sector and the technologies propelling the industry forward.

Organized by Tahaluf and proudly sponsored by the Ministry of Municipal and Rural Affairs (MOMRAH), in alignment with Saudi Arabia Vision 2030, Cityscape Global 2024 promises to be a grand celebration of property, community, and the Future of Living.



RECORD-BREAKING ACHIEVEMENTS

160,258

attendance across four days



I was amazed by the vision, scale and significance of the projects being undertaken in Saudi Arabia. It is inspiring.



Lord Alan Sugar,
Host of BBC's The Apprentice,
Billionaire Investor and Owner
of AMSPROP



This is the biggest property conference in the world... Cityscape has knocked it out of the park."



David Grover,
Group CEO, ROSHN



75,000 sqm
exhibition space sold out

 **300+**
local and international
exhibitors

5 **5 stages**
for thought leaders,
innovators and changemakers

 **380+**
local and
international speakers

\$30 billion
in transactions and
projects launched



\$220 million
immediate economic
impact on the Kingdom
of Saudi Arabia



\$8 billion
generated towards the
economy, which represents
0.5% of the national GDP
(*\$1.624tr, 2022
World Economic Forum)

170+ countries
represented by attendees
and exhibitors



It's the best decision to be here to
showcase our developments in
Egypt and expand our network
and relationships.



Ahmed Shalaby,
Co-founder, President &
CEO, Tatweer Misr



GROUNDBREAKING TRANSACTIONS

\$30

BILLION DEALS

ANNOUNCED AT
CITYSCAPE GLOBAL

Significant
transactions
include

1

3,800
residential
units

sold by one exhibitor alone

2

The most valuable villa ever
to be purchased in Saudi
Arabia, a historic moment
that unfolded at the show

3

350
villas

launched by one exhibitor,
and all sold the same day

4

80+
MOU's

signed across
the four days

Over \$18.3 billion

valued unveiled projects at the show's opening day

Hundreds of thousands of attendees enthusiastically explored the dynamic expo floor to discover the latest developments in real estate, all centred around the exciting theme of 'The Future Of Living.'



