



RLI **CONNECT** GLOBAL

31 OCT - 1 NOV 2022 | RIYADH, SAUDI ARABIA | WWW.RLICONNECT.COM

**A New Chapter in
Retail & Leisure Real Estate**

**Sponsorship
Opportunities**



Connect | Explore | Develop

THE WORLD'S PREMIER GLOBAL RETAIL & LEISURE DEAL-MAKING FORUM

RLI Connect Global

Following on from the immense success of our renowned RLI Connect Global Deal-Making Event now in its ninth year and our RLI Connect MENA Deal-Making Events in Dubai and Istanbul, RLI has decided to take its highly successful concept to Saudi Arabia, as the region continues to boost its drive to become a global capital of future economy. Having gone through dramatic, positive changes, Saudi Arabia is becoming an attractive investment destination that provides rich opportunities in the retail, leisure and entertainment sectors with exceptional resources, market conditions, and pro-business regulations.

RLI Connect Global will continue to connect the world of retail and leisure, attracting international shopping centre investors, mall developers and franchise partners eager to connect with international brands to feed its potentially lucrative market – a market that offers great opportunities for these brands to achieve levels of recognition and respect that may even exceed those that they enjoy in their home market. RLI Connect Global will also assist those global and emerging brands that are looking at expansion across Saudi Arabia, a land of immense opportunity.

Why KSA?

The GCC's retail sector is forecasted to grow to \$308bn by 2023.

Saudi Arabia is the largest country in the Middle East and the 13th largest nation in the world, with an area of approximately 2.15 million square metres, covering 80 per cent of the Arabian Peninsula.

The Kingdom is living in an era where the economy is thriving and the nation is reviving. There is an ocean of untapped potential that needs to be explored by local and foreign investors.

Taking place 31 October - 1 November 2022, in Riyadh over two days, the thinking behind RLI Connect Global is simple: face-time with key global retail and leisure decision makers, creating a sustained platform for doing business and building value through strategic partnerships on a global scale.

Benefits

RLI Connect Global will provide limited and exclusive partner opportunities. 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. A dedicated e-shot to our 85,000 email database announcing you as a partner. We will work with you in the lead up to the event to heighten your profile internationally.

Platinum Sponsor

There are two opportunities in this category

- High profile exposure and branding throughout the Deal-Making event, including logo on delegate badges and lanyards
- A full page advert with adjacent page profile at the start of the RLI Connect Global Brochure
- Logos and branding on all marketing collateral including pre-event emailing and marketing within RLI magazine, on the RLI website and on delegate booking forms
- Your company's website linked to the RLI Connect homepage (top position)
- Logo on event banners and sponsor boards
- One Deal-Making package in premium location for up to 10 delegates (see below for full details of inclusion)
- Video loop in Networking Lounge
- The opportunity to distribute corporate literature and/or event gifts to delegates
- Your logo to appear in a full page advertisement in each issue of RLI leading up to the event
- An email shot to RLI's 85,000 named database announcing you as our Platinum Sponsor
- Company profile on the RLI Connect website and credits in all editorial coverage in RLI magazine
- Email shots to database at least once every three weeks
- Full list of guests/attendees
- VIP Networking Reception
- Retail Safari
- Two page profile in October/November issue of RLI to be on show at and distributed throughout the event
- Table of 10 close to the stage at the Global RLI Awards on the 2 November

Cost: £50,000

Gold Sponsor

There are three opportunities in this category

- A4 page advert in RLI Connect Brochure with adjacent page profile
- Logos and branding on all marketing collateral including pre-event emailing and marketing within RLI magazine, on the RLI website and on delegate booking forms
- Your company's website linked to the RLI Connect homepage
- Logo on event banners and sponsor boards
- One Deal-Making package in premium location for up to 8 delegates (see adjacent for full details of inclusion)
- Video loop in Networking Lounge
- Your logo to appear in a full page advertisement in each issue of RLI leading up to the event
- Email shot to RLI's 85,000 database announcing you as our Gold Sponsor
- Email shots to database at least once every three weeks
- Full list of guests/attendees
- VIP Networking Reception
- Retail Safari

Cost: £30,000

Silver Sponsor

There are four opportunities in this category

- A4 page advert in RLI Connect Brochure
- Logo recognition in all pre-event emailing and marketing within RLI magazine and on delegate booking forms
- Your company's website linked to the RLI Connect homepage
- Logo on event banners and sponsor boards
- One Deal-Making package in premium location for up to 6 delegates (see below for full details of inclusion)
- Your logo to appear in a full page advertisement in each issue of RLI leading up to the event
- Email shot to RLI's 85,000 database announcing you as our Silver Sponsor
- Logos and branding on all marketing collateral, including RLI website and booking forms
- Email shots to database at least once every three weeks
- Full list of guests/attendees
- VIP Networking Reception
- Retail Safari

Cost: £20,000

VIP Networking Reception

- A4 page advert in RLI Connect Brochure; logo recognition in all pre-event emailing and marketing in RLI magazine
- Your company's website linked to the RLI Connect Networking Reception page
- Dedicated event banners and sponsor boards
- Five delegate passes to RLI Connect Deal-Making Forum
- Email shot to RLI's 85,000 database announcing you as our VIP Networking Reception Sponsor
- Opportunity to welcome guests and one minute video
- Retail Safari
- Full list of guests/attendees

