

LEAP

10-13 February 2025
Malham, Riyadh,
Saudi Arabia

LEAP 2025 SPONSORSHIP BROCHURE

'Glasto-on-Riyadh' – CITYA.M.

Co-organised by



الاتحاد السعودي للأمن
السيبراني والبرمجة والدرونز
SAUDI FEDERATION FOR CYBERSECURITY,
PROGRAMMING & DRONES



SMR Partner

In support of



onegiantleap.com
#LEAP25

RECAP ON LEAP 2024



Join us for the fourth
edition of LEAP:
**THE WORLD'S MOST ATTENDED
TECHNOLOGY EVENT**

LEAP 2024 brought together
over 250,000 attendees to discover
what was next for technology.

Throughout this brochure, discover
opportunities to showcase your business
to the world at LEAP on 10-13 February
2025. We also have 365 opportunities to get
involved with and meet your customers
outside of the event space.

Watch the **LEAP 2024** event
highlights on YouTube



CONTENT

- 3** LEAP in numbers
- 4** A closer look
- 5** LEAP's global reach
- 6** Speaker hall of fame
- 8** Expo overview
- 9** Conference overview
- 10** Orbital tracks
- 11** Sponsorship packages
- 15** Onsite branding options
- 16** Thank you to our
sponsors and partners
- 19** Contact us

