

**INDEX**  
SAUDI ARABIA

**6 - 8 SEPTEMBER 2026**

RIYADH FRONT EXHIBITION & CONFERENCE CENTER

**SPONSORSHIP OPPORTUNITIES**

Position your brand at the  
forefront of Saudi Arabia's  
interior design evolution

[www.index-saudi.com](http://www.index-saudi.com)



# YOUR GATEWAY TO SAUDI ARABIA'S INTERIOR DESIGN & FIT-OUT INDUSTRY

Recognized as Saudi Arabia's premier destination for interior design, innovation, and industry collaboration, INDEX Saudi Arabia is where global brands gain unrivalled access to qualified buyers, project stakeholders, and forward-thinking creatives shaping the future of the Kingdom's built environment.

More than an exhibition, INDEX Saudi Arabia is the Kingdom's most anticipated annual meeting point, where inspiration, innovation and powerful business partnerships are formed.



“

Our participation in INDEX Saudi Arabia was a real success for this first edition as a French Collective. As an official partner, we benefited from outstanding visibility throughout the event. The organization was excellent, ensuring a smooth and highly professional experience for everyone involved. The French Living in Motion exhibitors were very satisfied with the quality and relevance of the visitors, which made this participation a remarkable achievement.

**French**  
*Living*  
**in Motion**

**LUICE BALIHAUT**

Deputy International Director, French Living in Motion - 2025 Platinum Sponsor

”

# KEY SHOW FIGURES



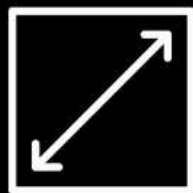
**17,000+**  
BUYERS



**600+**  
EXHIBITORS



**50+**  
VISITING  
COUNTRIES



**31,590**  
SQM VENUE  
SPACE



**2**  
INSPIRING  
CONFERENCES



**90+**  
SPEAKERS

CO-LOCATED WITH:

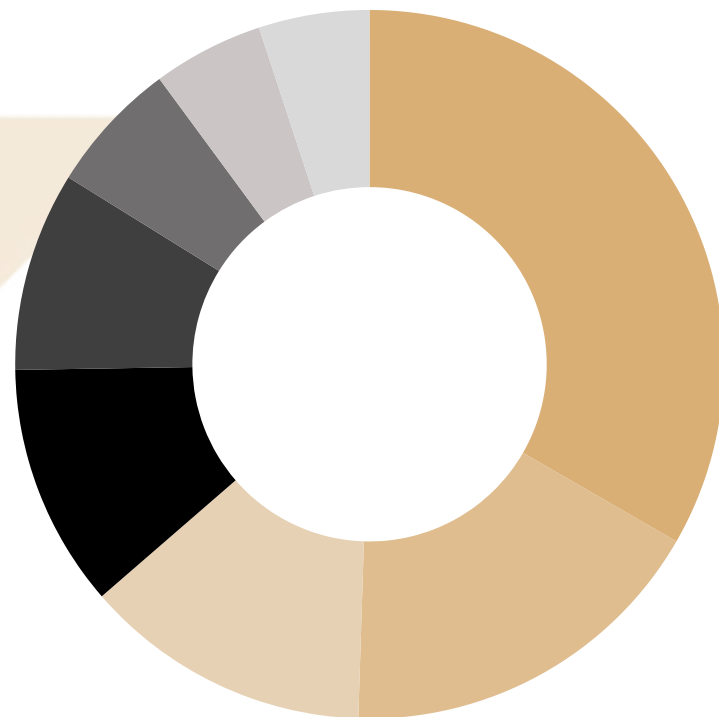
**LIGHTING  
DESIGN &  
TECHNOLOGY  
EXPO**

“  
**OUT OF SIGHT  
DEEP IN THOUGHT**”