MARKETING CAMPAIGN NUMBERS SPEAK LOUDER



832 million digital ad
impressions



Over 2 million
impressions



7.8 million
impressions

on our social media channels
before, during, and after the show



301,400+
interactions

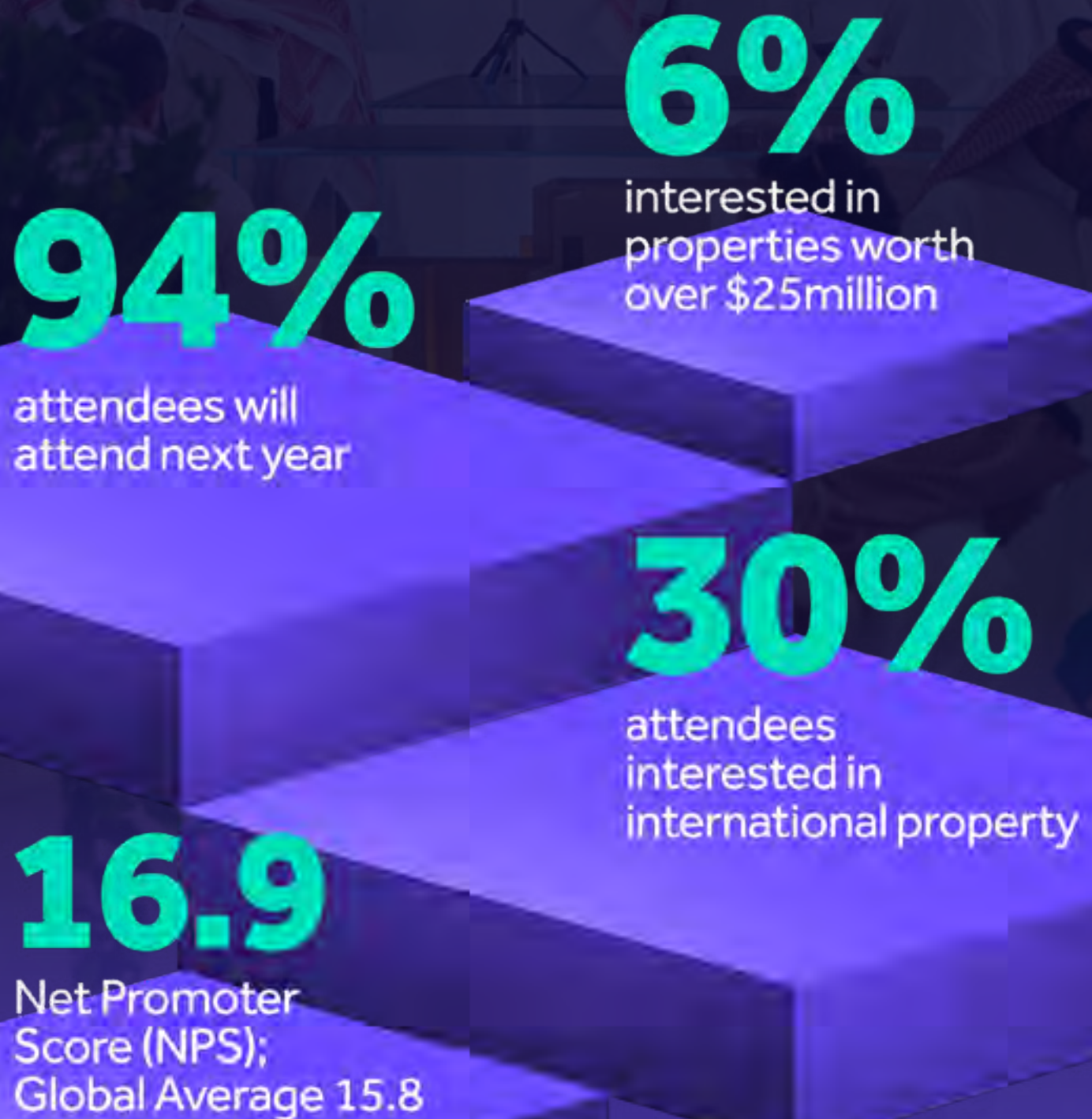
across our social media channels,
before, during and after the show



