

# SAUDI INTERMOBILITY

Official Strategic Partner | الشريك الاستراتيجي الرئيسي

الهيئة العامة للطرق  
Roads General Authority



**November 2025**

Riyadh, Saudi Arabia

**THE REGION'S LARGEST ROAD  
AND MOBILITY EVENT**

**SPONSORSHIP & EXHIBITION  
OPPORTUNITIES**



**#SaudiIntermobility**

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**informaconnect**

# INNOVATING THE REGION'S MOBILITY ECOSYSTEM

Saudi Intermobility Expo is the largest gathering of road, rail, and transport professionals in the MENA region. Following the resounding success of our inaugural edition in 2022, we are delighted to announce the return of the third edition in Riyadh.

With a steadfast focus on realising Saudi Vision 2030 and the Ministry's top priority of advancing the transportation industry to position the Kingdom as a global logistics hub, our event takes center stage. Nestled strategically between vital global waterways, Saudi Arabia stands as a pivotal nexus of international trade and serves as the world's gateway. Saudi Intermobility Expo emerges as an unrivaled global platform, offering businesses an opportunity to showcase and access cutting-edge technologies and innovations in these three key sectors.

Aligned with the Ministry of Transport and Logistic Services' unwavering commitment to fostering the adoption of new mobility solutions and technologies across all modes, our expo is poised to play a pivotal role in driving the Sector National Strategy, shaping the future of mobility, and serving as a model of seamless transportation for the world. Join us on this transformative journey towards a brighter and more interconnected future.

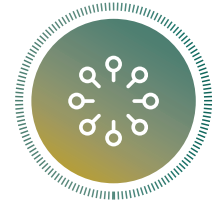


## FOCUS

Targeted experts, businesses, and stakeholders from the roads, rail, and transport industries.

## NETWORKING

Niche platform for attendees to network with industry peers, make new connections, and foster collaborations.



## SHOWCASE

8,400 sqm space showcasing the latest products, services, and technologies.

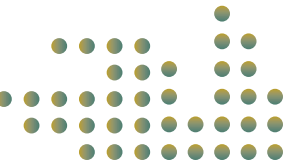
## CONFERENCE

Focused industry topics and panel of expert speakers will make it worthwhile for attendees.



## DEMONSTRATIONS

Technical experts giving attendees hands-on experiences and insights into the latest developments and products.