Cost: £15,000

Retail Safari

- A4 page advert in RLI Connect Brochure; 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 Deal-Making Forum
- Email shot to RLI's 85,000 database announcing you as our Retail Safari Sponsor
- Intro video on tour bus if applicable
- VIP Networking Reception
- Full list of guests/attendees

Cost: £15,000

Individual Deal-Making Package

This is available to Owners, Investors & Developers

- Executive meeting space
- Company roll-up banner with fascia signage
- Lighting and power outlet
- Dedicated meeting area with table and 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
- Brief resume in RLI Connect Brochure
- Retail Safari

Cost: £10,000

RLI Connect Global will present a passionate and exciting marketplace to do business, where opportunities abound, be a part of it...



Here's what past RLI CONNECT attendees have to say...

"RLI Connect Global is an excellent platform for mall developers, managers and retailers. It gives us the opportunity to network with key stakeholders and get to know more about each brand and their plans in varying markets. This first class industry event gives us exposure to innovative concepts and key decision makers so we can continue to enrich and diversify our offer."

David Sylvester, Executive Vice President of Global Retail, Las Vegas Sands Corp.

"RLI Connect is extremely useful and interesting for us as a developer and manager of shopping malls. During our various meetings we get to know many retailers and leisure operators with new and very promising concepts. It also gives us the opportunity to renew and reinforce existing contacts... A great networking event!"

Steffen Eric Friedlein, Managing Director Leasing Germany, ECE Projektmanagement

"RLI continues to be time and money well spent. This is a first-class event, organised perfectly and it enables you to be extremely productive."

Jeff Lind, President, Grandscape

"RLI Connect provided us with an astounding platform to interact with like-minded brands. Networking within such a dynamic community gave us exposure to numerous opportunities to expand, improve and magnify our development of the project. It was a spectacular experience that boosted our international recognition and partnerships and was the perfect podium to reveal our vision to the world."

Fahimuddin Sharfuddin, Chief Executive Officer and Board Member, Cityland Group

"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, Director, The Light Cinemas

"RLI Connect events always exceed my expectations and I achieve a couple of months work in just two days building new business opportunities."

Mohammad Afkhami, Chairman, Raaya Business Development Group

"RLI Connect is a must-be event for all retailers wanting to expand internationally as you can meet with all kinds of industry participants from many different countries. More than a networking, deal-making event, RLI Connect is also a learning experience!"

Joao Portela, International Development Director, Sonae SR

"RLI Connect is about "Creating the right hub, gathering the right people to create the right opportunities, in the right market." It is "the right" event for retailers stretching globally."

Ahmed Ragab, Chief Executive Officer, Baraka Retail Group

"They are not just gathering, they are really connecting, thank you RLI."

Cem Dino, International Managing Director, aDL

"RLI Connect affords great opportunities by creating a more intimate environment to connect global real estate developers with operators and retail companies in a relaxed atmosphere creating the perfect environment to do business and close deals. I would highly recommend it to companies looking for international expansion as it's the perfect platform to build global relationships. "

Sofia Dimen, International Managing Director, Ca'ppuccino

"As a retailer RLI Connect is a great opportunity to meet the decision-makers from a wide variety of Mall owners. It's a very efficient way to see existing partners and meet new contacts without having to visit multiple markets."

Duncan Grant, Strategy Director, The Entertainer

"A breath taking event; once more, very efficient and useful for all participants. This was my sixth RLI Connect and as the representative of Brands I always leave with lots of connections and opportunities for Turkish retail brands. RLI Connect Global and RLI Connect MENA are the right places to come and meet with the international retail environment."

Ekrem Utku, Founder, World Brands Consulting

"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, Chief Executive Officer, Red Sea Markets Company

"POWER PACKED. ATTENTION TO DETAIL. GREAT LOCATION & FACILITIES. Jayne Rafter and her team pulled off yet another successful RLI Connect that saw deal-making and the quality of attendees at a new unprecedented level. Very impressive."

Khurshid Vakil, Co-Founder, Marina Home Interiors

"The RLI event was a success for us mall developers along with our leasing agents, McArthur as we expanded our connections in the retail and entertainment world. Meetings were organized impeccably and the awards gala was absolutely magnificent. Looking forward to future events."

Ms.Niko Keshtkar, Business Coordinator, Mica Mall, PM Corporation

"Two days in one location makes RLI Connect a well-organised event to save time and meet with international brands, a huge help for developers."

Dr Reza Samizadeh PhD, CEO and Member of the Board of Directors, Iran Mall Commercial Co.

"As a brand well established in China but a new face in international markets, we found RLI Connect extremely useful in helping us to connect with the right potential partners and developers for our international expansion. It also provided a platform for us to meet with other international retailers and share market information."

Stephanie Jin, GM for International Business Development, Shanghai Metersbonwe Fashion & Accessories Group

"The event is a great place to meet and network with the key decision makers in our sector. I can meet in one or two days and in one location people it would take me months of travelling to meet with if I were to meet each one individually."

Cathal Power, Chief Executive Officer, Saburritos