



MERATH

MIDDLE EAST MUSEUM
AND HERITAGE EXPO

**MEET THE FUTURE
OF SAUDI HERITAGE**

SALES BROCHURE

Organized by:
dmg::events

**1 - 3 June 2027
Riyadh Front Exhibition
& Conference Center**





BRIDGING PAST, PRESENT, AND FUTURE IN SAUDI ARABIA

Immerse yourself in a unique fusion of history, culture and experience at **Merath Expo**.

At **Merath Expo**, we go beyond conventional exhibitions, leveraging strong relationships with key entities shaping the cultural landscape of Saudi Arabia. Our strategic alignment with Vision 2030 sets the stage for unprecedented opportunities in the realm of museum and heritage development.

We offer more than just a head start – we provide a proven database, a strategic advantage, and a legacy of exceptional events within the dmj events family. As pioneers of an annual exhibition, we invite you to be part of Saudi Arabia's cultural evolution.

Join us at **Merath Expo** and unlock a world of possibilities in the heart of Saudi Arabia's vibrant cultural scene. Let's shape the future together!

WHY SAUDI ARABIA?

Museums:

Saudi Arabia's **200+ museums**, a blend of government and private institutions, vividly display the Kingdom's rich history, culture, and heritage.

UNESCO World Heritage Sites:

The Kingdom boasts **7 UNESCO World Heritage Sites**, including Al-Ahsa Oasis, Diriyah, and the rock art of the Hail Region, reflecting its global significance in cultural heritage.

Visitors:

Over 1 million visitors annually, highlighting the public's interest in cultural and historical exhibits.



Saudi Arabia's rich cultural legacy and Vision 2030 initiatives make it an ideal destination for Merath Expo, attracting heritage and museum professionals from around the world.

8.7%	VS	3.30%
Expected Industry Growth		Global Sector Growth By 2026

Cultural Heritage Projects:

Saudi Vision 2030 plans to establish **16 new museums by 2030**, alongside the Al-Ula project preserving **200,000** years of human history in a **22,000** square kilometer open-air museum.

Archaeological Sites:

Saudi Arabia has over **10,000 registered archaeological sites**, making it a treasure trove for historians and archaeologists.

Heritage and Cultural Investment:

Under Vision 2030, Saudi Arabia plans to increase cultural expenditure to **SAR 8 billion (approximately \$2.13 billion) by 2026**. The Kingdom has launched the Saudi Museums Commission, which aims to develop the country's museum sector, with a vision of a global cultural hub.



WHAT TO EXPECT AT MERATH 2027

Networking



EVENTS

Exhibitors



100+

Summit



1

Marketing Reach



4M

Visitors



3,000+

MERATH - Heritage and Museum Expo connects the owners, investors, designers, and builders of both new and existing heritage sites and museums with the products and services needed to run them successfully.

SHOWCASE YOUR PRODUCTS

- Museum interior architecture and exhibition design
- Project and design services
- Visual media, technology, and virtual reality in museums
- Mobile museum applications
- Lighting, security, and door entry systems
- Furniture, furnishings, and building infrastructure
- Mechanical and technical services and equipment
- Cultural tourism and national development agencies
- Historical areas, national parks, and NGOs
- Cultural tourism organizations and travel agencies
- Museology and museum technologies

