



SEA EXPO

CONNEX

21 – 22 OCTOBER 2026

SIX FLAGS QIDDIYA CITY, SAUDI ARABIA

WHERE SAUDI ARABIA'S
ENTERTAINMENT
INDUSTRY CONNECTS

REGISTER NOW

www.saudientertainmentexpo.com/sea-connex/

WHY SEA EXPO CONNEX



SEA Expo Connex brings together the people responsible for planning, developing and operating the Kingdom's most ambitious entertainment destinations. Designed exclusively for senior decision-makers, the event combines strategic conference content with meaningful networking and exclusive destination experiences.

WHAT CONNEX DELIVERS



CONNECT

Meet senior decision-makers from across Saudi Arabia's entertainment ecosystem.



LEARN

Gain strategic insights from the leaders shaping the next generation of attractions and destinations.



EXPERIENCE

Go beyond the conference with exclusive educational tours of Six Flags Qiddiya City and Aquarabia Qiddiya City.



DISCOVER

Explore the trends, investment priorities and innovations shaping the future of entertainment.



GROW

Build valuable relationships with developers, operators, investors, consultants and suppliers.

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THE THEMES SHAPING THE PROGRAMME



BUILDING THE ENTERTAINMENT ECOSYSTEM

Exploring the partnerships, investment, talent, local capability and industry collaboration needed to support Saudi Arabia's next phase of entertainment growth.



CREATING MEMORABLE EXPERIENCES

Examining how theme parks, waterparks, FECs, live entertainment and destinations create experiences that connect with audiences and encourage repeat visitation.



DEVELOPING PEOPLE AND OPERATIONAL CAPABILITY

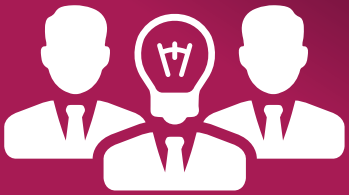
Highlighting the role of training, mentoring, leadership and frontline readiness in delivering consistently strong guest experiences.



PREPARING FOR THE FUTURE

Identifying the audience, experience, destination and commercial shifts shaping the future of entertainment and the priorities leaders should act on now.

FUTURE LEADERS PROGRAMME



Connecting future talent with industry

Connecting emerging Saudi talent directly with the leaders shaping the sector.



Mentoring the next generation

Hear directly from Saudi Arabia's next generation.



Supporting a home-grown workforce

Aligned with the Kingdom's ambitions to build a home-grown entertainment workforce.

EXPERIENCE THE DESTINATIONS

SIX FLAGS QIDDIYA CITY

Before experiencing the park firsthand, delegates will hear directly from the leadership team behind one of the world's most ambitious entertainment destinations before joining an exclusive guided educational tour.

HIGHLIGHTS

- Executive Conversation
- Behind-the-scenes insights
- Guided educational tour
- Falcon's Flight
- Destination strategy
- Operational excellence

AQUARABIA QIDDIYA CITY

Gain exclusive access to one of the region's most anticipated waterparks and discover the planning, design and operational thinking behind its development.

HIGHLIGHTS

- Executive Conversation
- Guided educational tour
- Design strategy
- Guest experience
- Operations
- Innovation

Places on guided tours of **Six Flags Qiddiya City** and **Aquarabia Qiddiya City** are limited and allocated on a first-come, first-served basis. All delegates are included in general access to both destinations.

EXCLUSIVE DELEGATE-ONLY EXPERIENCES

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WHO YOU'LL MEET



OPERATOR DELEGATES

- Government & Regulatory Bodies
- Destination Developers & Owners
- Theme Park Operators
- Waterpark Operators
- Family Entertainment Centre Operators
- Hotels & Integrated Resorts
- Mixed-use Developers
- Investors & Capital Partners
- Consultants & Industry Advisors
- Tourism Authorities
- Municipal Authorities

SUPPLIER DELEGATES

- Ride Manufacturers
- Entertainment Technology Providers
- Waterpark Equipment
- Design & Architecture
- Master Planning
- Engineering
- Audio Visual
- Safety & Security
- Theming
- Construction
- Digital Solutions
- Operations & Maintenance
- Guest Experience Technology
- Landscape Design
- Specialist Consultants

**CONNECTING THE ORGANISATIONS
SHAPING SAUDI ARABIA'S ENTERTAINMENT FUTURE.**

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NETWORKING OPPORTUNITIES

Every aspect of SEA Expo Connex has been designed to encourage meaningful conversations, valuable introductions and long-term business relationships.



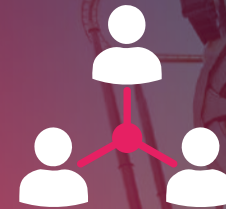
REGISTRATION NETWORKING

Begin building connections before the conference starts.



NETWORKING BREAKS

Continue conversations between sessions.



EXECUTIVE NETWORKING LUNCHES

Dedicated time to meet senior decision-makers.



NETWORKING DINNER

Strengthen relationships in a relaxed environment.



EDUCATIONAL TOURS

Build connections while experiencing world-class entertainment destinations together.

CHOOSE YOUR PASS

OPERATOR DELEGATE PASS

USD **\$499**

DESIGNED FOR:

- DEVELOPERS
- OPERATORS
- OWNERS
- GOVERNMENT
- INVESTORS
- TOURISM AUTHORITIES

SUPPLIER DELEGATE PASS

USD **\$699**

DESIGNED FOR:

- MANUFACTURERS
- TECHNOLOGY PROVIDERS
- SUPPLIERS
- CONSULTANTS
- SERVICE PROVIDERS

BOTH INCLUDES:

- ✓ TWO-DAY CONFERENCE
- ✓ NETWORKING DINNER
- ✓ EDUCATIONAL TOURS
- ✓ REFRESHMENTS
- ✓ NETWORKING LUNCHES
- ✓ ACCESS TO ALL CONFERENCE SESSIONS

REGISTER NOW

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PUT YOUR BRAND AT THE CENTRE OF SAUDI ARABIA'S ENTERTAINMENT INDUSTRY

BENEFITS



SHOWCASE
INNOVATIVE
SOLUTIONS



CONNECT
WITH
SENIOR BUYERS



GENERATE
QUALIFIED
BUSINESS
OPPORTUNITIES



DEMONSTRATE
THOUGHT
LEADERSHIP



BUILD
STRATEGIC
PARTNERSHIPS



INCREASE
BRAND
VISIBILITY



ALIGN WITH
VISION 2030
ENTERTAINMENT
GROWTH

SPEAK TO OUR TEAM ABOUT SPONSORSHIP OPPORTUNITIES.

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SEA EXPO

CONNEX

BE PART OF SAUDI ARABIA'S ENTERTAINMENT FUTURE

Join the conversations, connections and experiences shaping the Kingdom's next generation of entertainment destinations.

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