**7,000**  
Attendees



**70+**  
Speakers



**100+**  
Sponsors



**500**  
VIPs

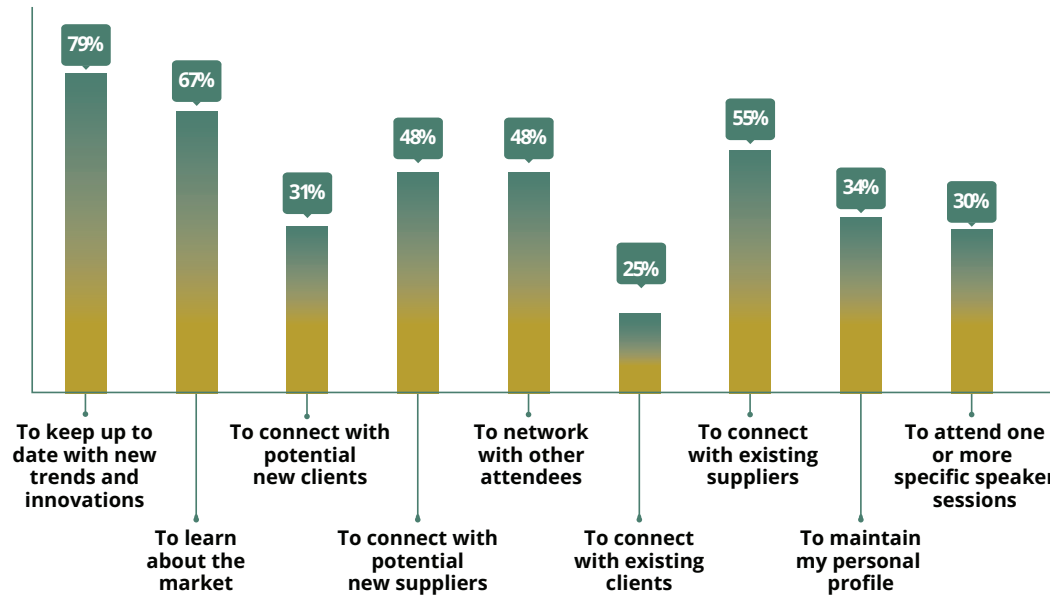


**50**  
live seminars

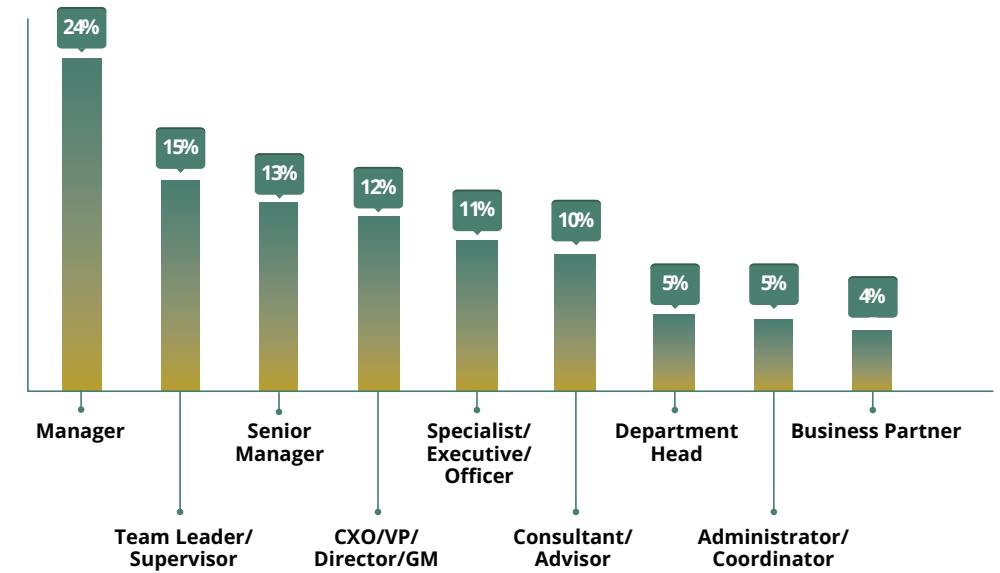


**86%**  
Visitors from the  
Middle East

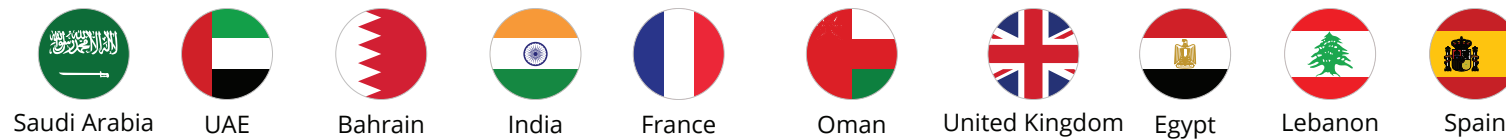
## OBJECTIVES AT SAUDI INTERMOBILITY EXPO



## WHO ATTENDS

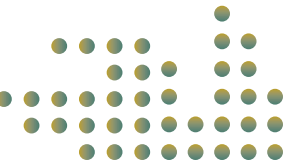


## TOP 10 VISITING COUNTRIES:



"It was a great opportunity to meet with Transport experts and specialists and share fruitful thoughts with them. Thanks to everyone who put efforts to make it happened."