LEAP in NUMBERS



215,000+

ATTENDEES
including powerful
tech buyers

1,600+



POWERHOUSE VCS, PRIVATE
EQUITY FIRMS AND INVESTORS
with an
\$4.9TN
AUM of

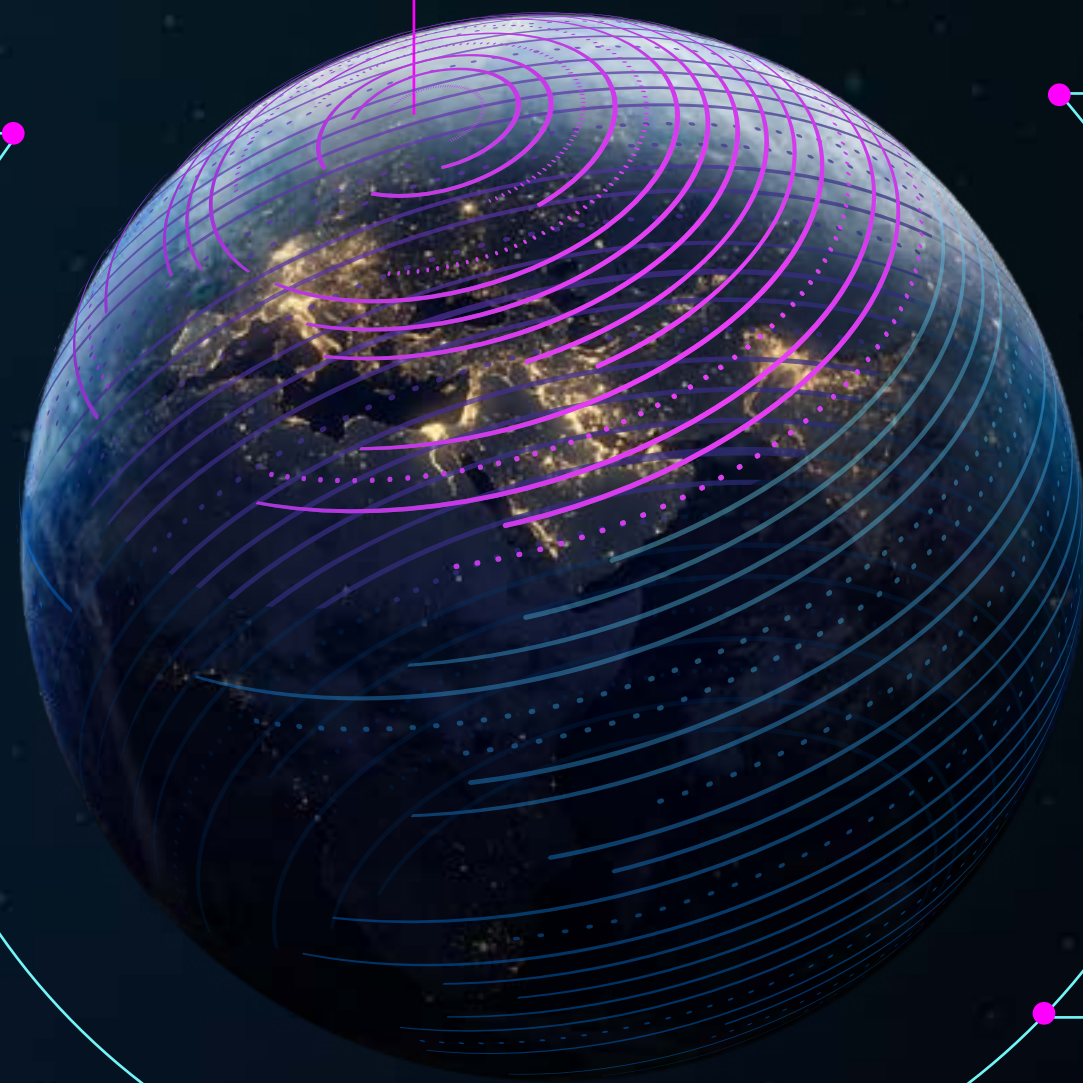


\$11.9 BN

IN DEALS AND INVESTMENTS
were announced from major
technology giants

24%

**INTERNATIONAL
ATTENDEES**



177+

ISO COUNTRIES
registered



1,100+

**CROSS-INDUSTRY
SPEAKERS**



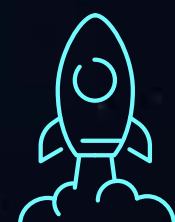
10+

STAGES



19+

TRACKS



600+

START-UPS



LEAP is the must-do global
conference for anyone
passionate about tech
and innovation