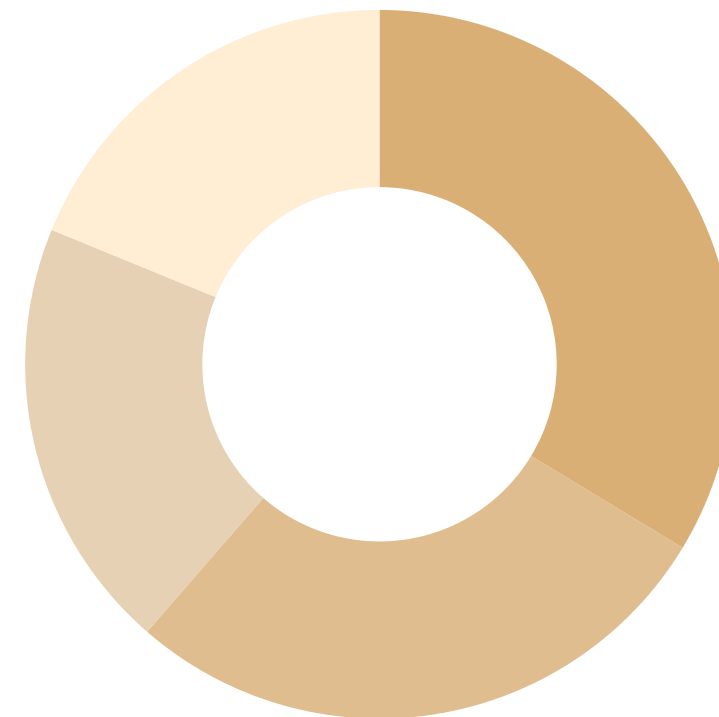
# WHO ATTENDS THE SHOW

## ATTENDEES' NATURE OF BUSINESS



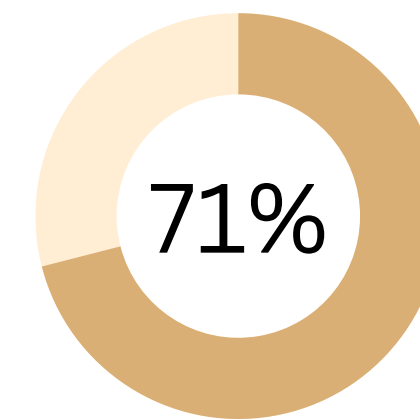
- 33% DESIGNERS & ARCHITECTS
- 17% FIT-OUT CONTRACTORS
- 13% DISTRIBUTORS & RETAILERS
- 11% REAL ESTATE OWNERS/DEVELOPERS
- 9% ENGINEERING
- 6% PROCUREMENT
- 5% GOVERNMENT AUTHORITY
- 5% EDUCATION & TRAINING

## PURCHASING AUTHORITY

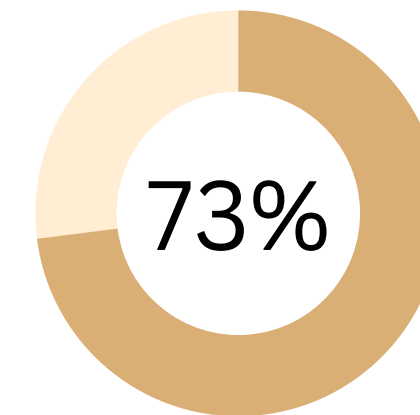


- 34% JOINT RESPONSIBILITY
- 28% SOLE RESPONSIBILITY
- 20% ADVISORY INFLUENCE
- 19% OTHER

## VISITOR FEEDBACK



RATED SHOW AS AN IMPORTANT PLATFORM TO ATTEND FOR THEIR BUSINESS



PLAN TO RETURN TO THE SHOW IN 2026

[DOWNLOAD POST-SHOW REPORT](#)

# KEY BUYERS THAT ATTEND THE SHOW



# WHY SPONSOR



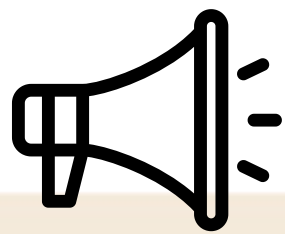
## ELEVATE YOUR COMPANY'S BRAND POSITIONING

Elevate your company's profile beyond the exhibition stand - before, during and after the show. Seize key opportunities by making your brand the face of a dynamic industry transition.