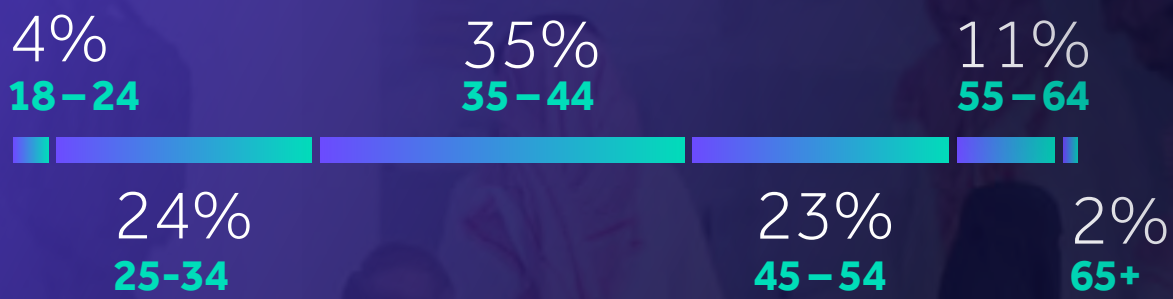
105,800+ accounts

participating in social activity

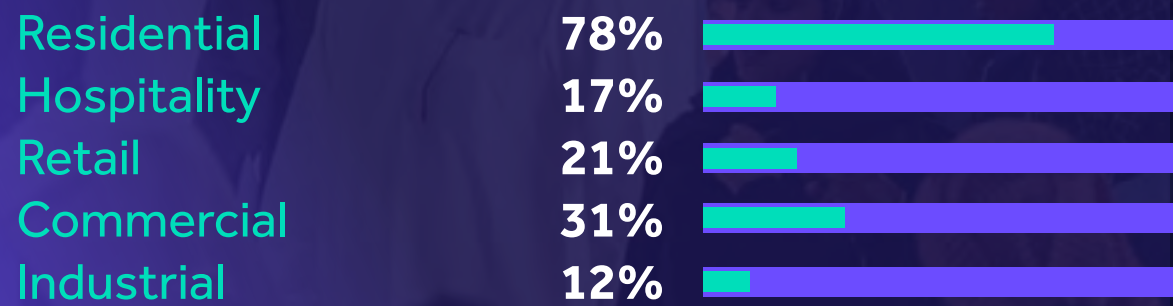
CITYSCAPE GLOBAL ATTENDEE INSIGHTS



Age Group



Interests in real estate



>>> VISITORS BY REGISTRATION TYPE

23,816	Creators
16,257	Visitor
10,760	Homebuyers
9,374	Facilitators
35,422	Others



CONFERENCES TO EXPECT AT CITYSCAPE GLOBAL 2ND EDITION

By sponsoring Cityscape Global, you gain access to a wide range of branding and networking opportunities with key players across every facet of the real estate community.



REAL ESTATE INSTITUTIONAL INVESTORS FORUM (RIIF) - AT A GLANCE

Cityscape Global hosts an exclusive closed-door summit: RIIF, Real Estate Institutional Investors Forum.

It will bring together investors representing the world's leading Sovereign Wealth Funds, Public and Private Pension Funds, Insurance Companies, Investment Banks, Family Offices, HNWIs, and other asset owners, through highly interactive discussions between thought leaders, expert-led presentations, investors' panel discussions, KSA local giga project visits, and one-to-one business meetings.

Aiming to help navigate the global uncertain and shifting investment landscape and assess cross-regional opportunities and challenges in real estate and infrastructure, RIIF will also offer an exceptional opportunity to meet local investors and discover the local markets.



VISITOR PROFILES

B2B Directory

Visionaries

Housing authorities
Trade authorities
Regulation authorities
Tourism authorities
Transport authorities
Energy authorities
City planners
Smart city consultancy

Creators

Developers
Master developers
Greenfield owners
Contractors
Construction

Designers

Architects
Interior designers
Surveyors

Financiers

Institutional investors
Family office investors
Sovereign wealth funds
REITS
Hedge funds
Banks
Insurance companies
Pension funds

Innovators

3D printing
AR / VR
AI
BIM / BMS / CAFM software
Brokerage tech
Digital twins
Internet of things (IOT)
Machine learning
Predictive data
Propfintech
Smart building
Smart home

Facilitators

Total facilities management
Facilities managers
Real estate consultants
Law firms
Brokers
Property management companies
Construction supply chain

Occupiers

Corporate end users (office occupiers)
Retailers
Hoteliers
Restaurant chains
Hospitality
Data centres
Warehouses
Manufacturers

B2C Directory

Investors

Key Segments:

- Private Investors
- Landlords

Ages:

- 30 – 70 (Landlords)
- 25 – 75 (Private Investors)

Homebuyers

Key Segments:

- Families
- Single-Occupants

Ages:

- 25-60 (Homebuyers)

Future Homeowners

Key Segments:

- Young Affluent
- Male & Female
- Registered with MOMRAH

Ages:

- 20+



WHY EXHIBIT?

Exhibiting at Cityscape Global can be a strategic investment for your company, offering a platform for growth, networking, and business development in the dynamic and ever-evolving real estate and urban development sectors.



Global Exposure

Cityscape Global is a renowned international event that attracts a diverse audience of real estate professionals, investors, developers, and industry experts from around the world. It provides a platform to showcase your projects, products, and services to a global audience.



Networking Opportunities

Connect with Key industry players, investors, partners and clients in a carefully targeted event.



Market Expansion

Expand into new territories and regions globally.



Showcasing Projects

Open to developers, construction, designers, technology suppliers, government & financial services



Market Trends and Insights

Gain insight into the latest market trends, innovation and global developments. Position your brand as a thought leader during the many seminar platforms.



Brand Recognition

Enhance your brands visibility and credibility through sponsorship opportunities. Strengthen and support your commitment to the sector.