Helen Fullen
Founder and CEO, Alinea

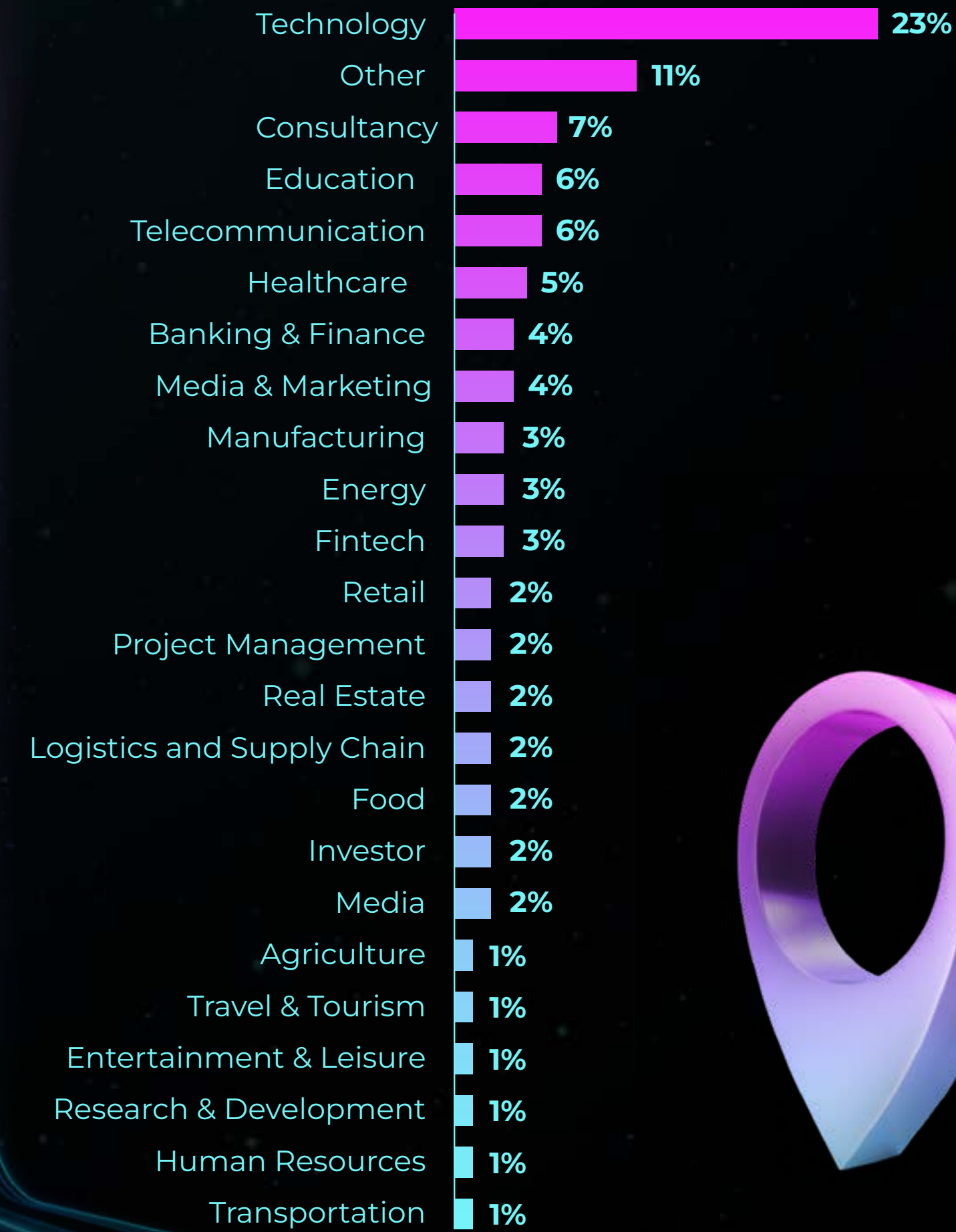


A CLOSER LOOK

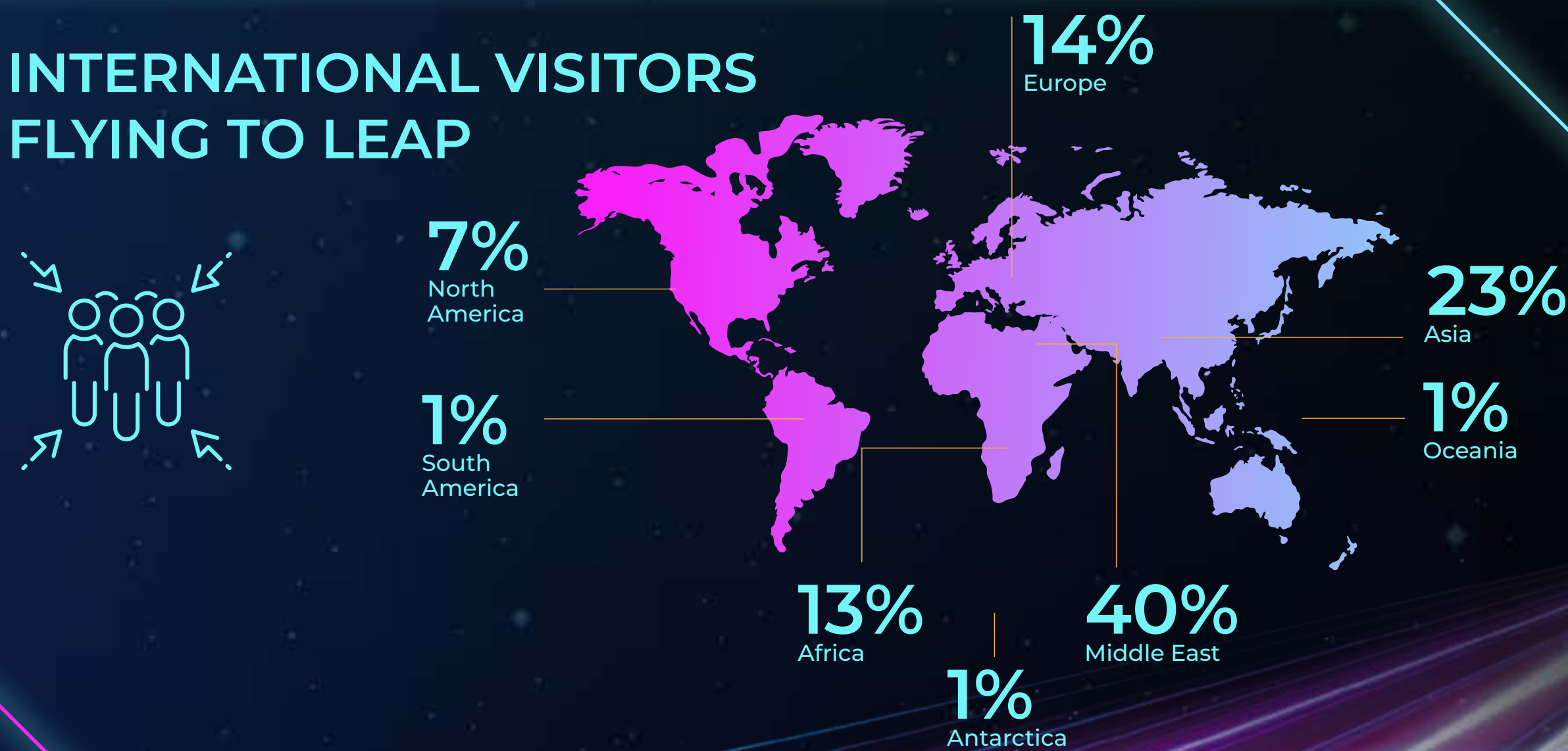
LEAP ATTENDEE JOB POSITION BREAKDOWN

- Business Management and Strategy
- Corporate Social Responsibility
- Supply Chain/Logistics
- Investment Management
- Production/Manufacturing
- Purchasing/Procurement
- Legal
- Design/UX
- R&D
- Investor
- Customer Experience/Service
- Finance & Accounting
- HR/People/Talent
- Operations
- Strategy/Innovation
- Academic
- Marketing/PR/Comms
- Sales/Business Development
- Consultant/Advisor
- Engineer/Architect/Developer
- CEO/Managing Director
- Other
- Technical/IT


ATTENDEE INDUSTRY BREAKDOWN



INTERNATIONAL VISITORS FLYING TO LEAP



LEAP'S GLOBAL REACH




26,953
number of
clippings




34.4bn
impressions



127
countries



\$332m
ad value of
clippings



\$997m
PR value of
clippings

FEATURED IN







































LEAP is the biggest tech show that i have seen in the Middle East and beyond.

Margarete Schramböck,
Former Federal Minister for Digital and Economic Affairs of Austria



Media Highlights





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SPEAKER HALL OF FAME



