



# JOY ENTERTAINMENT INDUSTRY FORUM 2019

KINGDOM OF SAUDI ARABIA  
THE RITZ-CARLTON HOTEL, RIYADH  
13 - 14 OCTOBER 2019

[www.joyforum.com](http://www.joyforum.com)

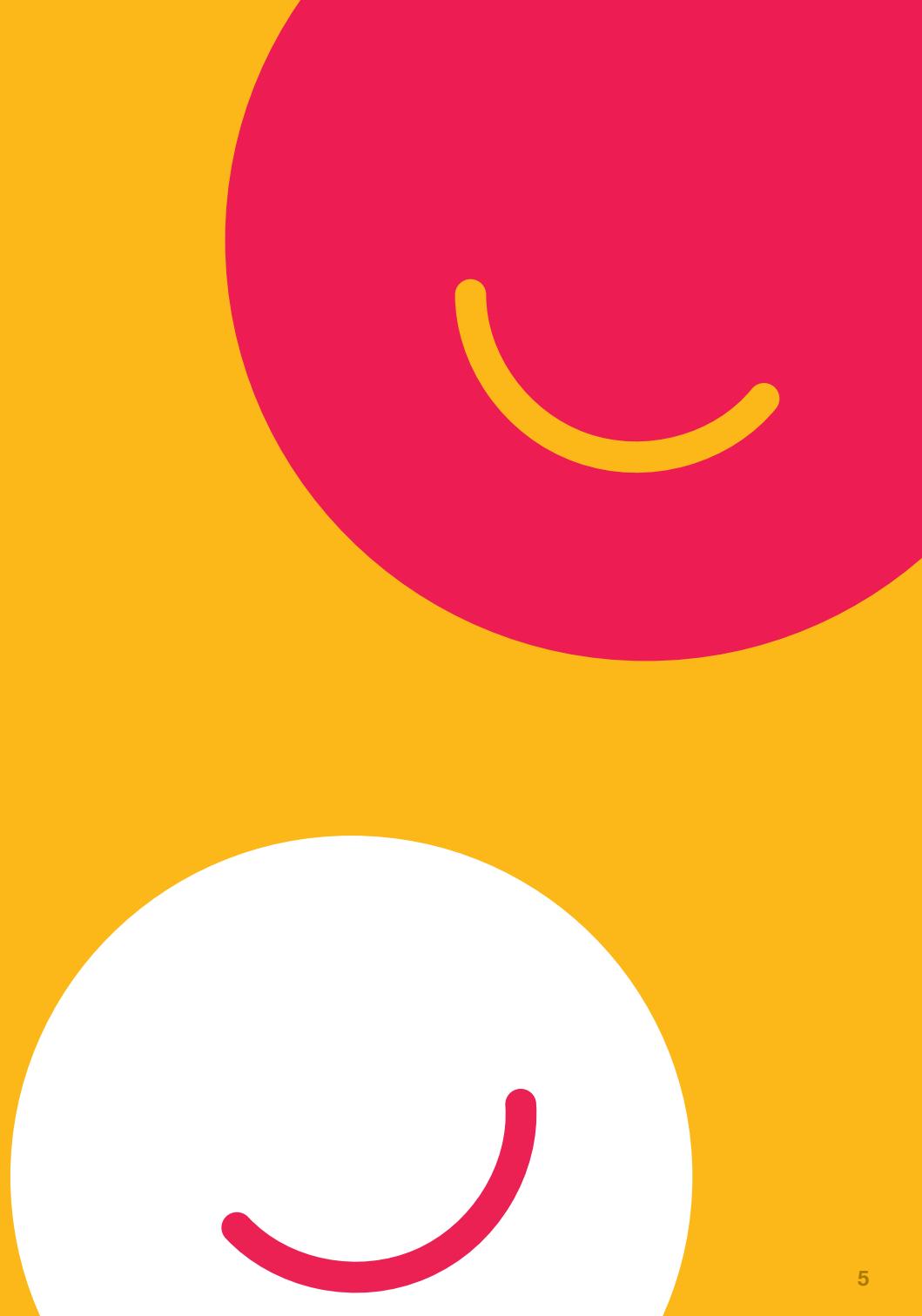
**JOY**  
ENTERTAINMENT  
INDUSTRY FORUM  
مِلْدُود صَنْعَةِ الْفُرْسَةِ  
2019