**ALKHALAF ABDULRAHMAN**  
RESEARCH EXPERT  
TRANSPORT GENERAL AUTHORITY



## PRODUCT SECTORS



ROADS, BRIDGES  
& HIGHWAYS



RAIL INFRASTRUCTURE  
& TECHNOLOGIES



PUBLIC  
TRANSPORT



INTELLIGENT TRANSPORT  
SYSTEMS (ITS)



TRAFFIC SAFETY  
& ENFORCEMENT



FUTURE  
MOBILITY



SMART  
PARKING



LOGISTICS & FLEET  
MANAGEMENT

## SENIOR DECISION MAKERS

Engineering	38%
Transportation	22%
Consultancy Services	21%
Contractor	19%
Information Technology/Software	17%
Public Transportation	12%
Fleet Management	12%
Dealers & Distributors	10%
Facilities Management	10%
Government & Public Entity	9%
Highways/Bridges	8%
Media	7%
Parking Management Companies	7%
Association/Industry Body	6%
Real Estate & Property Management	5%
Law/Legal Services	2%

## SENIOR DECISION-MAKERS FROM COMPANIES INCLUDING

Eastern Province Municipality  
– KSA

Federal Transport Authority -  
Land & Maritime (FTA)

Holy Makkah Municipality – KSA

King Fahd Causeway Authority  
– KSA

Ministerial Committee of Traffic  
Safety - KSA

Ministry of Hajj and Umrah –  
KSA

Ministry of Infrastructure &  
Development - UAE

Ministry of Interior – KSA

Ministry of Transport – KSA

Riyadh metro project

Saudi Arabia Railways

Saudi Arabian Investment  
Ministry

Saudi Arabian Mining Company

Saudi Arabian Parsons Limited  
/ KAFD

SAUDI ARAMCO

Saudi Electricity Company

Saudi Public Transport  
Company - SAPTCO

Saudi Security & Technology  
Comprehensive Control Co.  
(TAHAKOM)

Saudi Tracking Solution (STS)

STC

Mawgif

Abu Dhabi City Municipality

Abu Dhabi Police

Ajman Police

Al Ain City Municipality

Aramco - KSA

Dubai Police

Ministry of Interior - General  
Directorate of Traffic – Bahrain

Ministry of Interior – UAE

Ministry of Works - Bahrain

Oman National Transport Co  
(MWASALAT) – OMAN

Road & Transport Authority  
(RTA) – Dubai

Road Technology Company

Schneider Electric

Sharjah Municipality

Sharjah RTA

Siemens Mobility

TransCore

Transport General Authority

## SECTORS BY INTEREST:



71%  
Roads



43%  
Rail



40%  
Transport

## WORLD ROAD CONGRESS 2025

In Saudi Arabia, a dynamic technological landscape propels a transformative journey in the mobility sector, driven by factors such as population growth, evolving consumer expectations, fiscal considerations, and environmental concerns. This evolution is marked by the integration of disruptive technologies, particularly in road infrastructure, ushering in innovative transportation modes to meet the evolving needs of the populace and enhance efficiency and sustainability.

The rapid adaptation of Saudi Arabia's infrastructure fosters interconnected and resilient networks, where technology acts as both an enabler and disruptor, powering intelligent transport systems that optimize traffic flow and safety. The upcoming Saudi Intermobility Expo Conference in November 2024 serves as a pivotal platform for industry leaders to address challenges, explore innovative solutions, and reshape the Kingdom's mobility sector into a responsive, sustainable, and innovative force, aligning with its commitment to progress.

