

# CityscapeGlobal

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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

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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



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



David Grover,  
Group CEO, ROSHN



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





**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



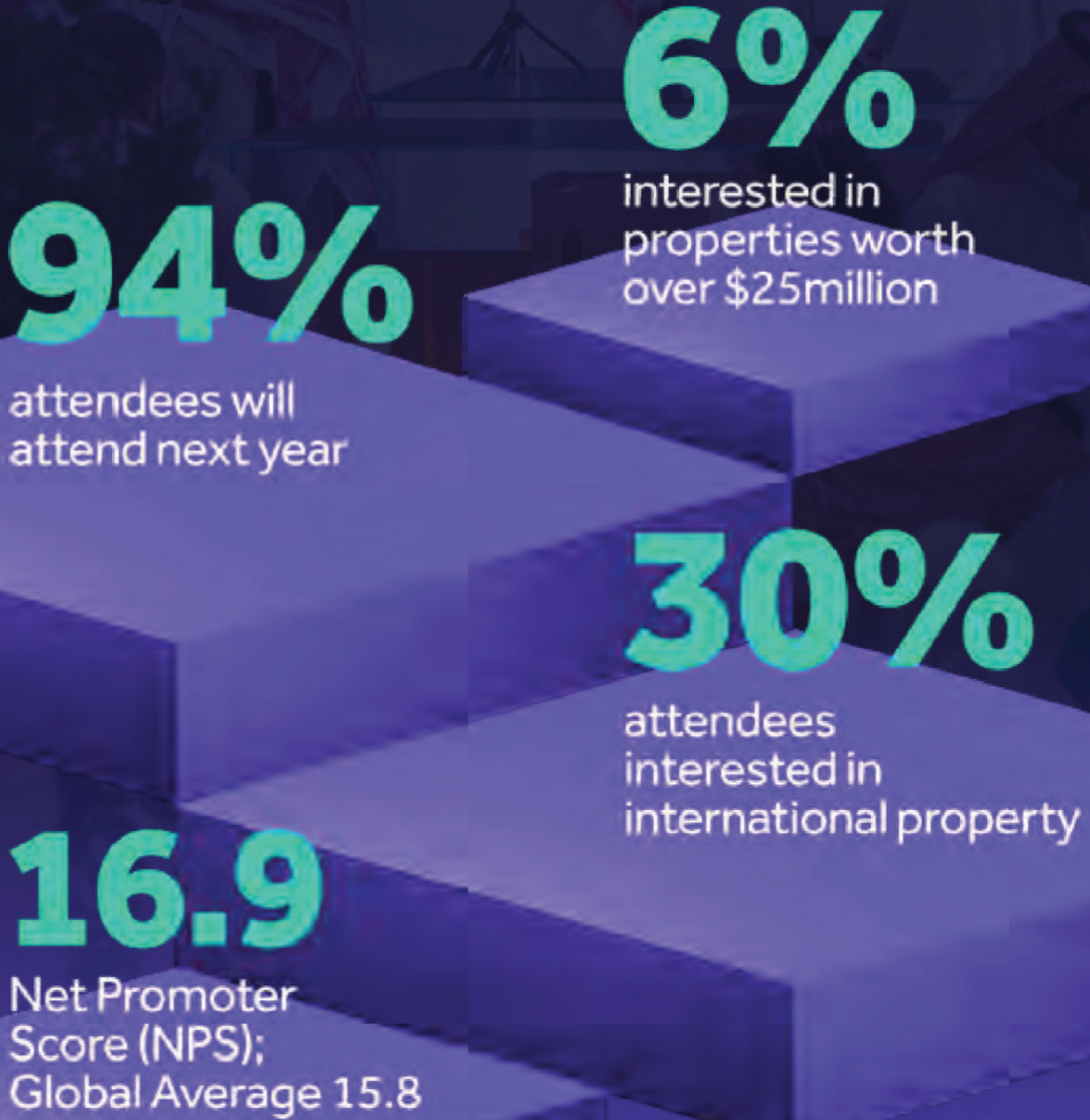
105,800+ accounts

participating in social activity

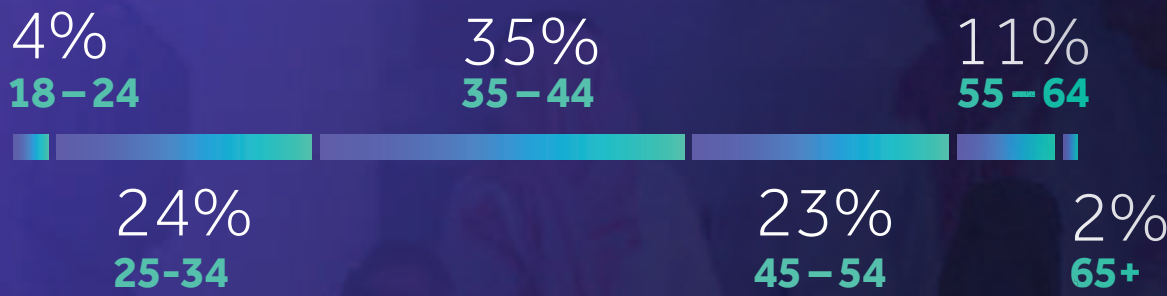




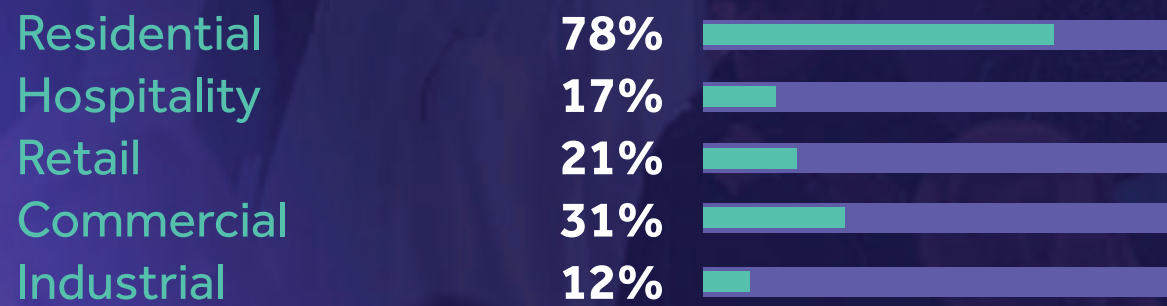
# CITYSCAPE GLOBAL ATTENDEE INSIGHTS



## Age Group



## Interests in real estate



## >>> VISITORS BY REGISTRATION TYPE

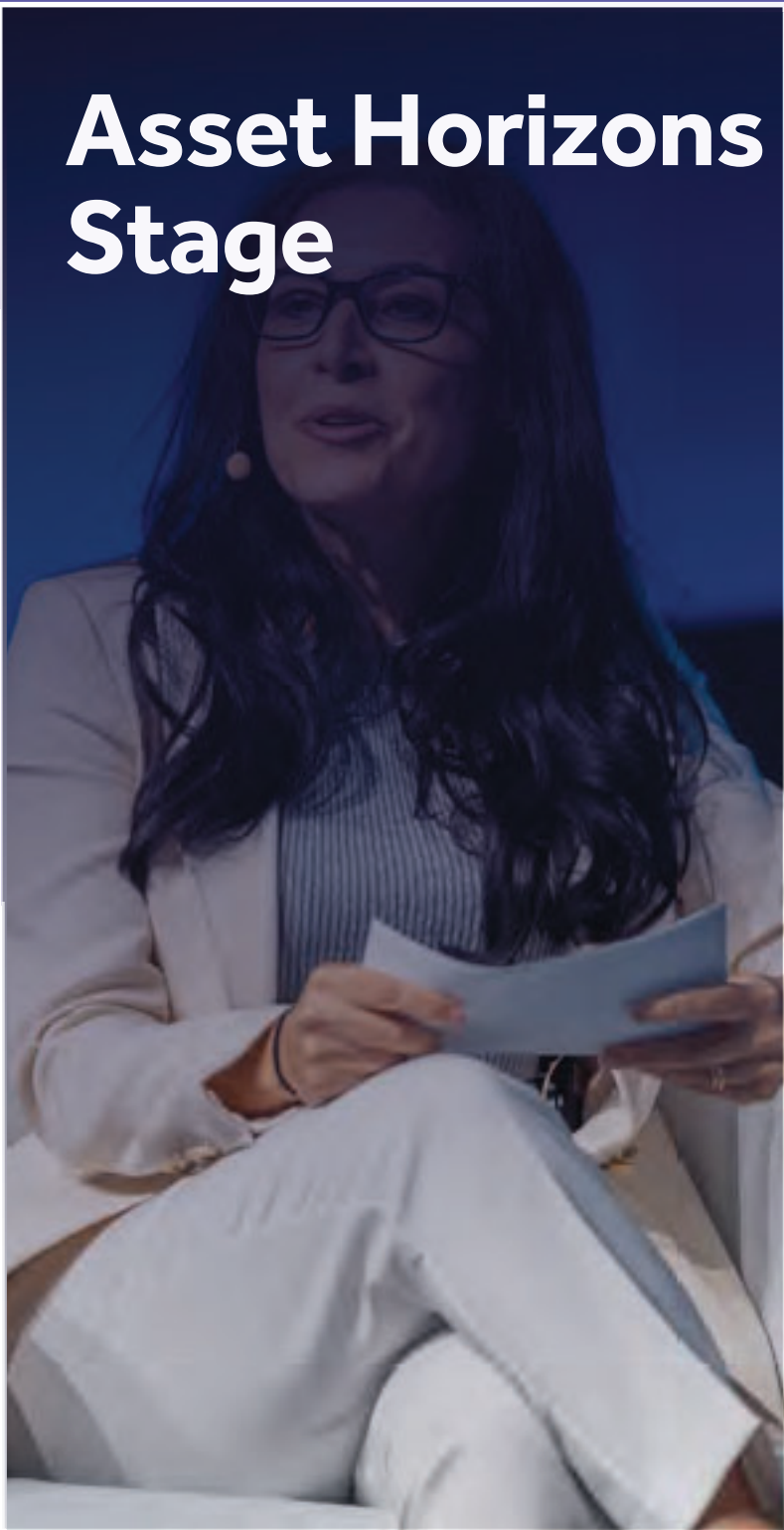
23,816	Creators