**FOSTERING  
A JOYFUL CULTURE**

**BUILDING  
A VIBRANT SOCIETY**

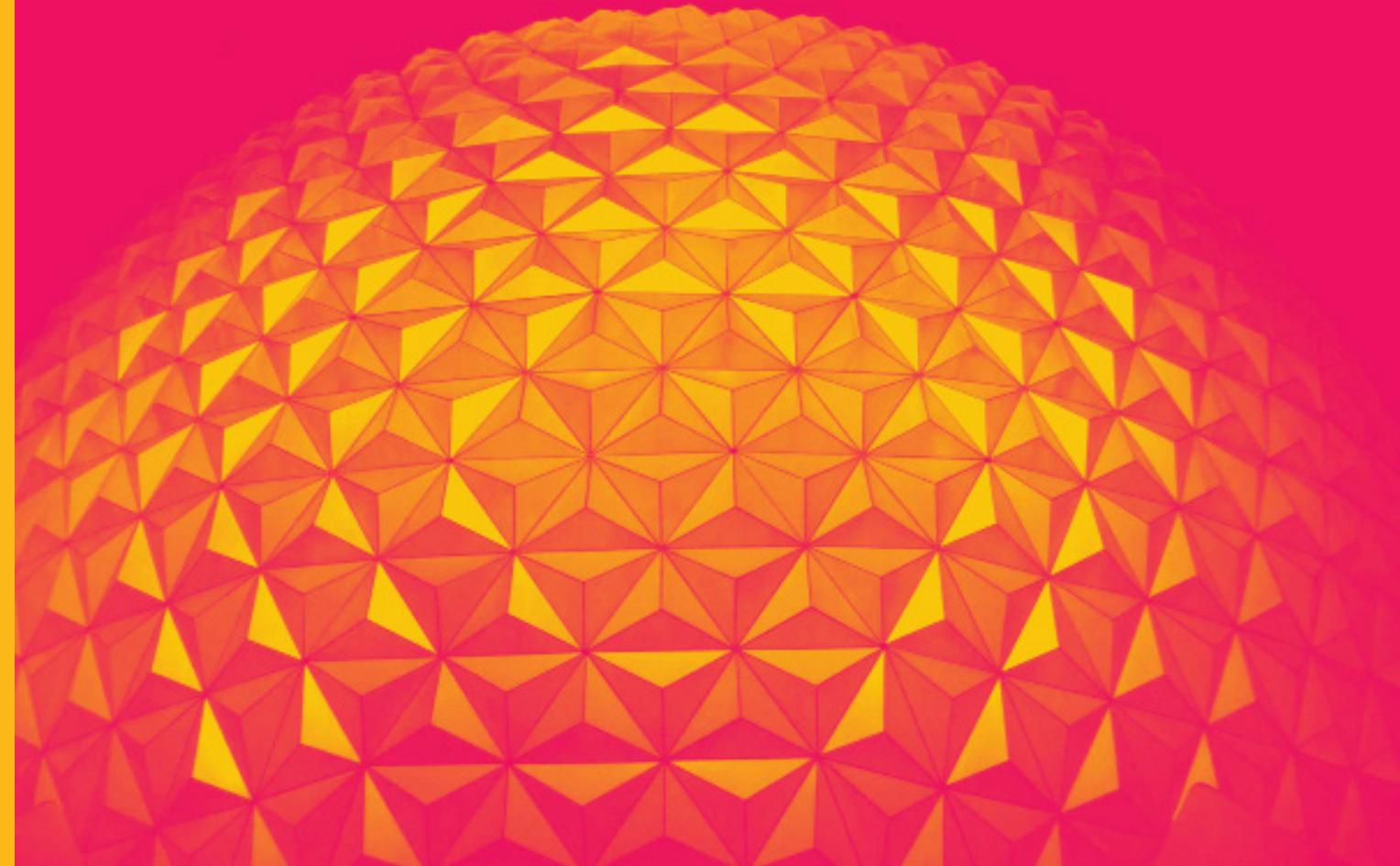
**CREATING  
A NEW ECONOMY**



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# THE CORE OF THE ENTERTAINMENT INDUSTRY



# MESSAGE FROM THE CHAIRMAN

Entertainment, an industry and developmental entity

The entertainment sector is considered as one of the key initiatives of the Kingdoms' vision for the year 2030, initiatives which aim to develop and support this vital sector in cooperation with various governmental and private entities, in accordance with a well-planned strategy aspiring to position entertainment as a key-player in improving the quality of life for the people of the Kingdom.

This promising industry has been formulated to meet the aspirations of the Saudi people in obtaining a good model for modern life, which requires great efforts from the public and private sectors, and opening the horizons of internal and external investment to create a cultivating, recreational and industrial development that enriches human life and opens doors of hope, thus supporting the local economy of Saudi Arabia.

**H.E. TURKI AL SHEIKH**

CHAIRMAN  
GENERAL ENTERTAINEMENT AUTHORITY



# WELCOME TO JOY FORUM 2019

**FOSTERING A JOYFUL CULTURE,  
BUILDING A VIBRANT SOCIETY,  
CREATING A NEW ECONOMY**



Dear Partners,

It is a pleasure to invite you to the annual Entertainment Industry Forum! The forum will take a place in the city of Riyadh on the 13th of October 2019, over a two day period, and will be hosted by The Saudi General Authority of Entertainment (GEA).

On behalf of The Saudi GEA, I would like to invite you all to take an active part in our Forum as part of the exhibition or as sponsoring partners.

One of the major objectives of The Saudi GEA is to enrich people's life, their happiness and wellbeing, diversify and foster entertainment experiences around the Kingdom of Saudi Arabia, as well supporting the local economy, contributing to the development of the gross domestic product, and increasing foreign direct investments in order to create jobs in the entertainment industry.

It has thus become necessary to develop and fortify the ecosystem of entertainment in the land of the flourishing Kingdom through Global Entertainment developers, and by building a culture of entertainment.

Held on the margins of JOY Entertainment Industry Forum 2019 by GEA, this two-day event hosts an Exhibition with global players in the entertainment Sector, a Conference with international experts, Workshops aimed to build new talents and passions and special events awarding celebrities. The forum will be the center of convergence of all entertainment experiences and will shed light on the Kingdom's massive potential to host large entertainment events and global performances that can direct the world's attention to this promising market.

This Exhibition and Sponsoring Brochure contains all the information that you may need for the forum. We encourage you to read it thoroughly, which will help in the preparation of your exhibition stand and will also serve as a source of reference and information.

We look forward to welcoming you at the Joy Entertainment Industry Forum 2019!

Sincerely,

**AMR BANAJA**  
**CEO**  
**GENERAL ENTERTAINMENT AUTHORITY**

A handwritten signature in red ink that reads "Amr Banaja".

# JOY FORUM IN NUMBERS



DAYS  
CONFERENCE



WORKSHOPS



SPECIAL  
EVENTS



INVESTORS



INTERNATIONAL  
EXHIBITORS



INTERNATIONAL  
SPEAKERS



INTERNATIONAL  
EXPERTS



LAUNCHING  
EVENTS

# OUR MISSION

is to provide a first-class global platform for Entertainment leaders to access the entire value-chain of entertainment & events by building strong partnerships necessary to create, develop & invest across all related platforms in Saudi Arabia.



# BE ONE OF THE JOY MAKERS

Discover a rich opportunity to communicate with policy-makers, entertainment developers, show makers, event organizers, investors and to significant technological advances of entertainment technologies.

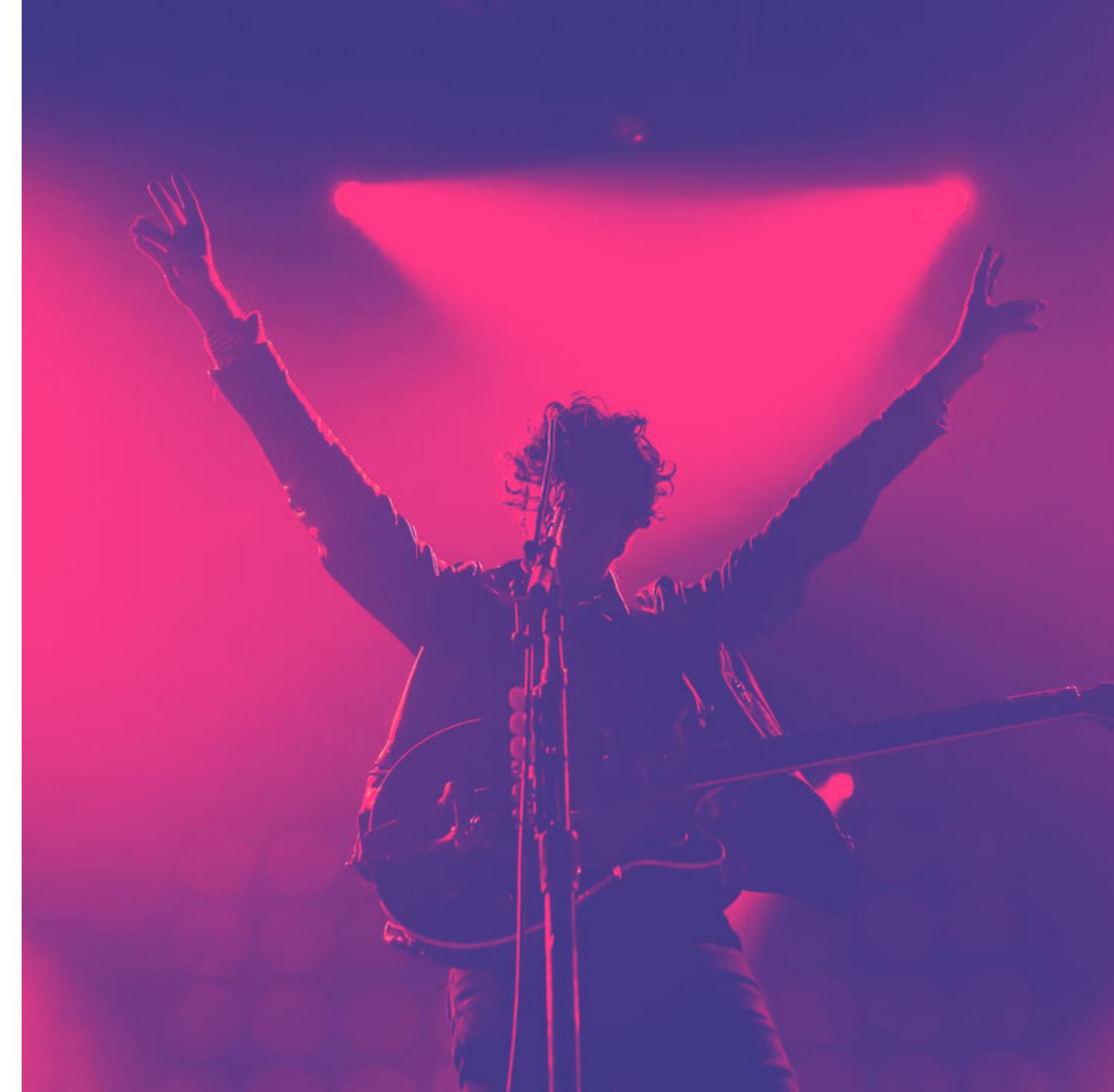
We offer exhibition packages and opportunities tailored to meet your marketing objectives.