## DRIVE MORE SALES

Generate quality leads, connect with key audience actively looking for new products and foster pertinent relationships in the Kingdom's rapidly growing market.



## RAISE BRAND AWARENESS

Amplify brand messaging and access exclusive platforms at the new focal point for the region's design landscape.



## DEMONSTRATE THOUGHT LEADERSHIP

Deliver strategic messages and content with our insightful conferences, and be seen as the agent of positive change in the industry.

Enquire at: [sales@index-saudi.com](mailto:sales@index-saudi.com)



# EXHIBITING OPPORTUNITIES



## SPACE ONLY

### Floor space only:

Electricity, walling, lighting, furniture, carpeting and any extras can be ordered from the services manual.



## SHELL PACKAGE

### Every shell-scheme stand will receive the following:

Walling, fascia board with the company name in vinyl lettering, spotlights, carpet, 1 x plug point, 13-15 amps electricity plug points. Additional furniture can be ordered from the services manual.

# SPONSORSHIP OPPORTUNITIES

	DIAMOND SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	ASSOCIATE SPONSOR
Logo placement	Collateral as per features	Collateral as per features	Collateral as per features	Collateral as per features
Interview placement	✓	✓	✓	✗
Speaking opportunity	✓	✗	✗	✗
Social media post	✓	✓	✓	✓
Banner on a newsletter	✓	✓	✗	✗
Website	Collateral as per features	Collateral as per features	Collateral as per features	Collateral as per features
Banner on exhibitor list	✓	✓	✓	✗
Instagram takeover	✓	✗	✗	✗

Enquire at: [sales@index-saudi.com](mailto:sales@index-saudi.com)

# FEATURES

## DIAMOND SPONSOR

### Branding & Visibility

- Prominent placement on website (prime positioning on the home page)
- Prominent logo placement on welcome banner at venue
- Prominent logo on mailers, onsite boards, sponsor banner
- Acknowledgement in pre and post communication
- Quote in a pre-show or a post-show press release

### Digital Media

- Feature in e-newsletter (industry or product)
- Sponsored banner on exhibitor listing - Leaderboard banner: 728x90px
- 6 x social media posts (content to be provided)
- Social media - Instagram takeover
- 4 x articles on website (content to be provided)
- 3 x banners on a newsletter
- Interview placement

### Content

- 20 min keynote speaking slot or participation on a panel

## PLATINUM SPONSOR

### Branding & Visibility

- Prominent placement on website (prime positioning on the home page)
- Prominent logo placement on welcome banner at the venue
- Prominent logo on mailers, onsite boards, sponsor banner
- Acknowledgement in pre and post communication

### Digital Media

- Feature in e-newsletter (industry or product)
- Sponsored banner on exhibitor listing - Half Page banner: 300x600px
- 4 x social media posts (content to be provided)
- 2 x articles on website (content to be provided)
- 2 x banners on a newsletter
- Interview placement

## GOLD SPONSOR

### Branding & Visibility

- Prominent placement on website (prime positioning on the home page)
- Logo on welcome banner at the venue
- Logo on website, mailers, onsite boards
- Acknowledgment in pre and post communication

### Digital Media

- Sponsored banner on exhibitor listing - Square page banner: 300x300px
- 3 x social media posts (content to be provided)
- 1 x article on website (content to be provided)
- Interview placement

## ASSOCIATE SPONSOR

### Branding & Visibility

- Prominent placement on website (prime positioning on the home page)
- Logo on welcome banner at the venue
- Logo on website, mailers, onsite boards
- Acknowledgment in pre and post communication

### Digital Media

- 2 x social media posts (content to be provided)

# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## REGISTRATION SPONSOR

- Exclusive branding of onsite registration desks
- Branding banners within registration area
- Logo on visitor and VIP registration form, and automated emails
- Logo on all participants badges. All attendees must go through registration



## ADVISORY BOARD SPONSOR

- Logo on all Advisory Board communication
- 2 representatives present at the Advisory Board meeting
- Inclusion in the Advisory Board and a chance to influence the overall programme
- Logo on signage during Advisory Board meeting
- Branding on the Advisory Board page on the website
- Opportunity for one-on-one meetings with Advisory Board members