Lead Generation

Generate qualified leads and build a database of potential clients and partners who have shown a genuine interest in your offerings.



Government and Industry Support

Cityscape Global benefits from extensive endorsement and active involvement of government entities and professional association within the industry. Foster valuable relationships at the municipal and government level across key initiatives & city projects.



Face-to-Face Engagement

The event allows you to have face-to-face interactions with attendees, which can be more impactful and persuasive than digital or remote communication. You can answer questions, provide demonstrations, and build trust in person.



Deal-Closing Opportunities

Many deals and collaborations in the industry are initiated and finalized at Cityscape Global. Take advantage of the environment to close deals and negotiate contracts.



Exposure to Emerging Markets

Explore emerging markets and stay informed about the latest developments and opportunities in various regions."

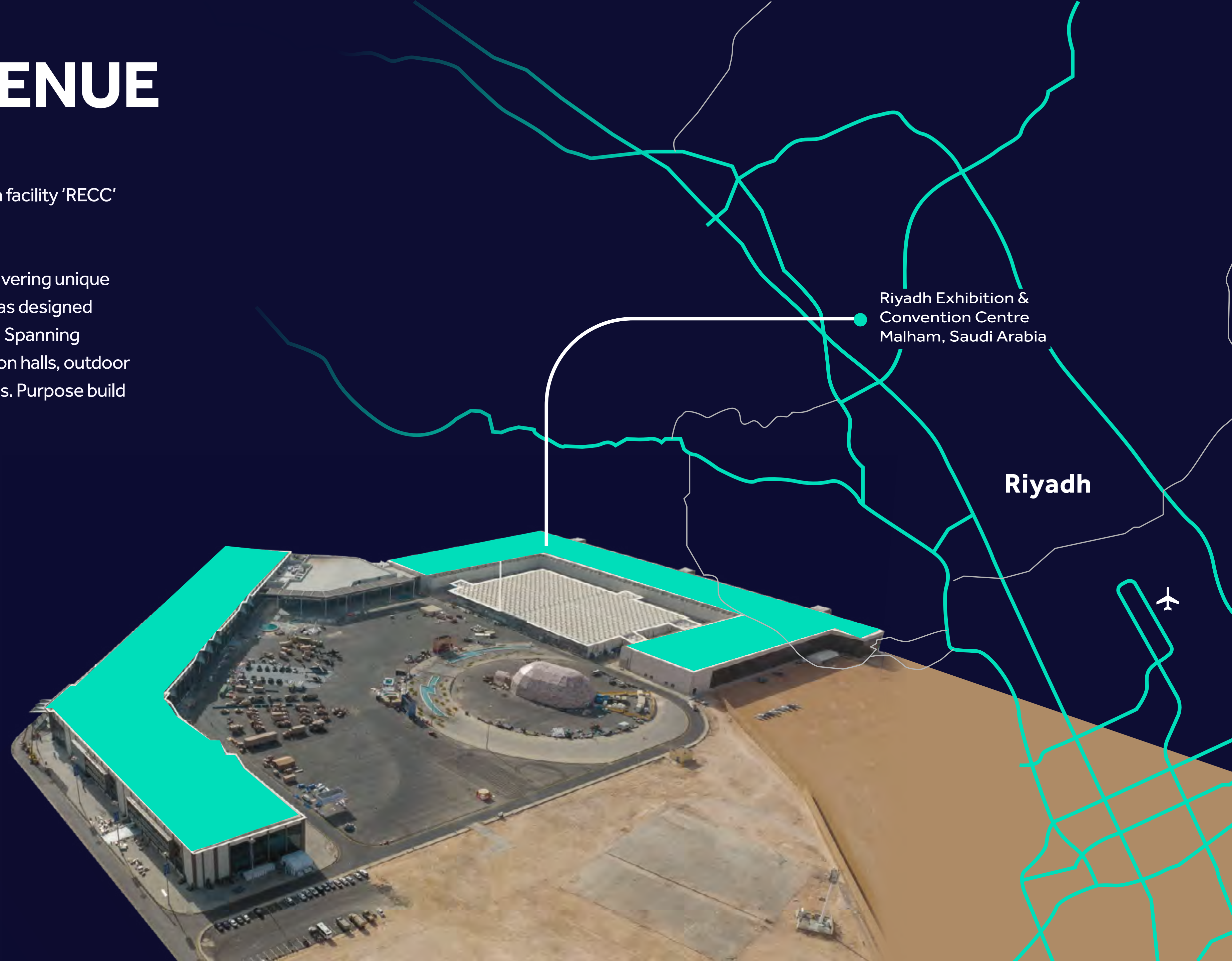


ABOUT THE VENUE

Cityscape Global is held in the world-class exhibition facility 'RECC' Malham, Riyadh.

The venue provides an immersive experience by delivering unique show features and displays within purpose-built areas designed to showcase the Kingdoms bold vision and heritage. Spanning 100,000 sqm the venue comprises multiple exhibition halls, outdoor activation spaces and over 60 private meeting rooms. Purpose build conference facilities and VIP hospitality lounges.

[View 2024 Floorplan](#) >



FLOORPLAN

Discover Your Ideal Exhibition Space

Cityscape Global 2024 offers a diverse and dynamic exhibition space designed to meet the unique needs of our exhibitors. Whether you're showcasing your latest projects, innovative products, or real estate services, we have the perfect spot for you.

[View 2024 Floorplan](#) ➤



Tailored Solutions

Our floorplan is carefully designed to cater to a variety of exhibitor requirements. Tell us about your preferences, and we'll work with you to find the ideal location for your booth.