# HOW TO GET INVOLVED?

## EXHIBIT AT OUR JOYFUL LAND

Reach new audiences and consolidate existing relationships through the exhibition at Joy Expo 2019. This promises to be a vibrant marketplace located at the heart of JOY Forum.



# **MARKETING & PR**

Joy Forum will be accompanied by intensified media coverage including local, regional and international media as well as social network channels, comprising a comprehensive 360 multi-media marketing campaign. Our marketing campaign and PR efforts will commence 4 months before the event and will draw on the following media:







# LOCATION

Lush with -600 year- old olive trees, landscaped gardens and swaying palms, The Ritz-Carlton Hotel, Riyadh is one of Saudi Arabia's luxury hotels which completely envelopes its discerning guests in majestic surroundings and discreet, attentive service.

Among the most majestic five-star hotels in Saudi Arabia, The Ritz-Carlton, Riyadh, takes guests on a captivating journey throughout its 52 acres of lavishly landscaped gardens, spacious and sumptuous accommodations, fine-dining restaurants and 62,000 square feet of elegant event space

**38 min** from King Khaled international airport  
**15 min** from Riyadh center

## NEARBY HOTELS:

**Marriott Riyadh Diplomatic Quarter**

Distance from Joy Forum: **6 min**

**Courtyard by Marriott Riyadh Diplomatic Quarter**

Distance from Joy Forum: **3 min**

For more information, please visit:  
[joyforum.com](http://joyforum.com)



# JOY SPECIAL EVENTS 2019

## JOY EXCELLENCE AWARD CELEBRATING OUR JOY TO THE WORLD.



13th of October 2019

### ABOUT THE AWARD

In honor of Joy forum 2019, a lavish Gala dinner will be held in a spectacular setting, guests will enjoy a unique international and traditional dinner menu while enjoying an exciting performance program featuring international entertainment shows.

Joy Premium Award is an elegant award based on public opinion, designed to be handed to those who spread the joy and happiness around the world and in our Joyful land of Saudi Arabia.

The award ceremony has a rich presence of international and local media covering & broadcasting the world's celebrities attending & celebrating the award; either as special guests or as award winners.

The ceremony will feature red-carpet moments and a pathway to the delightful ambiance of a charming Gala golden hall.

# GEA CHALLENGE AWARD



## CHALLENGE YOUR TALENT!

14th of October 2019

### ABOUT THE AWARD

GEA Challenge Award will be awarded in collaboration with the national talent discovery program where talents will compete in all the industry's categories.

The winner will be announced & awarded on a special event at the second day of Joy Forum 2019 in the presence of regional & international celebrities and media.



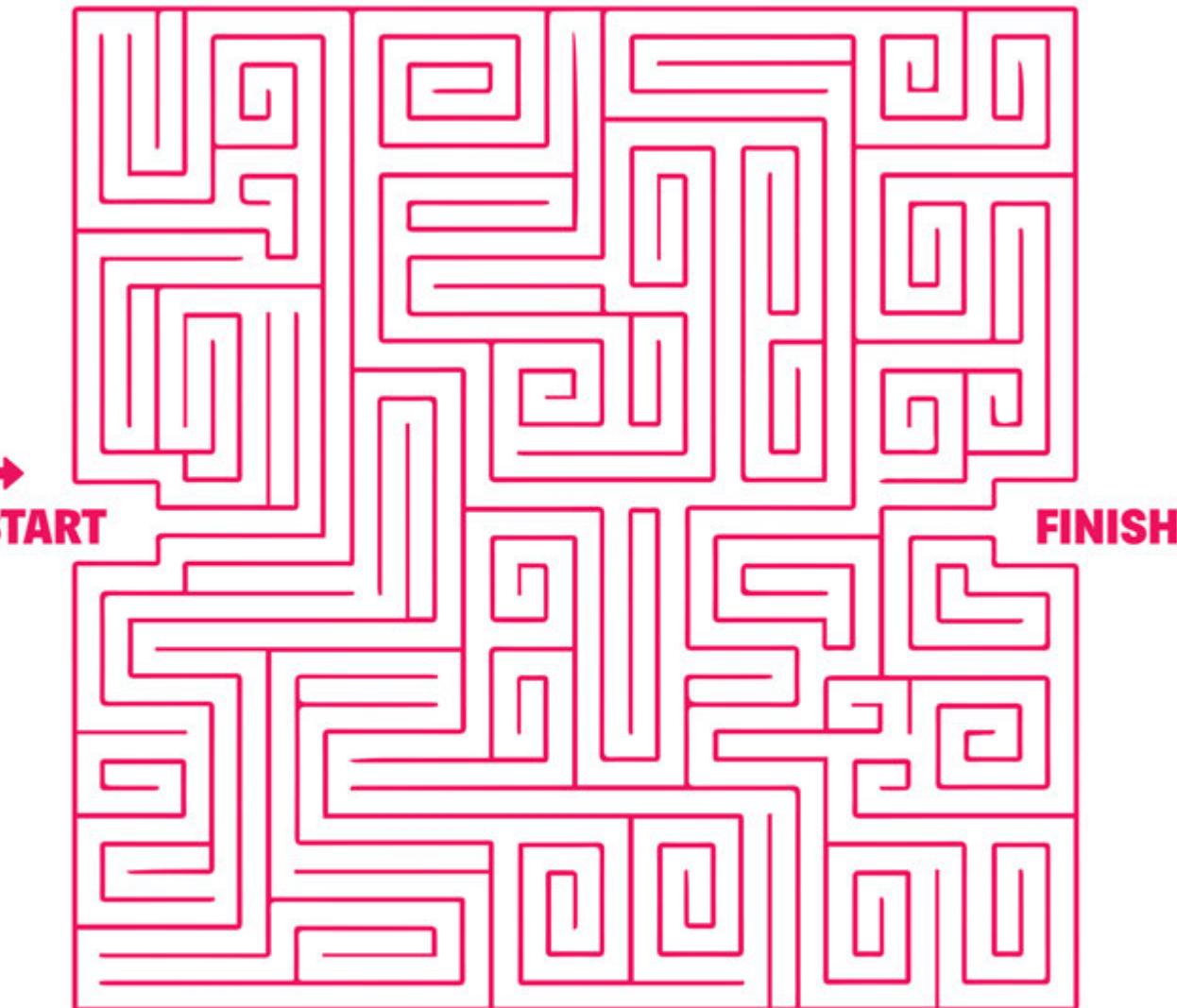
**WHERE  
VISIONS ARE  
ACCOMPLISHED  
AND**