## FOOD TRUCK/CATERING AREA SPONSOR

- Sponsor logo will be incorporated into the design of the show catering area
- Branded napkins and menu cards
- Sponsor can provide t-shirts for staff to wear
- QR codes on tables/ped

# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## INDEX DESIGN TALKS SPONSOR

- Physical branding of the INDEX Design Talks stage
- A 45-minute speaking slot (including Q&A)
- Expert help from our content team in preparing, curating and delivering your content and presentation
- Your logo, brand name, stand number and presentation on the digital screen
- A listing and details of your content on the website
- Video on rotation with show video, before and after the conference



## VIP LOUNGE SPONSOR

- Physical branding within the VIP lounge
- Logo on all VIP invitations, communication and signage
- Dedicated mailshot to confirmed VIP's attending the event
- May provide a VIP gift for distribution (sponsor to provide gifts)
- May suggest clients or stakeholders to receive VIP passes to the event



## HEADLINE SECTOR SPONSOR

- Identified sponsor logo on website and preview guide
- Highlighted stand onsite
- 100-word content block in the preview guide in your zone's section
- Your logo featured on the zone directional signage
- 2 x floor tiles directing visitors to your stand in your zone's area
- 2 x social media posts
- Special feature in the monthly newsletter about your company, product innovations, and industry insights relevant to our audience

# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## NETWORKING EVENT SPONSOR

- Logo on all invitations and communication
- Dedicated mailshot
- May erect own branding for the function



## HOSTED BUYERS LOUNGE SPONSOR

- Logo branding at Hosted Buyers Lounge in the venue
- May provide gifts for hosted buyers
- Logo to appear on invitations to Hosted Buyer Lounge attendees
- Logo on the hosted buyer recruitment page of the website



## FRAGRANCE SPONSOR

- Extensive brand recognition online and onsite
- Product placement at the registration area and conference areas
- Gifts to the speakers/seat drop
- VIP lounge placement

# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## LOGO ON SHOW BAGS

- Extensive brand recognition online and onsite
- Sponsor to produce and provide the bags for all three days of the event
- Bags will be placed at each of the entrances for visitors to collect



## FLYERS

- Flyers - seat drops at conference seats
- Flyers - distribution/handout by staff



## LOGO ON STAFF T-SHIRTS

- Co-branded company branding on all onsite support staff t-shirts
- Identified sponsor logo on website

# BESPOKE EXPOSURE OPPORTUNITIES



## SIDE EVENT

Opportunity to host your own function, briefing or demo.