LEAP gives a great opportunity to not just connect with key decision-makers from government industries and other gigaprojects, but also tons of international visitors.

Brian Ward
CEO, Savvy Games Group

 <p>NICOLA MORINI BIANZINO Global Chief Technology Officer EY</p>	 <p>MAELLE GAVET CEO Tech Stars</p>	 <p>PEKKA LUNDMARK CEO Nokia</p>	 <p>BÖRJE EKHOLM CEO Ericsson</p>	 <p>TIM DRAPER Draper Associates</p>	 <p>PATRICE EVRA Former footballer, Investor, Entrepreneur</p>	 <p>DANIELA BRAGA CEO Defined.AI</p>	 <p>THOMAS OXLEY CEO Synchron</p>	 <p>NOORIN VIRANI Group Director, Data & Insights LVMH</p>	 <p>LAN GUAN Chief AI Officer Accenture</p>	 <p>ARTUR BERGMAN Founder and Chief Architect Fastly</p>
 <p>H.E. MRS. URSULA OWUSU-EKUFUL Minister for Communications and Digitalisation Republic of Ghana</p>	 <p>RICK FOX Former NBA Player, Climate Entrepreneur, Co-Founder & CEO Partanna</p>	 <p>AMJAD MASSAD CEO Replit</p>	 <p>ANDREW GRIFFITH MP UK Minister of State for Science, Research and Innovation</p>	 <p>MARTIN VILLIG Co-founder Bolt</p>	 <p>DON TAPSCOTT CEO Tapscott Company</p>	 <p>HRH PRINCESS LAMIA BINT MAJID AL SAUD Secretary General Al Waleed Philanthropies</p>	 <p>LUIS FIGO Football legend, Investor, Entrepreneur</p>	 <p>SAEED AMIDI CEO Plug and Play</p>	 <p>STEFAN KLOCKE Chairman of the Board Volocopter</p>	