## WHO SPOKE IN 2022?



**Mona Yousif Althagafi**  
KSA Country Director  
**Serco Middle East**



**Akram Benmbarek**  
VP of Industrial Markets & Strategic Initiatives  
**AEye, Inc.**



**Jaideep Dhanoa**  
Co-founder and CEO  
**FENIX**



**Hesham Enan**  
ITS Account Manager  
**Teledyne FLIR**



**Andreas T. Flourou**  
Operations Director  
**The Red Sea Global**



**Mazen Houry**  
Project Manager / Transport Planning Lead  
**Egis**



**James Luxbacher**  
Managing Director  
**SIXT**



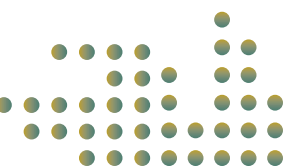
**Iain Macbeth**  
Future Mobility Director  
**The Red Sea Global**



**Pankaj Mahajan**  
Founder  
**Crimson Investment Fund**

## TOPICS COVERED

- **Intelligent Transport Systems (ITS):** Integration of advanced technologies for smart and efficient transportation.
- **Autonomous Vehicles:** Advancements, challenges, and regulatory considerations for self-driving vehicles.
- **Urban Mobility Solutions:** Addressing innovative approaches to enhance sustainable mobility.
- **Green Transportation:** Focus on environmentally friendly modes of transportation.
- **Infrastructure Resilience:** Infrastructure designs to adapt interconnected and resilient networks.
- **Digital Connectivity:** Role of digital technologies in creating seamless and connected transportation systems.
- **Electric and Sustainable Vehicles:** Progressing with electric and sustainable modes of transportation.
- **Smart Cities Integration:** Innovating the development of smart and connected urban environments.
- **Data Security in Mobility:** Addressing challenges on data security in intelligent transport systems.
- **Health and Safety in Transportation:** Enhancing public health & safety within transportation systems.
- **Public-Private Partnerships:** Collaboration between the public and private sectors for effective mobility solutions.



BENEFITS		PLATINUM	GOLD	SILVER	ASSOCIATE
Thought Leadership	20 minutes speaking slot at the Main Conference	Day 1	Day 2	Day 3	
	Opportunity to chair or join a selected Panel	Day 1	Day 1		Day 2 or 3
	Opportunity to join the Pre-Event Webinar	√			
Showcase	Exhibition Space	72 sqm Space Only	48 sqm Space Only	36 sqm Space Only	18 sqm Shell Scheme
Branding Website	Logo on sponsor's page and relevant feature pages	√	√	√	√
	Featured Company description on Sponsors/ Exhibitor Listing page	√	√	√	√
	Banner on the website	√			
Email Marketing	Exclusive EDM**	x 2	x 1		
	Logo on all event promotional EDMs	√	√	√	
PR & Marketing	Mention in Press Release in pre-event	√			
	Logo inclusion on VIP invites	√			
Social Media	Announcement on social media on confirmation	√	√	√	√
	Coverage on all social media channels	√	√	√	√
	Exclusive interview with senior representative prior the event	√			
	Social posts on your behalf**	x 5	x 2	x 1	x 1
Digital App Branding (ConnectME)	Dedicated feature page at the event app	√	√	√	√
	Banner at the event app	Homepage	Feature Page		
	Video at the event app	√			
On-Site Branding	Logo Inclusion in all onsite show branding	√	√	√	√
	Logo Inclusion in all onsite show signage's	√	√		
	Logo Inclusion in conference stage branding	√	√	√	√
Post Event Coverage	Thank you to Sponsors social posts	√	√		
	Logo and sponsorship title inclusion in Post Show Report	√	√	√	√
	Logo inclusion in post show email thanking visitors and sponsors	√	√	√	√
	Hyperlinked logo on event website post event (3 months)	√	√	√	√

For customised sponsorship opportunities, contact  
Ahmed.Khalil@informa.com



## CHOOSE HOW YOU EXHIBIT AND BUILD A TAILOR-MADE EXPERIENCE THAT SUITS YOUR NEEDS

### INDOOR SPACE ONLY

- Minimum size 21 m2

Includes: space, general cleaning, and hall security.