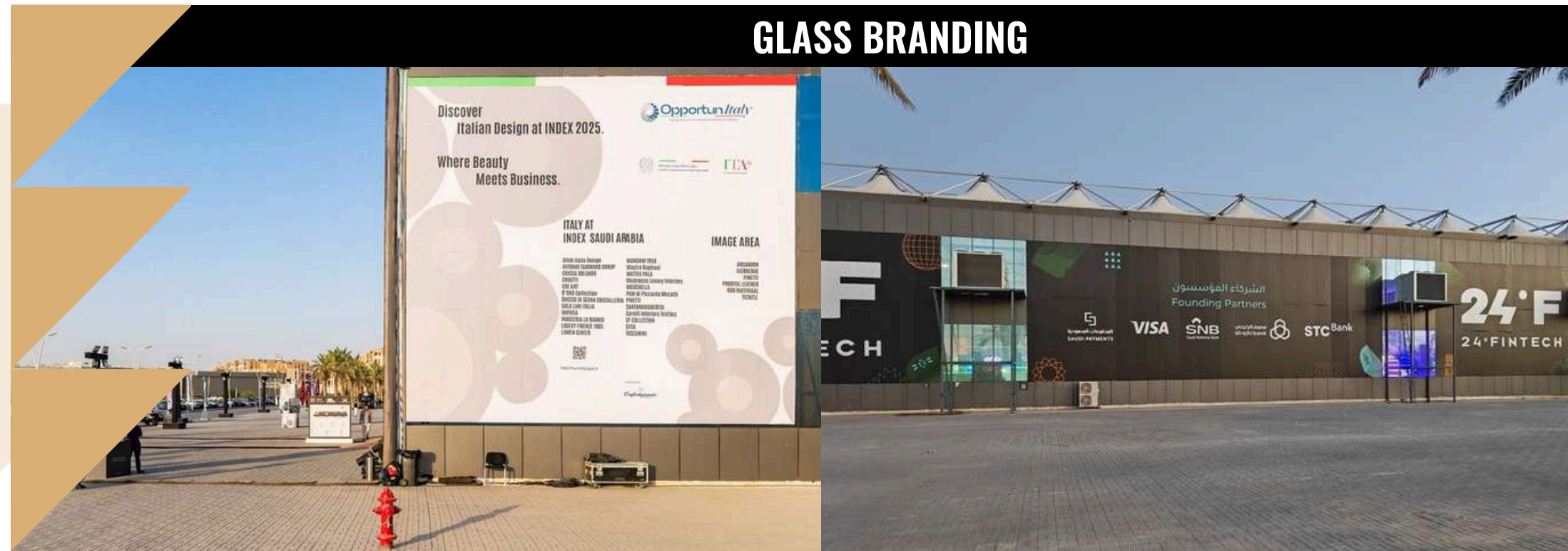
Tailored packages available according to your requirements.

Hosted side events will be advertised on all show agendas, website and in pre-event marketing.

Sponsor may invite their own clients to the event.

Note: Price dependent of function to be quoted.

# VENUE BRANDING OPPORTUNITIES



Size: multiple sizes available

Enquire at: [sales@index-saudi.com](mailto:sales@index-saudi.com)

# VENUE BRANDING OPPORTUNITIES



Quantity: 7  
Size: 26.7mW x 4.9mH



Quantity: 3  
Size: multiple sizes available



Quantity: 52  
Size: 80cm + 90cmW x 4.65cmH &  
122cm + 80cmW x 4.65cmH

# VENUE BRANDING OPPORTUNITIES



Quantity: 40  
Size: 1mW x 3mH



Quantity: 12  
Size: 1mW x 2mH



Size: 2mW x 2mH

# VENUE BRANDING OPPORTUNITIES

## 3 CUBE STACKS - 4-SIDED



Quantity: 8

Size: 1m x 1m x 1m

## FREESTANDING BOARD - 3-SIDED



Quantity: 8

Size: 1.5mW x 3mH

## FREESTANDING BOARDS



Quantity: 8

Size: 1.5mW x 2mH

# VENUE BRANDING OPPORTUNITIES

**INDOOR BANNER - BACK OF HALL**



Quantity: 8  
Size: 14mW X 3mH

**HANGING CUBE - 5-SIDED**

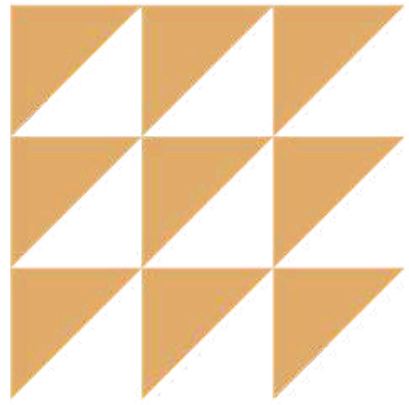


Size: 1.5m x 1.5m x 1.5m

**HANGING BANNERS - DOUBLE-SIDED**



Size: 2mW x 3mH & 5mW x 3mH



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Join the conversation!



**#INDEXSaudi**

# Want to know more? Let's talk!

INDEX Saudi Arabia offers a range of bespoke packages that work with your budget and your business goals. These opportunities allow you to get your brand in front of key audiences, highlight your innovations, lead important industry conversations and connect with industry professionals. Tell us your goals, and together we'll devise a tailored strategy to help you make them happen!

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 [www.index-saudi.com](http://www.index-saudi.com)

ORGANIZED BY: **dmg** events