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**MESSAGES  
ARE  
ENABLED**

WHERE  
BUSINESS  
AND  
ENTERTAINMENT  
COLLIDE

PLAY ME:



# **JOY CONFERENCE 2019**

**FOSTERING JOYFUL CULTURE,  
BUILDING JUBILANT SOCIETY**

**FOR INTERNATIONAL LEADERS  
OF THE JOY MAKING**



# OVERVIEW

## JOY CONFERENCE 2019 AIMS AT PRESENTING HIGH QUALITY EXPERIENCED RESULTS SPANNING FROM CONCEPT TO APPLICATIONS, USING CASES AND EXPERIMENTS.

Joy conference is an international platform that will host a multitude of global speakers, experts, and influencers from various knowledge-based entertainment sectors. The conference marks a turning point for the future of entertainment development in Saudi Arabia with an action agenda that provides a variety of topics that span the gamut of international cases studies: entertainment strategy and design, the ability to change, local economy growth, social behaviors and interaction with: innovation & technology, Joy Making, entertainment business model, happiness & wellbeing, making an impact & investment opportunities.

In parallel to its official agenda, the conference also provides a platform to announce new strategy and partnerships in addition to launching new initiatives supporting the development and fortification of the entertainment ecosystem in the Kingdom. These new commitments and initiatives complement the vision and purpose of the Joy Forum 2019.

**We have the collective responsibility to ensure that our global ambition for entertainment development becomes a reality for all.**

This two-day conference offers you the opportunity to build your profile with leaders in international entertainment industries while they debate the extent to which entertainment affects nations, communities and cultures around the world.



## OBJECTIVES

- ✓ To be the recognized international authority on entertainment development & the best practice platform.
- ✓ Build and develop relationships with influential high-level entertainment leaders, business figures and government bodies.
- ✓ Actively promote high standards of ethics and integrity among all stakeholders involved in the development of joy & entertainment worldwide.
- ✓ Maintain and promote the leading position of GEA in the entertainment sectors worldwide.
- ✓ To promote and encourage the development of young professionals in the entertainment & events sectors.
- ✓ Knowledge transfer by observing and discussing up-to-date technologies, market trends, cases & experiments
- ✓ Deliver a focused understanding on all aspects of “Fostering Joyful Culture, Building Jubilant Society”
- ✓ Actively position entertainment as the fastest growing industry in Saudi Arabia by “economic statistics” for the present & future Mega Ventures
- ✓ Put forward Entertainment Infrastructure in relation to the present golden opportunities for global & local investors.

## WHO WILL ATTEND JOY CONFERENCE 2019?

**+1,000 PROFESSIONALS WORKING IN THE ENTERTAINMENT & EVENT SECTORS FROM MORE THAN 15 COUNTRIES**

## AUDIENCE AND PARTICIPANTS

- High-level Ministers and Government Representatives
- VIP Regional Guests
- Delegates of foreign embassies
- Potential International Investors / Private Sector Investors
- International & Local Entertainment agencies and partners
- Development Partners, National and International Event planners, Tourism Councils
- Local Opinion Makers, Celebrities and Social Media influencers
- Brands and Operators, Local Tour Operators, National and International Tourism Agents
- Media Channels (National and International)
- Special VIP Invitees



# TOPICS

## Entertainment & Economy

- Entertainment - Vision of Saudi Arabia 2030
- Diversifying economy
- Achieving economic and social growth
- Entertainment in local economy

## Mega Venture

- Entertainment Ecosystem
- Investment opportunities in Entertainment Sector
- Al Qadiyah - The world's largest entertainment city

## The Joy Makers

- The JOY Makers
- Capturing attentions
- The making of Films
- The making of Live Entertainment
- The making of Video game

## Making an Impact (Tech Talk - Global Experiences)

- Entertainment systems & technology
- Future of Digital Games – eSports
- VR & AR
- Empowering the entertainment industry

## Entertainment, The Ability to Change

- The ability to change
- Enriching people's lives and improving quality of life
- Educational construction and social health

# JOY EXPO 2019

GLOBAL PRESENCE FOR  
A JOYOUS LAND



# OVERVIEW

## JOY EXPO 2019 BRINGS OUT THE BEST OF WHAT THE INDUSTRY HAS TO OFFER FROM AROUND THE GLOBE

### Discover the Endless Opportunities

The Saudi market is a treasure chest of opportunities for entertainment professionals  
JOY EXPO 2019 is the sparkling gem that adds luster, attracting the attention of decision-makers  
that are all ready to give their business the digital edge that will engage and excite their audiences.

### Bringing together leading Joy Makers in the entertainment industry from around the globe,

The Expo is designed to allow the industry leaders to present themselves professionally and effectively and to generate new business relationships, find reliable and highly professional partners who are acquainted with new trends in Show business, Joy & entertainment, technologies, events, concerts and audiovisuals.

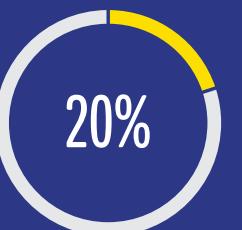
The perfect opportunity to network with those who also believe in the importance of delivering Joy to the world.

Invest in the future of entertainment in KSA

# ATTENDEES PROFILE BY FUNCTION



Event Management & Production



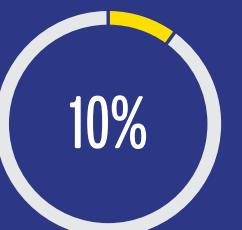
Entertainment providers



Government bodies



Investors



PR & Creative agencies



Mass Media producers

# JOY EXPO 2019 CATEGORIES

## A

Audio Guiding & Interpretation  
Audio Processing  
Audio Systems & Acoustics  
Apps development  
Amusement Parks  
Advertising - Communication  
Advertising - PR & Marketing

## B

Broadcast Equipment- OB -SNG

## C

Cabling, Connectors & Signal Management  
Conferencing & Collaboration  
Content Creation & Management  
Control Systems  
Crowd management

## D

Digital Cinema  
Digital Signage

## E

Event & Entertainment Technology  
Event Management  
Entertainment providers  
Esports

