

THE PREMIER RETAIL & LEISURE DEAL-MAKING FORUM FOR THE MENA REGION

HEADLINE PARTNER:



4 - 6 FEBRUARY 2024 | RIYADH, SAUDI ARABIA

# Partnership Opportunities



Connect | Explore | Develop

[www.rliconnect.com/mena](http://www.rliconnect.com/mena)

LIFESTYLE PARTNER:



TRADE & INVESTMENT PARTNER:



Department for  
Business & Trade



# Bringing the World of Retail & Leisure to the MENA Region

## Partnership Opportunities

**R**LI Connect MENA, the region's only dedicated Deal-Making event in Association with 'Headline Partner', Diriyah Company and 'Trade & Investment Partner', the UK's Department for Business and Trade and 'Lifestyle Partner', Apparel Group, will continue to bring together the world of retail and leisure, as it takes its renowned event to Riyadh 4-6 February 2024 attracting regional shopping centre investors, mall developers and franchise partners eager to connect with international brands to feed their potentially lucrative markets – markets that offer great opportunities for these brands to achieve levels of recognition and respect that may even exceed those in their home markets. Throughout the Middle East & North Africa, there is an ocean of untapped potential that needs to be explored and RLI Connect MENA will also assist those emerging and home-grown brands that are looking to explore the significant opportunities that the region offers.

### WHY PARTNER WITH RLI CONNECT MENA?

RLI Connect MENA will provide limited and exclusive partner opportunities and we will work with you in the lead up to the event to heighten your profile throughout the region.

**EXPOSURE** - Benefit from high-profile branding to the retail and leisure industry before, during and after the event.

**NETWORKING** - Meet major players and decision-makers within some of the world's leading organisations.

**CREDIBILITY** - Increase your standing through association with the world's only global retail and leisure magazine - and the leading industry Deal-Making event.

**OPPORTUNITY** - Create new business opportunities through high-profile brand presence among current and potential customers.

**COVERAGE** - Gain valuable coverage in RLI through event-related advertising and branding, editorial commentary, supplements and post-event write-ups.

**KNOWLEDGE** - Educate a highly influential audience of retailers, leisure operators, developers and management companies about yourselves.

### BENEFITS

This landmark event will offer a select number of organisations the opportunity to share in the success of the event brand both pre and post-event, as RLI Connect maintains its successful relationship with our partners.

### ADDITIONAL BENEFITS

Personal introductions to Retailers, Entertainment, Leisure and F&B Operators, Franchise Partners, Developers and Shopping Centre Owners.

### PLATINUM PARTNERSHIP (Exclusive to one company)

- An email shot to RLI's 85,000 named database announcing you as our Platinum Partner
- Your logo to appear on the RLI Connect MENA website in a prime position
- Your logo to appear in a full page advertisement in each issue of RLI leading up to the event
- Logos and branding on all marketing collateral including pre-event emailing and marketing within the RLI magazine, on the RLI Connect MENA website and on delegate booking forms
- Company profile on the RLI Connect MENA website and credits in all editorial coverage in RLI magazine
- Email shots to database at least once every three weeks
- High profile exposure and branding throughout the Deal-Making event, including logo on delegate badges and lanyards
- Two-page Profile in the February issue of RLI to be on show at and distributed throughout the event
- A4 Advertisement within the February Issue of RLI to be on show at and distributed throughout the event
- A4 Advertisement with adjacent page profile in the RLI Connect MENA Brochure
- Logo on event banners and sponsor boards
- One Deal-Making package in premium location for up to ten delegates (visit [rliconnect.com/mena/developersinfo](http://rliconnect.com/mena/developersinfo) for full details of inclusion)
- Video loop in Networking Lounge
- The opportunity to distribute corporate literature and/or event gifts to delegates
- Ten invitations to the VIP Networking Reception
- Opportunity to attend the Retail Safari
- Full list of guests/attendees
- Table of ten close to the stage at the inaugural RLI MENA Awards on the 7 February

**COST: £50,000**

### GOLD PARTNERSHIP

- An email shot to RLI's 85,000 named database announcing you as our Gold Partner
- Your logo to appear in a full page advertisement in each issue of RLI leading up to the event
- Logos and branding on all marketing collateral including pre-event emailing and marketing within the RLI magazine, on the RLI Connect MENA website and on delegate booking forms
- Company profile on the RLI Connect MENA website and credits in all editorial coverage in RLI magazine
- Email shots to database at least once every three weeks
- High profile exposure and branding throughout the Deal-Making event, including logo on delegate badges and lanyards
- Two-page Profile in the February issue of RLI to be on show at and distributed throughout the event
- A4 Advertisement with adjacent page profile in the RLI Connect MENA Brochure
- Logo on event banners and sponsor boards
- One Deal-Making package in premium location for up to seven delegates
- Video loop in Networking Lounge
- The opportunity to distribute corporate literature and/or event gifts to delegates
- Seven invitations to the VIP Networking Reception
- Opportunity to attend the Retail Safari
- Full list of guests/attendees
- Table of ten close to the stage at the inaugural RLI MENA Awards on the 7 February