SPEAKER HALL OF FAME



It is remarkable to see how LEAP brings global technologies that are working on building the future of technology in one place, in Saudi.

Mudassir Sheikh
CEO and Co-founder, Careem

 ADAM SELIPSKY CEO Amazon Web Services (AWS)	 H.E. ABDULLAH ALSWAHA Minister of Communications & IT KSA	 WILLIAM IAM Futurist, Tech Entrepreneur, CEO FYI	 GITANJALI RAO TIME Magazine's Kid of the Year 2020. Scientist and STEM Promotor	 THIERRY HENRY Football legend and social media advocate	 MICHELLE ZATLYN Co-founder & COO Cloudflare	 BILL MCDERMOTT Chairman & CEO ServiceNow	 HEATHER MONAHAN CEO Top 50 Keynote Speaker in the World 2022, TedX Speaker, Podcast Host	 ARVIND KRISHNA Chairman & CEO IBM	 ANNE NEUBERGER Deputy Assistant to the President and Deputy National Security Advisor Cyber and Emerging Technology, National Security Council	 SELINA YUAN President Alibaba Cloud
 SHOU CHEW CEO TikTok	 JOHN LEE Chief Executive Hongkong SAR	 ERIC YUAN CEO & Founder Zoom	 JONATHAN ROSS CEO & Founder Groq	 JENNY FIELDING Co-founder & Managing Partner Everywhere Ventures	 AMIN NASSER President & CEO Aramco	 SRIDHAR VEMBU Co-founder & CEO Zoho	 MO GAWDAT Former Chief Business Officer of Google [X], Author of Solve for Happy, Podcast Host	 STEPHANE HOUDET Former #1 Wheelchair Tennis Player	 ALEXIS LE QUOC Chief Technology Officer, and Co-founder Datadog	



Over the four dynamic days of LEAP, thousands of attendees flooded the vibrant expo floor, eager to explore the latest groundbreaking technologies taking us Into New Worlds.

The sold-out exhibition featured a whopping 1,800+ companies, showcasing a lineup that included global tech giants alongside innovative newcomers.

OVERVIEW

151,116 SQM
sold out

1,800+
exhibitors

1,000+
start-ups

76,308
total connections
made by partners

1,800 Exhibitors included

stc



aramco



SAP



Lenovo

NOKIA



Adobe

DELL Technologies

zoom

ORACLE



Deloitte.

Honeywell



Interested in exhibiting at #LEAP25? Get in contact!

CONFERENCE OVERVIEW



Returning in 2025, LEAP stands firm on the ground but as always keeps an eye on the stars. Technology continues to reshape our world and LEAP 2025 connects today with tomorrow’s possibilities.

This Spring, we’re not just building on past successes—we’re expanding horizons. With a laser focus on pivotal areas like Smart Cities, Health Tech, Fintech, Retail, the Creative Economy, Gaming, 4IR, Space, Future Energy, and Sustainability, LEAP 2025 is your portal to the forefront of innovation. We’re also crafting new tracks and richer content to address both current and future challenges, not just to keep pace but to actively shape the dialogue that defines our collective future.

Join us for four transformative days as we explore technology’s expansive role in evolving our lives. LEAP 2025 is more than a conference; it’s a platform for engagement, learning, and pioneering change.

Dive into the discussion and help us chart the path forward. Discover, engage, and influence at LEAP 2025.