## F

Furniture, Racks, Cases & Mounts  
Film Production

## G

Governmental entities  
Games Production

## H

Health & safety  
Heavy equipment

## I

Image Processing  
Interactive Display  
IP & Network Distribution  
Integrated AV solutions

## L

Large-Scale Display  
Lighting & Lighting Control  
LED & Laser 9 Special Effects  
Logistics & Shipping  
Live event

## M

Media Production

## P

Paging and Evacuation Systems  
Power Conditioning & Management  
Presentation Systems  
Projection Screens  
Projection Systems

## R

Rigging & Staging  
Registration Systems  
Rental Equipment

## S

Security & Access Control  
Show Control  
Show Direction & Design  
Streaming Media  
Simulation System  
Stage & Theater Production  
Stage & Theater Fabrics & Textiles  
Saudi Mega Projects

## T

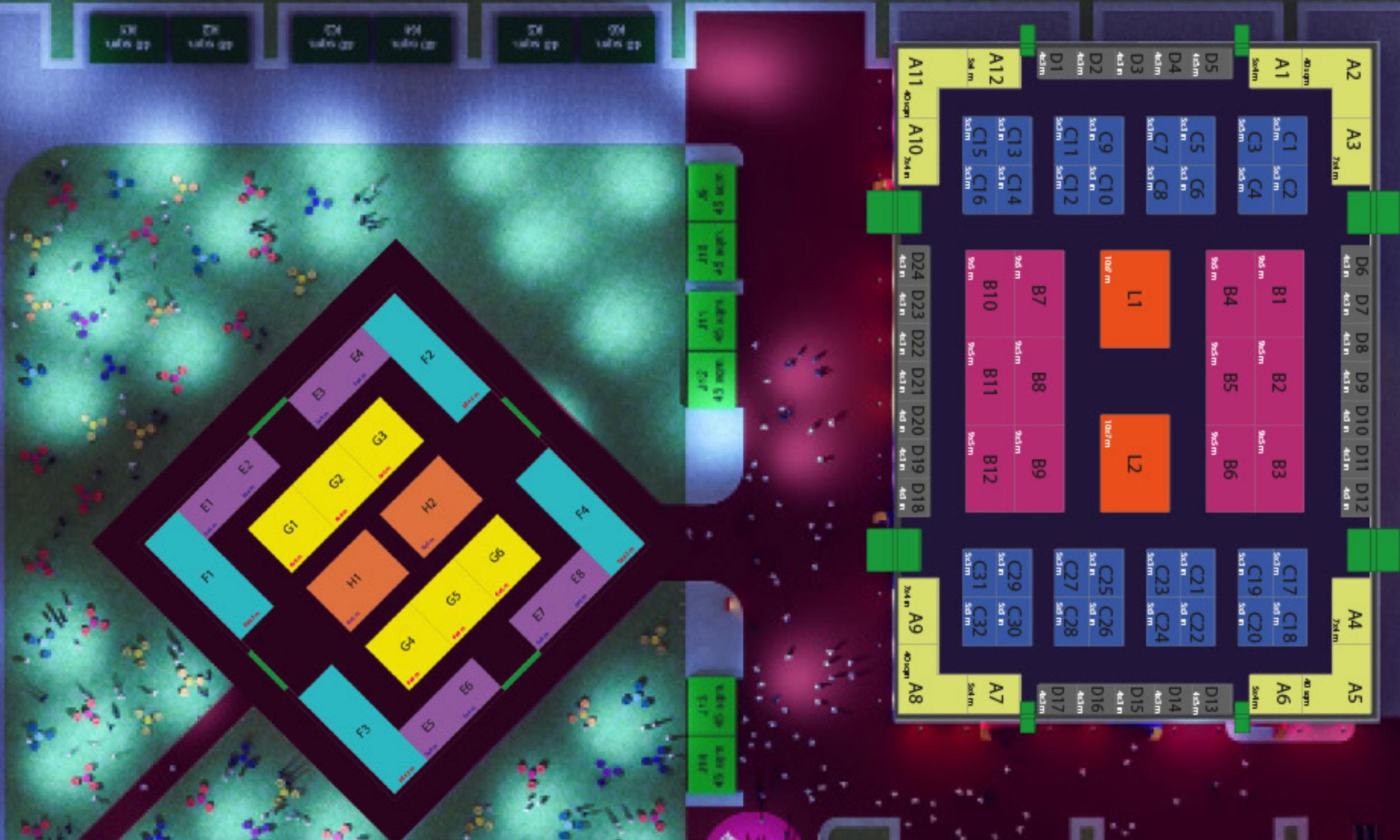
Theme parks  
Trussing & Rigging

## V

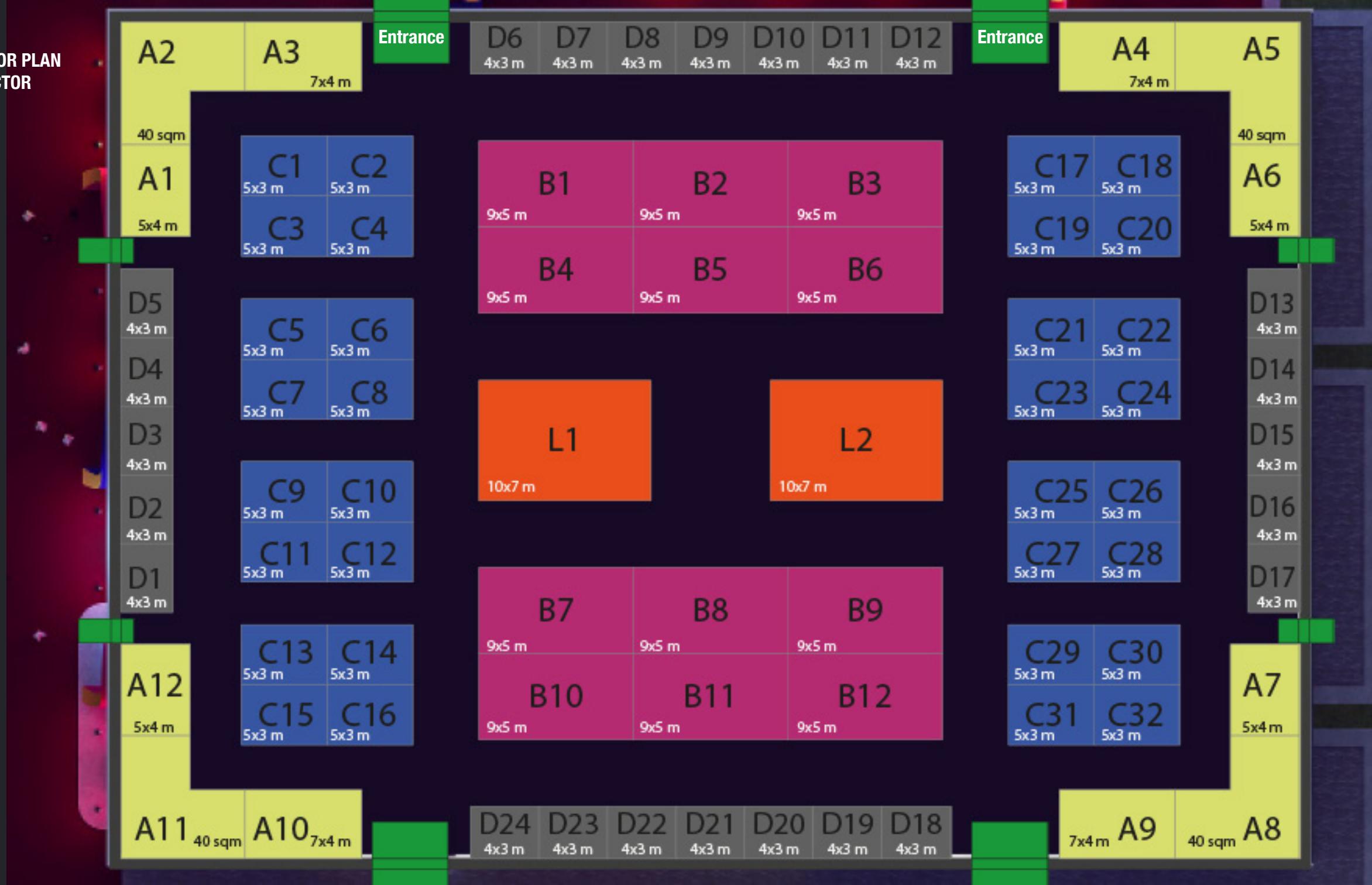
Video Projection & Display  
Virtual Augmented and  
Mixed Reality  
Visual production