*\*Please note double story stands are subject to a 50% surcharge for the extra space on 2nd floor.*

*\*\*Only space is provided, you will have to appoint a contractor to design and build your stand.*

MEDIA PACK

ADMINISTRATION  
FEE

### SHELL SCHEME STANDS

- Minimum size 9 m2

Package includes:



Carpet



Shell Scheme



Name Board



Spotlight



Socket  
(Standard British  
Square 3 Pin)



1  
Table



2  
Chairs



Security



General  
Cleaning



# why exhibit/ sponsor

## GENERATE NEW BUSINESS

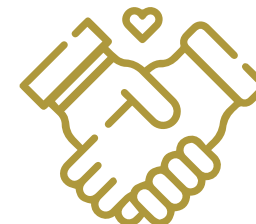
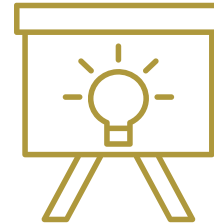
With 7,000 attendees across the Live and Online show, you can meet new customers and develop relationships with existing clients to further business opportunities in the region.

## NETWORK WITH INDUSTRY LEADERS & POTENTIAL BUYERS

Connect with potential clients and partners at Saudi Intermobility Expo where 30% of the attendees are key figures from government entities, and 25% of attendees are dealers and distributors.

## INCREASE BRAND EXPOSURE

Saudi Intermobility Expo exhibitors get significant digital and printed brand exposure before, during and after the event through our year-round marketing activities.



## STAY UP-TO-DATE & COMPETITIVE

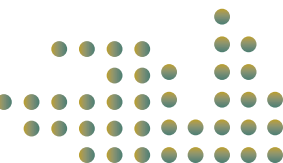
Use the opportunity to stay current with the industry's latest trends, advancements and keep ahead of your competition in one of the fastest growing transportation destinations.

## LAUNCH NEW PRODUCTS & SERVICES

Saudi Intermobility Expo is the largest transport and mobility business platform in the MENA region and a perfect avenue for you to showcase your latest products and services to an engaged audience that are looking for new business opportunities.

## UNDERSTAND YOUR PRODUCT IN THE MARKET

Many exhibitors benefit from product and market testing that they carry out while exhibiting to gain general and transport/mobility industry opinion about their offerings.







“From start to finish the event was a massive success, we found there was high volumes of traffic coming to our stand with the majority of attendees being engaged and interested in what we do. I would recommend the event to all in the roads, rail and transport industry, it is a great way to table new ideas and learn more about the plans for each sector in great detail through both stand discussions and conference conversations.”

**ALBUTT IZZY**  
HEAD OF FLEET OPERATIONS  
**ROSPA**

“The Saudi Intermobility Expo held in Riyadh was very well organized and succeeded in becoming a platform for professionals to interact and meet new potential clients and business partners. The Expo also gave a very good idea about where the market is headed and what are the current market trends within the mobility sector and what innovations are there to expect in near future.”

**RAHMAN HAMOOD**  
BUSINESS DEVELOPMENT SUPERVISOR  
**INTERTEK**



“Wonderfully organized event. Right location for the event with great speakers who brought transportation innovation filled technological aspects.”


**GUNDLURU BHASKARA**  
MANAGING DIRECTOR  
**VNC**




“I am very glad to exhibit at Saudi Intermobility Expo and I would like to thank employees of Saudi Intermobility Expo for their support and help. Also, it was a great experience to directly target the potential clients, we already setting up business meetings with targeted clients that we met at the Expo.”

**ALROWAILI ABDULLAH**  
MARKETING ENGINEER  
**SAUDI CONTROLS COMPANY AND MAINTENANCE LTD**

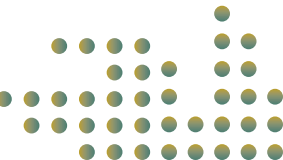


 **89%**  
attendees find Saudi Intermobility Expo important to make them more effective at their job

 **73%**  
Exhibitors rated the event as excellent value for money

 **89%**  
Attendees will return to Saudi Intermobility Expo next year

 **77%**  
Exhibitors and Visitors were very satisfied with their presence at Saudi Intermobility Expo





VISITOR BAGS



BADGES



LANYARDS

Sponsor the Saudi Intermobility Expo bags, badges and lanyards to see your branding carried throughout the exhibition. They are handed to every visitor on arrival and bags can contain an insert of your own company literature.