KEY STATS

10 stages	12+ tracks	1,100 speakers	69% international speakers	22% C-suite	30 Unicorn Founders	27% Women
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LEAP is a huge showcase for the art of the possible. Connecting people together to explore different solution combinations, and it really opens everyone’s eyes to see what is attainable with technology.

Vijay Sankaran
CTO, Johnson Controls

ORBITAL TRACKS

12+ TRACKS AT LEAP 2025

SMART CITIES

The track to explore technology for urban efficiency: Smart Cities integrate IoT, AI, and big data to revolutionise urban living, ensuring sustainability and improved quality of life.

HEALTHTECH

Revolutionising healthcare, this track explores breakthroughs in biotechnology, telemedicine, and AI that offer personalised patient care and innovative treatment solutions.

SPACE

The track of everything space. Investments and advancements in aerospace technology, focusing on how modern exploration and satellite tech are expanding our understanding and utility of outer space.

EDUTECH

We visit the role of technology in reshaping education through virtual learning tools, AI, and customised educational experiences that enhance student engagement.

GAMING

This track will try and help us comprehend this huge technological leap in gaming, from immersive VR environments to cloud-based gaming, transforming entertainment and interactive experiences.

FUTURE ENERGY

Focusing on cutting-edge sustainable energy solutions, this track discusses the impact of renewable technologies and smart grids in addressing global energy challenges.

CREATIVE ECONOMY

Exploring transformation in the arts, this track highlights how technology like AR and blockchain is redefining engagement and monetisation in creative industries.

4IR

Analysing the stakes of the Fourth Industrial Revolution, including how AI, robotics, and IoT are driving profound changes across multiple industries.

FINTECH

We talk about disruption in finance through innovations in blockchain, digital payments, and financial automation that are reshaping banking and investment landscapes.

RETAIL

Unpack tech-driven retail transformations, focusing on e-commerce innovation, AI in customer personalisation, and the future of physical and digital retail integration.

SPORTSTECH

NEW!

Discover technologies that enhance sports performance and fan experiences, including wearable tech, analytics, and virtual reality applications.

SAUDI VISION 2030

NEW!

The track to explore technology for urban efficiency: Smart Cities integrate IoT, AI, and big data to revolutionise urban living, ensuring sustainability and improved quality of life.

CONTENT JOURNEYS IN 2025!



Women
in Leadership



Sustainability



Cybersecurity



AI



Live Demos

AND MORE!



SPONSORSHIP PACKAGES

Strategic	Diamond	Platinum	Gold	Silver	Bronze

SPONSORSHIP PACKAGES

LANYARD SPONSOR SOLD OUT

All visitors at LEAP will see your brand included in the lanyard design. Lanyards will be worn by only visitors, including thousands of senior decision makers and tech buyers.

BADGE SPONSOR \$350,000

We will incorporate your brand into the overall badge design, exposing you to 215,000+ visitors. One of the most powerful physical branding opportunities available.



SPONSORSHIP PACKAGES

SPEAKER LOUNGE BRANDING \$350,000

Embed your brand's logo in the Speaker Lounge's design and get in front of 1,800+ speakers from around the world. With previous speakers including will.i.am, NASA Astronauts, global CEOs from IBM, Zoom, Cloudflare, Service Now and more, this is an exclusive opportunity to enhance your brand's visibility before leading tech experts.

ORBITAL TALKS BRANDING \$100,000

We are thrilled to present you with a limited sponsorship opportunity to be a part of the cutting-edge orbital talk content tracks at LEAP 2025. As a sponsor, your brand will gain exposure to a diverse audience of industry professionals and innovators, while positioning your company as a thought leader.



SPONSORSHIP PACKAGES

TRACK BRANDING (add-on option) \$50,000

- As the Orbital Talks accommodates multiple tracks on a single stage, this exclusive opportunity allows you to brand the chosen track stage with your logo, creating a strong visual presence.
- Limited to only four sponsors, this add-on option guarantees your brand stands out from the competition.
- Image branding on the track stage: Capture the attention of the entire audience with your logo prominently displayed on the track stage, ensuring maximum visibility and brand recall.
- Branding will only be displayed digitally.