## W

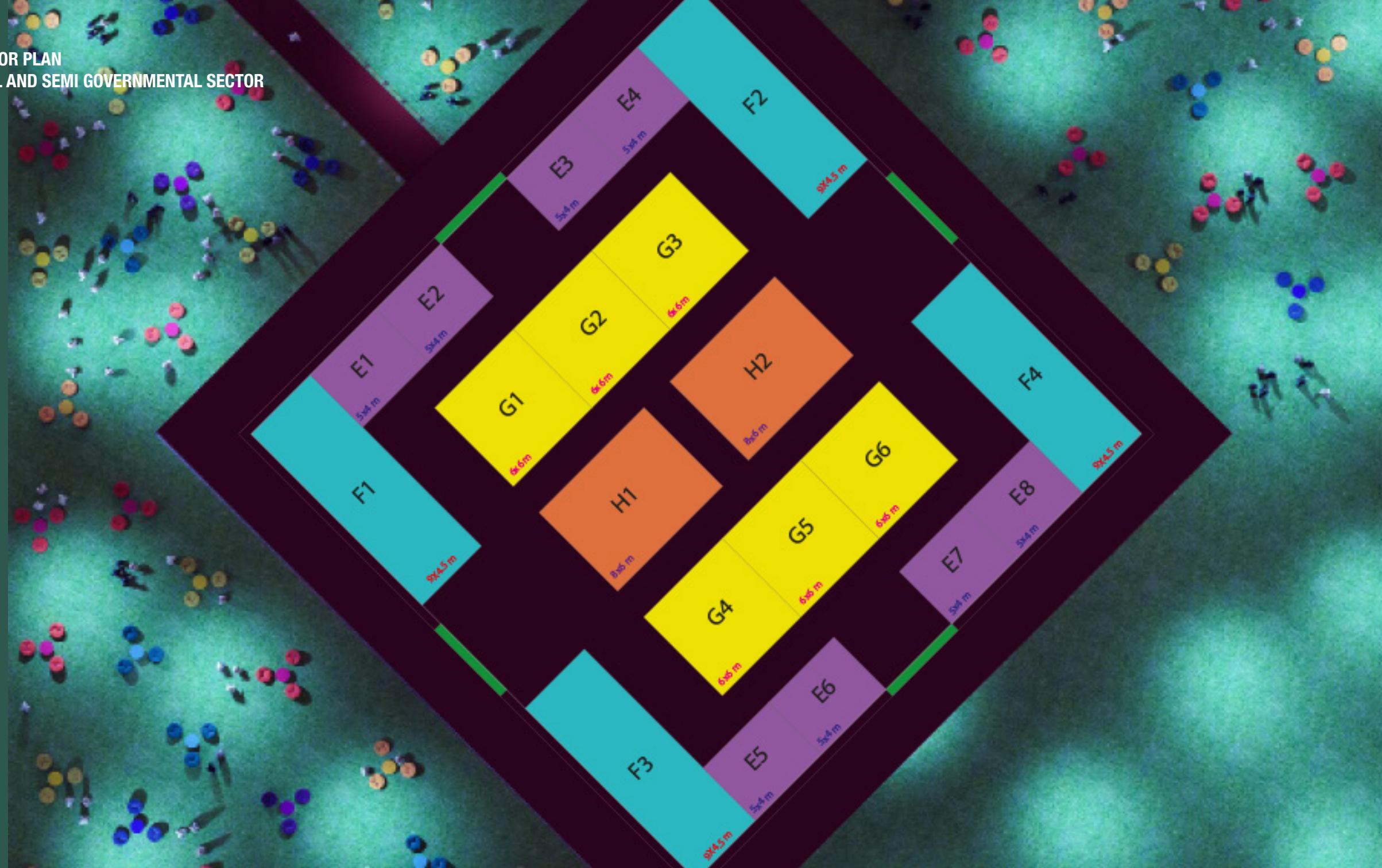
Wireless Communication



EXHIBITION FLOOR PLAN  
CORPORATE SECTOR

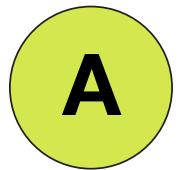


EXHIBITION FLOOR PLAN  
GOVERNMENTAL AND SEMI GOVERNMENTAL SECTOR



## EXHIBITION FLOOR PLAN

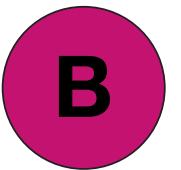
### CORPORATE SECTOR



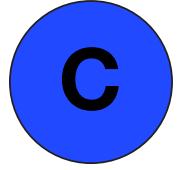
5mx4m = 4 Stand  
40sqm = 4 Stand  
7mx4m = 4 Stand



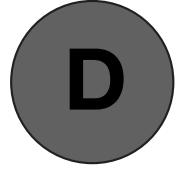
7mx10m = 2 Stand  
70 sqm



9mx5m = 12 Stand  
45 sqm



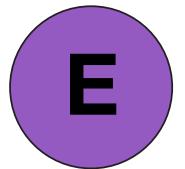
3mx5m = 32 Stand  
15 sqm



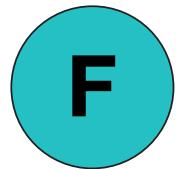
3mx4m = 24 Stand  
12 sqm

## EXHIBITION FLOOR PLAN

### GOVERNMENTAL & SEMI GOVERNMENTAL SECTOR



4mx5m = 12 Stand  
20 sqm



9mx4.5m = 4 Stand  
40.5 sqm



6mx6m = 6 Stand  
36 sqm



6mx8m = 2 Stand  
48 sqm

## EXHIBITION FLOOR PLAN

### OUTDOOR SPACE



5mx6m = 14 Stand  
30 sqm



5mx8m = 6 Stand  
40 sqm



# EXHIBITION SPACE

Join more than 100 other exhibitors in Joy Expo at Ritz Carlton Riyadh, where we create a welcoming atmosphere with a comfortable food and beverage lounge in the heart of the exhibit space. Exhibit types and sizes are varied, with games and other interactive activities situated throughout. This year the Joy Forum has worked to bring exhibit costs down for our partners, without compromising on quality.