**Cost: £40,000**

### SILVER PARTNERSHIP

- An email shot to RLI's 85,000 named database announcing you as our Silver Partner
- Your logo to appear in a full page advertisement in each issue of RLI leading up to the event
- Logos and branding on all marketing collateral including pre-event emailing and marketing within the RLI magazine, on the RLI Connect MENA website and on delegate booking forms
- Company profile on the RLI Connect MENA website and credits in all editorial coverage in RLI magazine
- Email shots to database at least once every three weeks
- High profile exposure and branding throughout the Deal-Making event, including logo on delegate badges and lanyards
- A4 page advertisement in the February issue of RLI to be on show at and distributed throughout the event
- A4 page advert in RLI Connect MENA Brochure
- Logo on event banners and sponsor boards
- One Deal-Making package in premium location for upto five delegates
- Video loop in Networking Lounge
- Five invitations to the VIP Networking Reception
- Opportunity to attend the Retail Safari
- Full list of guests/attendees
- Table of ten close to the stage at the inaugural RLI MENA Awards on the 7 February

**COST: £30,000**

### VIP NETWORKING RECEPTION PARTNERSHIP

*A VIP Networking Reception will be held at the close of day one of RLI Connect MENA*

- An email shot to RLI's 85,000 database announcing you as our VIP Networking Reception Partner
- Your logo to appear in a full page advertisement in each issue of RLI leading up to the event
- Logos and branding on event marketing in RLI and on RLI Connect MENA website
- Email shots to database at least once every three weeks
- A4 page advert in RLI Connect MENA Brochure
- Logo on event banners and sponsor boards
- High profile exposure and branding throughout the VIP Networking Reception
- Video loop at the Networking Reception
- Logo on event banners and sponsor boards
- Five delegate passes to RLI Connect MENA Deal-Making Forum
- Ten invitations to the VIP Networking Reception
- Opportunity to attend the Retail Safari
- Full list of guests/attendees
- Half table of Five seats close to the stage at the inaugural RLI MENA Awards on 7 February

**COST: £20,000**

### RETAIL SAFARI PARTNERSHIP

*An opportunity for International Delegates to explore some of Riyadh's Retail & Leisure destinations and home-grown brands*

- An email shot to RLI's 85,000 database announcing you as our Retail Safari Partner
- Logo recognition in all pre-event emailing and marketing for the Retail Safari in RLI magazine
- Your company's website linked to the RLI Connect Retail Safari page
- Dedicated event banners and sponsor boards
- Five Delegate passes to RLI Connect MENA Deal-Making Forum
- A4 page advert in RLI Connect MENA Brochure
- Intro video on tour bus if applicable
- Five invitations to the VIP Networking Reception
- Full list of guests/attendee
- Half table of Five seats close to the stage at the inaugural RLI MENA Awards on 7 February

**COST: £15,000**

### DEAL MAKING PACKAGE WITH PRIVATE MEETING ROOM

*Once registered you will be assigned a dedicated meeting planner to organise your schedule for the event. On arrival you will be taken to your own private meeting room where you will meet the people you have pre-arranged meetings with. In between meetings you will have the opportunity to network with other delegates in a central location.*

- Executive meeting room
- Company roll-up banner with fascia signage
- Lighting and power outlet
- TV & HMDI cable for presentation purposes
- Boardroom Table & Chairs
- Five inclusive day passes for key leasing staff
- Continental breakfast, mid-morning break, hot/cold buffet lunch, afternoon break over two days
- Complimentary tea, coffee and water supplied throughout the day
- Exclusive invitation to VIP Networking Reception
- Dedicated meeting planner to arrange meetings over two days, they will also be responsible for ensuring the smooth running of your day
- Brief resume in RLI Connect Brochure
- Opportunity to attend the Retail Safari

**COST: £10,000** (Limited availability on a first come first served basis.)

If you would like to discuss any of the above or bespoke opportunities please email: [jayne.rafter@rli.uk.com](mailto:jayne.rafter@rli.uk.com)





## Here is what Delegates had to say about our last RLI Connect event in Riyadh, Saudi Arabia, 30 October - 2 November 2022...