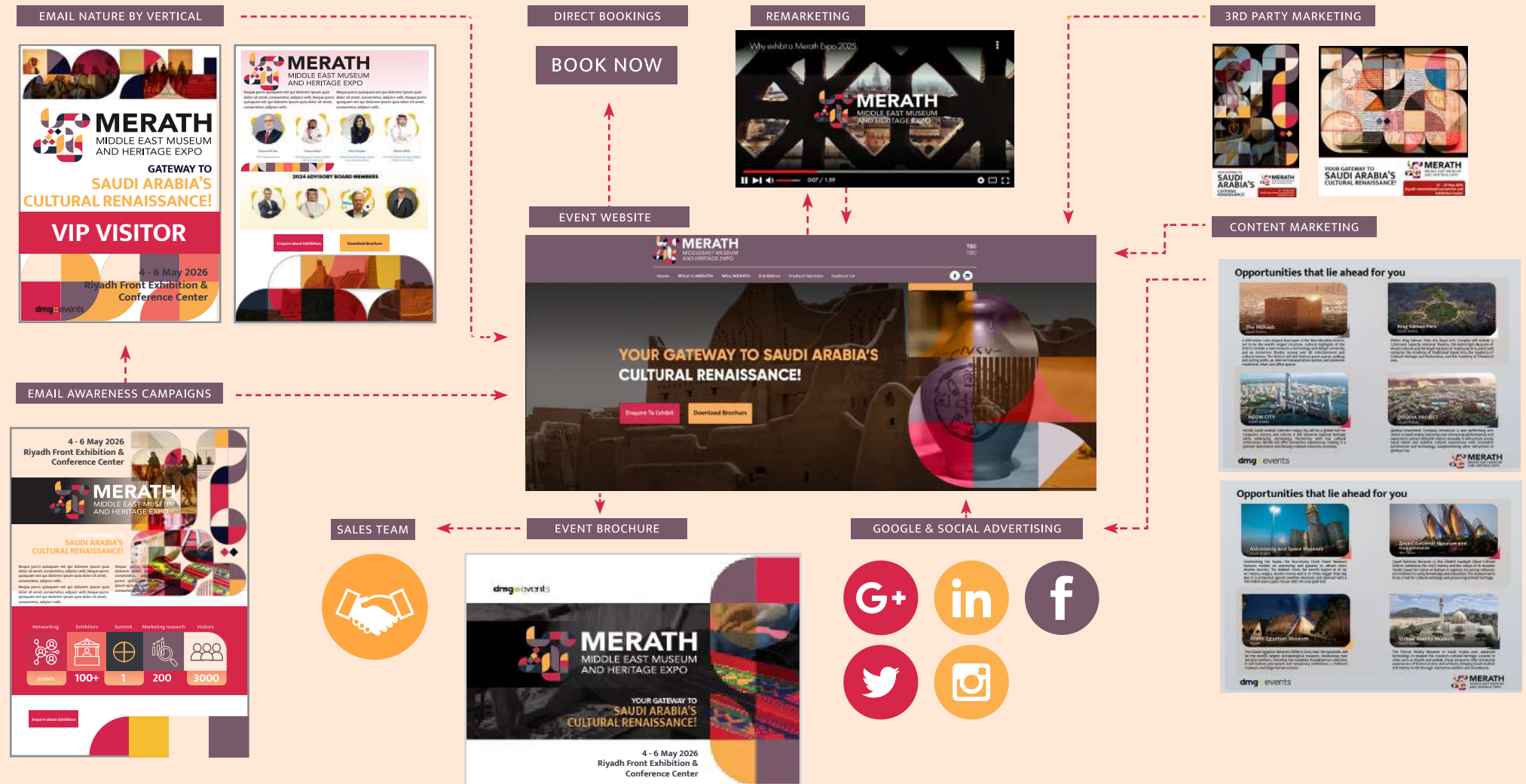




8 REASONS WHY THIS IS A GREAT MARKETING OPPORTUNITY

1. Showcase your brand to thousands of decision-makers from the museum and heritage culture industry.
2. Establish and solidify your leadership in the thriving Saudi Arabian market.
3. Engage and collaborate with top companies in the regional museum and heritage sector.
4. Unveil new products, initiatives, and segments to a targeted audience.
5. Explore fresh market opportunities, with a special focus on geographic expansion.
6. Drive marketing, prospecting, and sales efforts.
7. Forge valuable partnerships and collaborations.
8. Accelerate the growth of your sales leads database.

POWERFUL MARKETING CAMPAIGN TO ATTRACT THE RIGHT AUDIENCE



CHOOSE YOUR STAND PACKAGE

Space Only:

US\$459 (PER SQM)

- › Marketing Package
- › Exhibition Insurance
- › Lead Retrieval App
- › Empty space to build on to



Shell Scheme package:

US\$529 (PER SQM)

- › Stand Walls (Aluminum Connectors)
- › Fascia with company name
- › Carpet
- › Lights
- › Electricity
- › Marketing Package
- › Exhibition Insurance
- › Lead Retrieval App



Traditional Shell Scheme package:

US\$569 (PER SQM)

- › Upgraded stand walls (wooden frame)
- › Fascia with company name
- › Carpet
- › Lights
- › Electricity
- › Marketing Package
- › Exhibition Insurance
- › Lead Retrieval App



OPPORTUNITIES THAT LIE AHEAD FOR YOU



Astronomy and Space Museum
Saudi Arabia

Overlooking the Kaaba, the four-storey Clock Tower Museum features models on astronomy and galaxies to attract more Muslim tourists. The Makkah Clock, the world's largest at 43 by 43 meters, weighs 36,000 tonnes and is 35 times bigger than Big Ben. It is protected against weather elements and adorned with a 100-million-piece glass mosaic with 24-carat gold leaf.



Zayed National Museum and Guggenheim
Abu Dhabi

Zayed National Museum in Abu Dhabi's Saadiyat Island Cultural District celebrates the UAE's history and the values of its founder, Sheikh Zayed bin Sultan Al Nahyan. It explores his lasting influence, commitment to unity, knowledge, and education. The museum aims to be a hub for cultural exchange and preserving Emirati heritage.



Grand Egyptian Museum
Egypt

The Grand Egyptian Museum (GEM) in Giza, near the pyramids, will be the world's largest archaeological museum, showcasing over 100,000 artifacts, including the complete Tutankhamun collection. It will feature permanent and temporary exhibitions, a children's museum, and large-format screens.