JOY ISLAND	JOY SPACE
Built Stand	<u>Includes:</u>
<ul style="list-style-type: none"><li>• Wooden structure (painted in white)</li><li>• Name panel</li><li>• Stand carpet</li><li>• 2 x spot lights</li><li>• 1 x 13amp electrical socket</li><li>• General cleaning of aisles</li><li>• General security</li></ul>	<u>Space Only</u>
JOY ISLAND STANDARD RATE	JOY SPACE STANDARD RATE
<b>US\$ 650 per/sqm</b>	<b>US\$ 350 per/sqm</b>



**JOY  
ISLAND  
BUILT  
STAND**





Logo



Logo

Logo



Logo



Logo

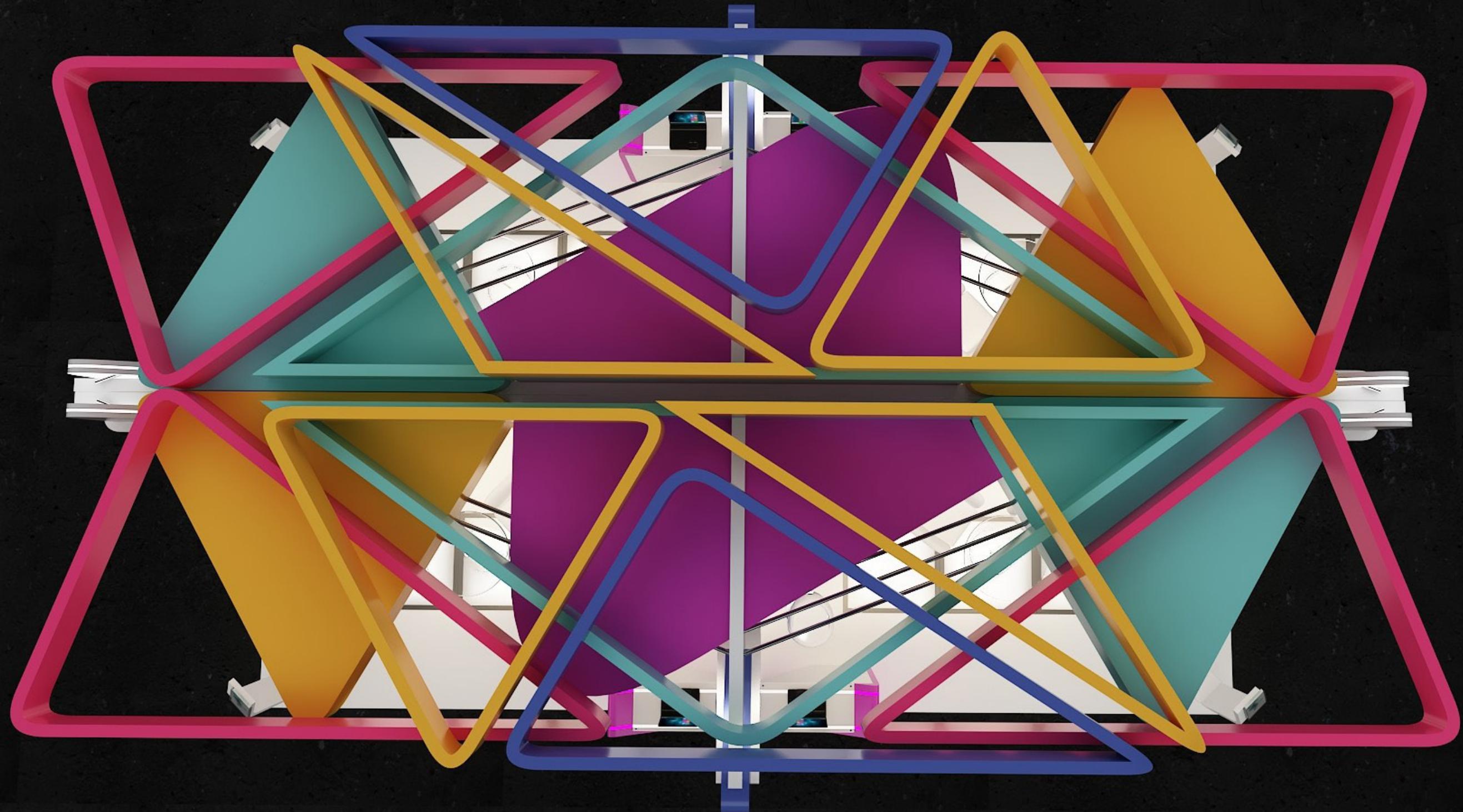




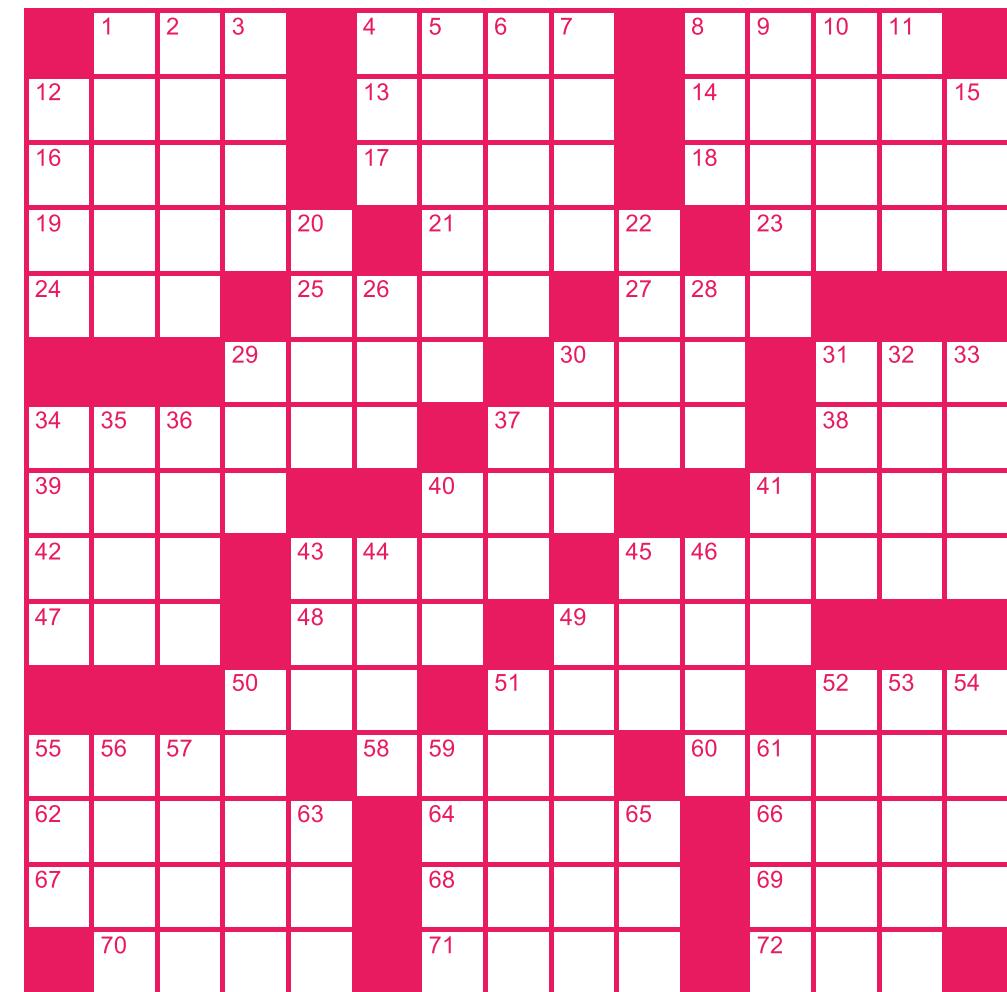








**WHERE  
VISIONS ARE  
ACCOMPLISHED  
AND  
MESSAGES ARE  
ENABLED**



# SHIPPING & LOGISTICS

## Recommended Freight Forwarders & Customs Clearing Agents

- It is the exhibitor's responsibility to ensure that their exhibits are covered by adequate insurance coverage for the shipment, duration of the event, re-packing and re-exporting from the exhibition. It is advised that all exhibitors have valid Inpatient/Outpatient Medical Insurance covering the Middle East.
- Exhibitors are at liberty to choose the below mentioned Freight forwarder who is recommended by the organizers based on his long-lasting reputation and knowledge of local customs laws and procedures. Exhibitors must coordinate directly with the freight Forwarder



**ZIAD ZGHAIB**  
BCC Logistics

Riyadh, Saudi Arabia  
Tel: +966 11 460 2997  
Mobile: +966 533 214969

[ziad.zghaib@bcclogistics.com](mailto:ziad.zghaib@bcclogistics.com)  
[www.bcclogistics.com](http://www.bcclogistics.com)



**KAVITA PRADEEP**  
Site Event Logistics

Dubai, UAE  
Tel: +971 4 370 5568/5533  
Mobile: +971 56 4141 559

[kavita@siteeventlogistics.com](mailto:kavita@siteeventlogistics.com)  
[dean@siteeventlogistics.com](mailto:dean@siteeventlogistics.com)  
[www.siteeventlogistics.com](http://www.siteeventlogistics.com)



**SURESH KUMAR K.S**  
Kerry Logistics Intl (Exhibition Services )

Dubai, UAE  
Tel: +971 4 2995504/ 800KERRY  
Mobile: +971 56 174 1010

[suresh.ks@kerrylogistics.com](mailto:suresh.ks@kerrylogistics.com)  
[www.kerrylogistics.com](http://www.kerrylogistics.com)



**MAKING THE  
KINGDOM OF  
SAUDI ARABIA  
A GLOBAL  
ENTERTAINMENT  
HUB**



# GENERAL TERMS & CONDITIONS

## AGREEMENT

### Space Booking Form:

By submitting the order form incorporating these terms by reference, the Partner accepts General Terms and Conditions, conditions contained in this Sponsorship and Exhibition Brochure.

Only fully completed, signed and stamped order forms will be taken into consideration. Confirmation, in writing, of the allocation of a Sponsorship/Exhibition constitutes the establishment of an agreement between the Partner and Joy Forum 2019. For the avoidance of doubt, the Joy Forum 2019 reserves the right to refuse any application without further explanation.

This Agreement contains the entire understanding between the parties with respect to the Event sponsorship/exhibition benefits and obligations and supersedes all prior oral and written understandings, arrangements and agreements between the parties.

Applications will be processed in order of receipt. Exclusive sponsorship items and exhibition space will be allocated on a first come, first served basis. The Joy Forum 2019 reserves the right to rearrange the floorplan and/or relocate any exhibit without notice.