"A well-organized event by RLI and an excellent opportunity to connect with developers, retailers and international players under one roof."

**Ahmedullah Abdul Hadi, Chief Operating Officer  
Giordano, Saudi Arabia**

"The RLI Connect event in Riyadh included high quality connections on the Developer, Franchise and Retailer side with the potential to provide meaningful growth opportunities for our organisation on both the retail and development sides of our business. We'll look forward to future involvement with upcoming RLI events."

**David Huesser, Former VP Real Estate  
Apparel Group**

"It is always a pleasure to be part of RLI Connect. The entire RLI journey, programs and meetings are well-organised and productive. The RLI team is very supportive and helpful, efficiently pre-arranging everything for us and we always look forward to the next one."

**Suheil Rumhein  
Group Head of Property Development  
Chalhoub Group**

"RLI Connect provides an opportunity to expand our knowledge, information, strategy and business - and it has been a successful formula in helping our business to grow."

**Mohammad Alawi  
Chairman of the Executive Committee  
Red Sea Markets Company**

"Our first RLI event and what an event it was: Meticulously organised, with pre-arranged meetings and excellent networking with extremely high calibre attendees. A great insight into where Saudi is right now and where Saudi is very much going in the near future."

**James Wilder, Sales Director  
Esprit Digital**

"Thank you for an amazing experience, you pulled out all the stops for what I can only describe as a seamless RLI Connect, pairing the right people together to create lots of business opportunities in Saudi and the UAE."

**Rachel Walton, Managing Partner  
Upscale Retail**

"RLI Connect is about "Creating the right hub, gathering the right people to create the right opportunities, in the right market."

**Ahmed Ragab, Chief Executive Officer  
Baraka Retail Group**

"I have been associated with Jayne and RLI for almost a decade and I am delighted to see her curate an environment of sheer grit and determination connecting people seamlessly, with the right team of professionals. The entire RLI team seems to be truly committed to excellence and being daringly 'first to market' in global growth corridors, which will enable you all to attain the ultimate success you seek."

**Amit Puri, Vice President Leasing  
DAMAC Properties**

"The entire team at RLI has created a truly remarkable event with great ambience, filled with world class industry experts. It is a pleasure to be working with such a professional team, who put Riyadh at the heart of the global scene."

**Wojciech Orłowski, Director  
Bateel International**

"Well done to you and the team! I know how much work it is to run an event - let alone one that has pre-arranged meetings! It was a very memorable few days where I met some amazing people and brands."

**David Telfer, Founder and General Manager  
TEN Dubai**

"I would like to thank RLI for organizing such an amazing event. In my three day stay in Riyadh, I was fortunate that I had the opportunity to meet different people from different organisations and different industries; I was able to connect with landlords and suppliers from all over the world and get to know them." Again, thank you very much for giving me the chance to be part of the RLI event."

**Naser Alfyaheen, General Manager  
FutureFun Trading Company**

"This event hosted by RLI is definitely the place to be for retailers, investors and property companies. It is the event where you gain insights about the industry and great opportunities to do business."

**Yiting Wu, LILY Business Fashion**

"A great program and a fantastic opportunity to meet old friends and establish new relationships in this exciting time for Saudi Arabia."

**Majed Bahaffi  
Business Development Director  
Muvi Cinemas**

"I would like to thank you and the RLI team for allowing me to be part of such a great event. As always everything was perfectly organised - the historical sightseeing programme on Sunday, the networking events, the Gala dinner of Wednesday... the event was a complete success for my team and me, we were able to make a lot of good contacts."

**Thomas Mark, President  
MK Illumination**

"RLI yet again pulled out all the stops to deliver an amazing and entertaining networking event in Riyadh. The mix of attendees resulted in the opportunity to extend our current strategy whilst allowing our eyes to be opened to ideas that we had not even thought of before. Highly Recommended."

**Jeremy Taylor, Commercial Director  
Boadicea the Victorious (Valorem Distribution)**

"RLI Connect in Saudi Arabia was Valo Motion's first event with RLI, we were very satisfied with the organisation, the meetings and the opportunities it created. The entire event was interesting, inspiring and with high value to our current and future business."

**Eldad Givon  
Head of Business Development  
Valo Motion**

"As a regular attendee of mass market property conferences RLI Connect gives unrivalled opportunities to meet high level decision makers in a relaxed and unruffled environment."

**John Sullivan, Co-Founder  
The Light Cinemas**

"Yet again Jayne and the RLI team pulled off a tremendous, professionally run event which adds genuine value, great to see it being held in Riyadh."

**Miles Young, Managing Director  
Al Hala Trading**