Prime Locations

Secure a prime location that maximizes visibility and foot traffic. Be at the center of the action and make a lasting impression on attendees.



Customization

Discuss your specific needs and any special requirements. We can help you create a booth that reflects your brand and engages your target audience effectively.



Flexibility

Explore various booth sizes and configurations to ensure you have the perfect space to meet your exhibition objectives.



SPONSORSHIP PACKAGES

Sponsorship Packages

Foundation Partner
US \$1,000,000

Diamond Sponsor
US\$ 450,000

Platinum Sponsor
US\$ 250,000

Gold Sponsor
US\$ 150,000

Zone Sponsor
US\$ 100,000

Conference Sponsorship Packages

Future of Living Summit Sponsor SOLD OUT
US\$ 85,000

Asset HorizonsStage Sponsor
US\$ 70,000

RIIF - Real Estate Institutional Investors Forum Sponsor
US\$ 70,000

Tech Stage Sponsor
US\$ 50,000

DNA (Design and Architecture) Stage Sponsor
US\$ 50,000

STAND COSTS

Space Only Hall 1, 2

\$744 m2 | 2,790 SAR m2

Package includes: Raw space
(power & rigging fees additional)

Space only Marquee 3,4,5

\$ 713 m2 | 2,673 SAR m2

Package includes: Raw space
(power & rigging fees additional)

Space only second level

\$ 372 m2 | 1395 SAR m2

Package includes: Raw space
(maximum 50% of floor space)

Show Ready Package

\$ 1,006 m2 | 3,772 SAR m2

Range: 9sqm-36sqm. Back and side wall, printed graphics, power socker, lights, carpet, 1 tablen 2 chairs waste bin

Start-up Pod

\$ 3,500 m2 | 13,125 SAR m2

Fixed 6sqm, carpet, graphics back wall, 2 stools, 1 lockable cupboard, 1 x power stock, 1 x LED light

Compulsory fees

\$550 | 2,062 SAR (9-36 m2)

Package includes: Create your company profile with name, logo, description and official exhibitor list

Based on m2 stand

\$795 | 2,981 SAR (37-99 m2)

Package includes: Create your company profile with name, logo, description and official exhibitor list

Based on m2 stand

\$1,045 | 3,918 (100+ m2)

Package includes: Create your company profile with name, logo, description and official exhibitor list

