



AGI

ALFAISAL GAMING INNOVATION



ALFAISAL UNIVERSITY
RIYADH, SAUDI ARABIA



MAY 3,4,5 2025





Under the patronage of His Royal Highness Prince Faisal bin Bandar bin Sultan Al Saud is the Chairman of the Saudi Esports Federation (SEF) and the Arab Esports Federation

The Event

AGI

ALFAISAL GAMING INNOVATION

Alfaisal Game Innovation Summit (AGIS) aims to drive innovation and collaboration across various industries by showcasing the essential role of gaming as a catalyst for technological transformation. This event is designed to highlight how gaming technology is reshaping sectors such as technology, healthcare, education, and entertainment.

Gaming Verticals

Gaming in tech transformation

R&D and Innovation

Web3, Blockchain & AI in Gaming

Game Development & Design

Business & Investment in Gaming

Immersive Experiences

NATIONAL GAMING & ESPORTS STRATEGY

استراتيجية
قطاع الألعاب والرياضات الإلكترونية



Contributions to NGES



Economic Growth and Investment

By facilitating partnerships and investment opportunities, AGS contributes to the diversification of the national economy through the gaming sector.



Talent Development

Through workshops and networking sessions, AGS cultivates local talent, equipping them with skills to thrive in the global gaming market.



Cultural Leadership

Promoting Saudi cultural narratives within gaming content, AGS enhances the Kingdom's cultural influence on the global stage.

Key Zones

Alfaisal Game Innovation Summit (AGIS) is structured around four immersive zones, each designed to highlight a unique aspect of the gaming ecosystem. From strategic discussions to hands-on learning, each zone offers opportunities for industry professionals, government leaders, and innovators to collaborate and shape the Kingdom's gaming landscape.

gameTALKS



- **Insightful Discussions & Keynotes:** Industry pioneers and government leaders share insights on gaming trends, innovations, and the future of the industry.
- **FOCUS:** Policy, Growth, & Industry Challenges.

metaGAME



- **Cross-Industry Collaboration:** Explores the impact of gaming across sectors difference sectors.
- **THEME:** Industries Revolutionized by Gaming.

masteryLABS



- **Skill Development & Hands-On Learning:** Workshops and consultations led by experts, covering game design, development, and emerging tech like AI and VR.
- **GOAL:** Empowering Saudi Talent for Global Gaming Careers.

gameBIZ



- **Investment & Networking Hub:** Dedicated to business and financial aspects of gaming, featuring an Investors Lounge, Career Expo, and Startup Corner.
- **OBJECTIVE:** Fostering Partnerships & Growth Opportunities.



gameTALKS

GameTALKS brings together top industry leaders from around the world and within Saudi Arabia to deliver powerful keynotes on the most impactful topics in gaming and its impact on tech transformation



- Gaming as a Catalyst for Technological Transformation
- Innovative Game Design & Development for the Future
- Immersive Gaming & the Metaverse
- Gaming for Digital Health & Education
- Web3 Gaming: Decentralized Platforms and the Future of Play-to-Earn
- Business, Economy & Investment in Gaming
- Streaming, Content Creation & Community Engagement
- Ethics, Inclusion & Social Responsibility in Gaming
- Future Innovations & Sustainable Development in Gaming
- Future of Esports and Competitive Gaming

Highlight:

gameTALKS is a leading platform for knowledge exchange, offering attendees strategic insights and connections with influential figures in the gaming industry, including global giants and local innovators.



metaGAME

metaGAME highlights the transformative impact of gaming technology and culture across sectors showcasing its potential for innovation and societal change.



- **Education & E-Learning:** Examining how gamification and interactive learning tools can enhance educational outcomes and engage students in new, meaningful ways.



- **Entertainment, Healthcare, Arts & Culture:** Exploring how gaming drives innovation in education, healthcare, entertainment, and arts & culture. By enabling immersive learning, enhancing patient care, transforming storytelling, and fostering creative expression, gaming demonstrates its potential as a powerful tool for cross-industry digital transformation



- **Tourism & Heritage Preservation:** Utilizing augmented and virtual reality to create interactive experiences that bring Saudi Arabia's cultural heritage to life for both residents and tourists.



- **Corporate Training & Simulations:** Practical uses of gaming in corporate settings, where simulations and gamified training enhance skill development and workforce efficiency.

Highlight:

METAgame emphasizes gaming's role in innovation, driving future industries and establishing Saudi Arabia as a leader in digital transformation.



masteryLABS

masteryLABS is a practical learning space offering hands-on workshops led by industry experts, aimed at equipping Saudi talent and gaming professionals with essential skills for success in the global gaming industry.