Track Options

Choose from the following tracks that align with your business goals and expertise:

- | | | |
|----------------|--------------|--------------------|
| ■ Space | ■ 4IR | ■ Gaming |
| ■ Smart Cities | ■ Healthtech | ■ Creative Economy |
| ■ Retail | ■ Edutech | ■ Fintech |

Benefits of Track Sponsorship

Enhanced Visibility

- Your brand will be prominently highlighted on the event official website as the exclusive sponsor of the chosen track.
- Your logo will be prominently displayed in the track agenda on both the website and mobile app, ensuring maximum visibility to all attendees.
- Your organisation will be listed in the event mobile app as the chosen track sponsor.
- Showcasing your brand on the track digital screen during the track day, capturing the attention of the entire audience.

Extensive Promotion

- Benefit from exposure through 5 carefully crafted social media posts leading up to the event, reaching a wide audience and generating buzz.
- Your organisation will be mentioned three times during the track day as the exclusive track sponsor, reinforcing your brand's association with the topic.

Thought Leadership Opportunities

- An opportunity to provide a short video discussing the reasons behind your selection as the track sponsor, establishing your organization as a leader in the field.
- We will work with you to explore additional benefits, tailored specifically to your organisation's needs and objectives.

Speaking Opportunities

- An opportunity to have a 20 min speaking slot or take part in a panel discussion on the chosen track.
- An opportunity to be interviewed in LEAP's podcast which will be published on the event website and social media prior to the event.



ONSITE BRANDING OPTIONS

LAMPPOST

USD \$15,000 per lamppost

FLAG POLES

USD \$15,000 per pole

VENUE PILLAR BRANDING

USD \$15,000 per pole

HANGING BANNER

USD \$20,000 per pole

BILLBOARD

USD \$75,000 per board

* All designs are subject to approval by the Tahaluf team.
Designs need to adhere with the LEAP brand guidelines.



TRUSTED BY THE BEST

Strategic Partner



Strategic Sponsor



Digital Enabler



Business Solution Partner



ICT Innovation Partner



Strategic AI Partner



Tech and Digital Partner



Digital Bank Sponsor



Startup Ecosystem Sponsor



Hospitality Partner



Strategic Sponsors



Digital Government Partner



Deeptech Partner



VIP Mobility Partner



شركة محمد يوسف ناغي للسيارات
Mohamed Yousuf Naghi Motors Co.

Hosting & Data Partner



Innovation Partner



Knowledge Partner



TRUSTED BY THE BEST

Diamond Sponsors



Digital Consulting Partner



Investor Dinner Sponsors



Platinum Sponsors



Asia Tech Partner



Innovation & Emerging Technology Partner



Digital Transformation Partner



Generative AI Partner



Marketing Partner



Digital Execution Partner



Gold Sponsors



TRUSTED BY THE BEST

Silver Sponsors



HR Software Partner



Travel Partner



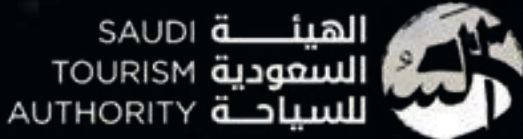
Decoration Sponsor



OOH Sponsor



Tourism Partner



Edtech Partner



Bronze Sponsors



Contributing Partner



Hydration Partner



Oud Sponsor



Interested in getting involved next year?

Sponsorship and
exhibition
opportunities



CLEMENT EDWARD
Commercial Director
clement.edward@tahaluf.com

Marketing
and press
opportunities



KITTY DRAPER
Head of Marketing
kitty.draper@tahaluf.com

KSA event
launch
opportunities



ANNABELLE MANDER
Senior Vice President
annabelle.mander@tahaluf.com

Speaking
opportunities



BASMA DAWWAS
Content Director
basma.dawwas@tahaluf.com

Investor
opportunities



DALIA KAMAR
Head of Investor & Startup Program
dalia.kamar@informa.com