

CityscapeGlobal

SPONSORED BY



ORGANISED BY



THE FUTURE OF LIVING

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 in 2023

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



[Full Post-Show Report >>>](#)



75,000 sqm

exhibition space sold out

\$30 billion

in transactions and projects launched



300+
local and international exhibitors

5

5 stages
for thought leaders,
innovators and changemakers

CityscapeGlobal



380+
local and international speakers



\$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

GROUND BREAKING TRANSACTIONS

\$30
BILLION DEALS

ANNOUNCED AT CITYSCAPE GLOBAL

Significant transactions include



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 centered around the exciting theme of **'The Future Of Living.'**



MARKETING CAMPAIGN NUMBERS SPEAK LOUDER

CityscapeGlobal



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



832 million digital ad impressions



Over 2 million impressions



CITYSCAPE GLOBAL ATTENDEE INSIGHTS



94%

attendees will attend next year

6%

interested in properties worth over \$25million

30%

attendees interested in international property

16.9

Net Promoter Score (NPS);
Global Average 15.8

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.



Future of Living Summit



Asset Horizons Stage



Tech Stage



Innovation Challenge



DNA (Design and Architecture) Stage



Institutional Investors' Forum



Start up Pavilion



INSTITUTIONAL 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.



STAND COSTS

Space Only Hall 1, 2

\$744 m2 | 2,790 SAR m2

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

Space only Marquee 3,5

\$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



SPONSORSHIP PACKAGES

SPONSORSHIP

Foundation Partner

- ✓ 1,000,000 US\$
(by Invitation only)

Diamond Sponsor

- ✓ 450,000 US\$

Platinum Sponsor

- ✓ 250,000 US\$

Gold Sponsor

- ✓ 150,000 US\$

Zone Sponsor

- ✓ 100,000 US\$

STAGE SPONSORSHIP

The Future of Living Summit Sponsor

- ✓ Knowledge Partner - 100,000 US\$ (Exclusive)
- ✓ Strategic Partner - 50,000 US\$ (Non-Exclusive, up to 3)

Institutional Investors' Forum Sponsor

- ✓ Investor Forum Partner - 75,000 US\$ (Exclusive)
- ✓ Strategic Partner - 45,000 US\$ (Non-Exclusive, up to 3)

Asset Horizons Stage or Tech Stage (PropTech/FutureBuild) or Innovation Arena or DNA (Design & Architecture) – **SOLD OUT**

- ✓ Strategic Partner - 50,000 US\$ (Exclusive)
- ✓ Associate Partner - 25,000 US\$ (Non-Exclusive, up to 3)



CONTENT OVERVIEW

Stage	Delegate #	Primary Personas	Day 1 11 November 2024	Day 2 12 November 2024	Day 3 13 November 2024	Day 4 14 November 2024
Future of Living Summit	1000	<ul style="list-style-type: none"> Government Developers 	Visions & Enablers	Digitalization & Transformation (5-Years Out)	Smart Cities of the Future (10-Years Out)	Beyond 2050 (25-Years Out)
Asset Horizons	250	<ul style="list-style-type: none"> Developers Asset Owners Investors & Financiers 	Future Developments & Policies	Financial Nexus	Smart Sustainable Maintenance	Human-Centric Real Estate
Institutional Investors' Forum (Invite-Only)	200	<ul style="list-style-type: none"> Government Institutional Investors Developers 	Global Investment Strategies	Regional Investment Outlook	Off-site Activities	Off-site Activities
DnA (Design & Architecture)	150	<ul style="list-style-type: none"> Architects Developers Consultants 	Cities of the Future	Communities of the Future	Stadiums & Attractions	Buildings of the Future
Tech Stage	150	<ul style="list-style-type: none"> Developers Asset Owners Investors & Financiers Contractors 	PropTech: Investments & Innovation	PropTech: AI & Data in Real Estate	FutureBuild: Future Construction Machinery	FutureBuild: Next-Gen Supplies & Strategies
Innovation Arena	300+	<ul style="list-style-type: none"> All 	Sustainable Developments & Destinations	Geo-Centric Development Spotlight	Cityscape Global Student Competition	The Future of Talent

BESPOKE OPPORTUNITIES

Tailored packages that align with your brand values and objectives.



CityscapeGlobal

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To secure your participation and information about sponsorship opportunities:

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