KEY WORKSHOP AREAS:

- **Game Design & Storytelling:** Crafting compelling narratives, character development, and interactive storytelling techniques to enrich gaming experiences.
- **Game Development (Unreal Engine, Unity):** Sessions on popular game engines, with practical guidance on creating high-quality, immersive games.
- **AI, VR, & AR Integration:** Understanding how to incorporate AI, virtual reality, and augmented reality into game development, expanding the boundaries of immersive play.
- **Blockchain & Web3 in Gaming:** Workshops on integrating blockchain technology, NFTs, and decentralized economies within games, preparing participants for Web3 advancements.
- **Esports Management & Event Planning:** Practical insights into managing competitive gaming events, team building, and esports logistics.
- **Streaming & Content Creation Tools:** Hands-on training in the latest streaming platforms, content creation software, and engagement strategies for aspiring influencers and creators.

Highlight:

masteryLABS empowers attendees to gain essential skills and industry-relevant knowledge, preparing them to contribute to Saudi Arabia's growing role in the global gaming landscape.



gameBIZ

gameBIZ is a business-focused area that promotes partnerships, investment opportunities, and networking. It connects investors, entrepreneurs, and industry leaders to explore the financial potential of gaming in Saudi Arabia and beyond.



- **Investors Lounge:** A dedicated Lounge where venture capitalists, angel investors, and corporate sponsors can connect with promising startups and established gaming companies.



- **Startup Corner:** A showcase for emerging gaming startups to present their innovations, pitch to investors, and receive mentorship from industry veterans.



- **Career Expo:** A job fair and career development space, where leading gaming companies and government entities offer opportunities to Saudi talent and facilitate networking for career advancement.



- **B2B Networking Sessions:** Facilitated meetings for corporate and government stakeholders to explore strategic partnerships, joint ventures, and expansion opportunities.

Highlight:

gameBIZ is key to economic impact, connecting businesses and investors to promote growth and innovation, supporting Saudi Arabia's goal of becoming a global gaming hub.

SPONSORSHIP PACKAGES



Visionary Sponsor **SAR 1,000,000**

- Prime logo placement on the main stage, event banners, and digital platforms.
- Exclusive keynote speaking opportunity.
- Premium exhibition booth.
- 10 VIP passes with access to networking events and private sessions.
- Featured in all press releases and promotional campaigns.
- Custom engagement opportunities (e.g., hosting a dedicated workshop or panel).



Industry Partner **SAR 500,000**

- Prominent logo placement on the main stage, event banners, and digital platforms.
- Speaking opportunity in a high-visibility session.
- Premium exhibition booth.
- 5 VIP passes with access to networking events and private sessions.
- Featured in all press releases and promotional campaigns.
- Opportunity to sponsor a specific event segment or activity (e.g., game jam, workshop).



Innovation Partner **SAR 250,000**

- Logo placement on the main stage, event banners, and digital platforms.
- Speaking opportunity in a breakout session.
- Executive exhibition booth.
- 3 VIP passes with access to networking events and private sessions.
- Featured in all press releases and promotional campaigns.
- Opportunity to sponsor community engagement activities or networking sessions.



Diamonds Sponsor **SAR 100,000**

- Logo placement at event locations and on marketing materials.
- Speaking opportunity in a breakout session.
- Executive exhibition booth.
- 10 Sponsor passes.
- Recognition in event press releases.



Gold Sponsor **SAR 75,000**

- Logo placement at event locations and on marketing materials.
- Speaking opportunity in a breakout session.
- Standard exhibition booth.
- 5 Sponsor passes.
- Recognition in event press releases.



Silver Sponsor **SAR 50,000**

- Logo inclusion on selected event materials.
- Mention in the event program.
- Standard exhibition booth.
- 3 Sponsor passes.
- Recognition on the event website.



EXHIBITOR PACKAGES



Premium Booth Package ***SAR 120,000***

- Prime location near high-traffic areas (main stage and VIP lounge).
- Booth Size: 40 sqm, fully customizable.
- Inclusions:
 - Interactive display screens and premium furnishings.
 - Prominent logo placement on event materials and website.
 - Passes: 3 VIP and 5 Exhibitor passes.
 - Dedicated social media mention and feature in the event app.



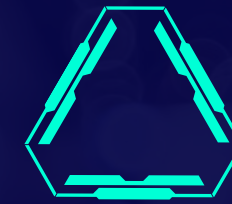
Executive Booth Package ***SAR 85,000***

- Prime location near high-traffic areas (main stage and VIP lounge).
- Booth Size: 25 sqm, customizable.
- Inclusions:
 - Standard display with sleek furnishings.
 - Logo on event materials and website.
 - Passes: 1 VIP and 4 Exhibitor passes.
 - Mention in event-wide sponsor recognition.



Standard Booth Package ***SAR 50,000***

- Positioned in active zones.
- Booth Size: 15 sqm, semi-customizable.
- Inclusions:
 - Branded booth with basic display.
 - Logo listed on the event website.
 - Exhibitor Passes: 2 passes.



Startup Booth Package ***SAR 35,000***

- Located in Startup Corner or Career Expo.
- Booth Size: 8 sqm, basic layout.
- Inclusions:
 - Standard branded booth setup.
 - Logo listed as an exhibitor on the event website.
 - Exhibitor Passes: 2 passes.

CONTACT US

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