### Rights and obligations

The Partner is entitled to benefits as listed in the Sponsorship and Exhibition Brochure. The Joy Forum 2019 shall provide the Sponsor benefits (as stated in the Invitation to Sponsor) and organize the Event using reasonable skill and care and will consult with the Partner on aspects of the Event where he deems appropriate.

### Logo and web link.

The Partner is required to submit a web link and a company logo in high-resolution AI or EPS format upon confirmation of allocation of a Sponsorship.

Ad in program book. Strategic Partnership, Diamond, And Gold sponsors will have their ads published in the final program (the position is specified in the Invitation to Sponsor). The Joy Forum 2019 reserves the right to approve or decline any program book ad. Files must be submitted by 15/9/2019.

The Partner shall pay Joy Forum 2019 the total amount invoiced by wire transfer/online transaction to the bank account specified below (unless a different account is mentioned in the invoice). All invoices must be paid in full by the Company within thirty (30) days from the date of issuing of the invoice. In case the event is taking place less than thirty days from the date of invoice, full payment is due immediately.

Account Holder: Al Jouhouzia Al Tamma for Exhibition

Bank Address: Riyad Bank - Ihsa Branch

IBAN: SA5320000002972007819940

BIC Code: RIBLSARI

KSA VAT is applicable to the listed prices for companies from non-KSA countries. All other KSA companies are required to provide their VAT number to be able to use the reverse charge procedure. All rates are payable in USD. Any bank fees incurred must be paid by the Partner. If the Partner fails to make the payment within the time and manner referred to above, the Joy Forum 2019 may, in writing, cancel the partnership.

Intellectual property. Any Event content, including but not limited to photos, videos, slides, or papers shall not be posted or disseminated by the Partner without the express written approval of the Joy Forum 2019.

Cancellation and force majeure. If the Partner cancels the application for a sponsorship package after it has been officially accepted by the Joy Forum 2019, he will be liable to pay the following fees, unless the package cannot be reallocated to another company:

70 % of the total rate, if the cancellation is received in writing until 20/8/2019.

100 % of the total rate, if the cancellation is received in writing after 13/9/2019.

Any refunds will be made after the Event but no later than 13/11/2019. All bank charges resulting from a refund related to the cancellation of sponsorship package/exhibition will be at the charge of the partner.

The Joy Forum 2019 reserves the right to cancel without notice or compensation the Joy Forum 2019 in the event of force majeure (strikes, fires, terrorist attacks, damages or other fatal occurrences). In such case, the Joy Forum 2019 is freed of all responsibility and shall only be obliged to reimburse the payments received subject to deduction of any costs it has incurred in preparing the event.

Date:

Signature and Company Stamp

Please send the completed, signed and stamped Order form incorporating General Terms and Conditions to JOY FORUM (Exhibit@Joyforum.com), the Joy Forum Sponsorship and Exhibition Manager.



**FOR MORE INFORMATION PLEASE CONTACT:**

**Mr. Ahmed Mufti**  
Expo Manager  
+966 50 607 3695  
[exhibit@joyforum.com](mailto:exhibit@joyforum.com)

[www.joyforum.com](http://www.joyforum.com)