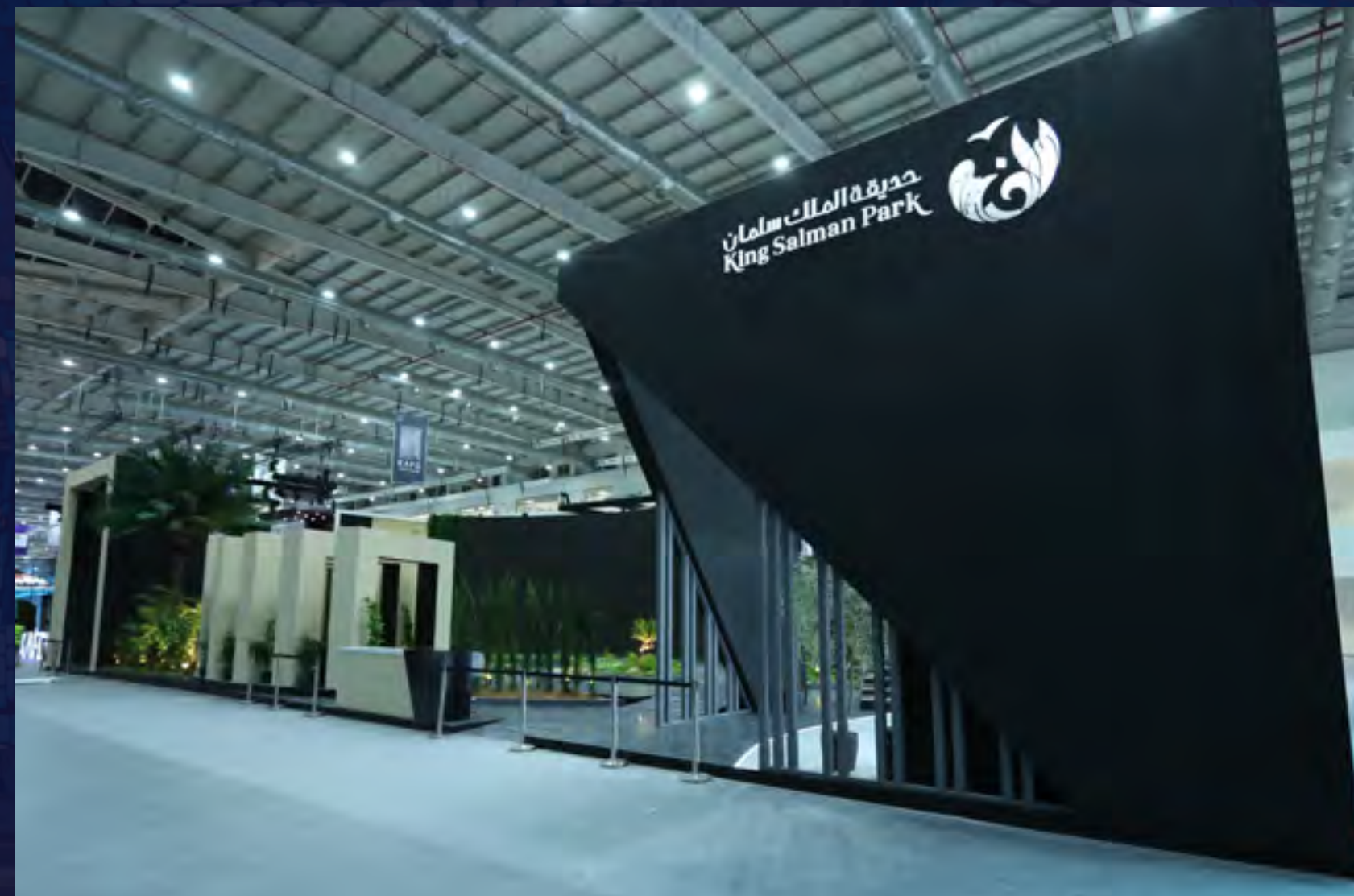
Stand Sharing Fee

\$250 m2 937 | SAR m2

Package includes: Fee for additional exhibitors sharing space

VAT 15% on USD and SAR

To be included on invoice



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To secure your participation and for information on exhibition opportunities:

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