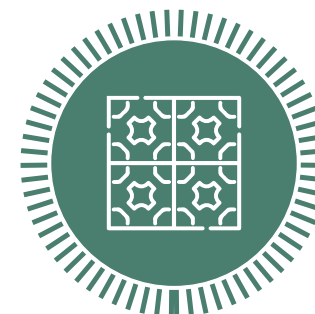
VIP INVITES

Place your logo on the VIP Invites that we will send out to all the stakeholders within the GCC. You can use this opportunity to invite these decision makers to your stand.



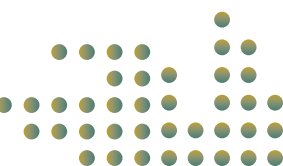
VISITOR REGISTRATION

Benefit from exposure to every industry professional attending the expo and be the first brand they see and notice as they arrive at the show!



FLOOR STICKERS

These floor graphics will remind attendees where to find your booth by providing either your booth number, company logo, and marketing message. Why not have literal footsteps leading attendees to your Booth Location.



## FOCUS ON LEAD GENERATION

Are you looking to increase traffic to your stand, or engage with the show pre-registered visitors before the show doors open?

**Our systems allow you to select a segment of visitors and invite them to your stand or showcase a product.**

We can segment visitors according to your business needs and target them with your specific message that will excite them to come to see your stand at the show. See the advance marketing packages you can include to your show marketing plan.

### ■ Simple E-mail campaign

Target your selected segment through an email linked to your website. Make your email more captivating with product images and content downloads.



### ■ Multi-step E-mail campaign

Over a period of two weeks, we will send two emails to your selected segment. The follow up email will increase open rates and ultimately your brand visibility.



### ■ Newsletter banners

Our newsletters are recognised as a source of relevant news, key industry highlights and more, with over 55,000+ subscribers.



### ■ Event App banners

Event App is go-to place for all visitors to navigate through the show. Our visitors log in to the app before the event to plan their visit, learn about the exhibitors and plan their meetings. Place your banner at the dashboard of the event app to increase visibility of your brand and special offerings.



### ■ Social Media

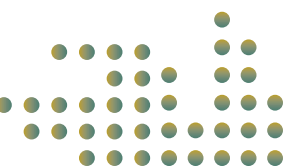
Today, social media provide the means by which billions of people experience news and events happening around the world. Allow our team to create bespoke packages and assist you with messaging and implementation. Social Media Marketing of your brand - One social media post



Three Social Media post throughout the campaign chosen by you



Three Social media posts during the campaign including video, Three emails to our entire database, one video interview with C-Suite Executive





## SUSTAINABILITY SPONSORSHIPS AT SAUDI INTERMOBILITY EXPO

Setting the pace for Sustainability in the mobility industry, we are committed to run Saudi Intermobility Expo as a socially and environmentally responsible event.

Align your brand to sustainability goals and get benefits such as:

- **Increased brand awareness amongst attendees**
- **Improved brand image and reputation**
- **Brand alignment with environmental causes**
- **Storyline and themed messaging pre/post event**

### SUSTAINABILITY SPONSORSHIP INCLUDES:



Carbon Offset



Renewable Energy



Sustainable Water



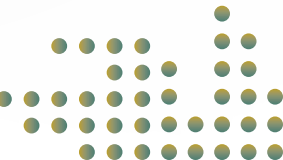
Unique Brand Activation



Mangrove Passport



Health & Well-Being Events





# BE PART OF DRIVING PROGRESS IN MOBILITY AND TRANSPORTATION IN THE REGION

## CONTACT US:

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