Virtual Reality Museum
Saudi Arabia

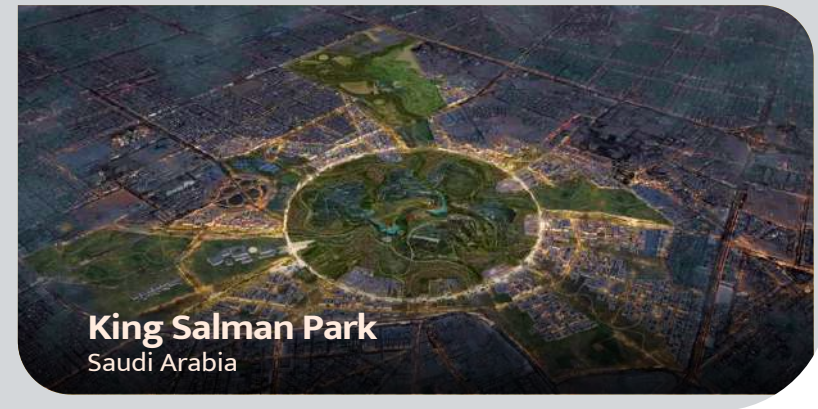
The Virtual Reality Museum in Saudi Arabia uses advanced technology to explore the country's cultural heritage. Located in cities such as Riyadh and Jeddah, these museums offer immersive experiences of historical sites and artifacts, bringing Saudi Arabia's rich history to life through interactive exhibits and simulations.

OPPORTUNITIES THAT LIE AHEAD FOR YOU



The Mukaab
Saudi Arabia

A 400-meter cube-shaped skyscraper in the New Murabba district, set to be the world's largest structure. Cultural highlights of the district include a new museum, a technology and design university, and an immersive theater among over 80 entertainment and cultural venues. The district will also feature green spaces, walking and cycling paths, an internal transportation system, and extensive residential, retail, and office spaces.



King Salman Park
Saudi Arabia

Within King Salman Park, the Royal Arts Complex will include a 2,300-seat capacity National Theatre, 110-metre-high Museum of World Cultures and the Royal Institute of Traditional Arts, which will comprise the Academy of Traditional Visual Arts, the Academy of Cultural Heritage and Restoration, and the Academy of Theatrical Arts.



NEOM CITY
Saudi Arabia

NEOM, Saudi Arabia's futuristic mega-city, will be a global hub for museums, history, and culture. It will preserve regional heritage while embracing technology. Partnering with top cultural institutions, NEOM will offer immersive experiences, making it a premier destination and driving a vibrant economy.



QIDDIYA PROJECT
Saudi Arabia

Qiddiya Investment Company introduces a new performing arts center in Saudi Arabia, featuring over 260 annual performances and expected to attract 800,000 visitors annually. It will nurture young Saudi talent and redefine cultural experiences with innovative architecture and technology, complementing other attractions in Qiddiya City.

AN EXPERIENCED ORGANIZER YOU CAN TRUST **dmg::events**

Headquartered in Dubai, UAE since 1989, **dmg events** is an international exhibitions and publishing company with operations in Saudi Arabia, Egypt, Singapore, Canada, South Africa, and the UK. Each year, we attract more than 400,000 attendees to our portfolio of 84 exhibitions.

Since 2011, we've been actively involved in organizing business-to-business events in Saudi Arabia, witnessing the country's remarkable growth firsthand. With a focus on driving growth and fostering business connections, our portfolio has grown to over 30 large-scale exhibitions.

With offices in 13 cities worldwide, including Riyadh and Jeddah, our reach bridges international interest with local demand.

Our 300-member team nurtures professional communities across industries including Construction, Energy, Entertainment, Food & Beverage, Hospitality, Industrial, Infrastructure, Interiors, Light & Sound, Manufacturing, and Supply Chain.

Strategically aligned with the Kingdom's economic vision and supported by government and industry associations, our events serve as vital platforms for collaboration, supply chain integration, and long-term sector development.



Our rapidly growing portfolio of Saudi events





CONTACT US



Sarkis Kahwajian
Associate Vice President
+971 4 445 3671
+971 56 174 7528



Mohammed Faisal
Event Director
+971 4 445 3606
+971 56 534 5871
sales@merathexpo.com



Nermeen Agha
Event Manager
+966 560813306
sales@saudientertainmentexpo.com



Sneha Changroth
Sales Manager
+971 50 194 1329
sales@merathexpo.com



Jood Alghamdi
Sales executive
+966 112 665 407
sales@merathexpo.com



Clarence Ndlovu
Senior Marketing Manager
marketing@merathexpo.com



Kim Pillay
Senior Marketing Executive
marketing@merathexpo.com



www.merathexpo.com

Organized by:
dmg::events