16,257	Visitor
10,760	Homebuyers
9,374	Facilitators
35,422	Others





# 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.



**Asset Horizons Stage**



**Tech Stage**



**Future of Living Summit**



**DNA (Design and Architecture) Stage**



**Innovation Challenge**



**Institutional Investors' Forum**



**Start up Pavilion**



# INSITUTIONAL INVESTORS' FORUM AT A GLANCE

CityscapeGlobal

Cityscape Global hosts an exclusive closed-door summit:  
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, it 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](#) ➤



Riyadh Exhibition &  
Convention Centre  
Malham, Saudi Arabia

Riyadh



# 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

### Foundation Partner

✓ 1,000,000 US\$

### Diamond Sponsor ✓

450,000 US\$

### Platinum Sponsor

✓ 250,000 US\$

### Gold Sponsor

✓ 150,000 US\$

### Zone Sponsor

✓ 100,000 US\$

## Stage Sponsorship

### Institutional Investor Forum Sponsor

✓ 90,000 US\$

### Future of Living Summit Sponsor

✓ ~~85,000 US\$~~ (SOLD OUT)

### Asset Horizons Stage Sponsor

✓ 70,000 US\$

### Tech Stage Sponsor (PropTech/FutureBuild)

✓ 50,000 US\$

### DNA (Design & Architecture) Sponsor

✓ 50,000 US\$





# 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 socket, lights, carpet, 1 table 2 chairs waste bin

## Start-up Pod

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

Fixed 6sqm, carpet, graphics back wall, 2 stools, 1 lockable cupboard, 1 x power socket, 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 information about sponsorship opportunities:

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