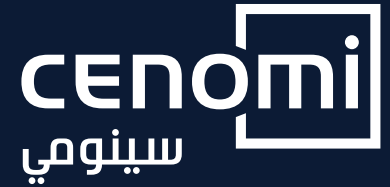


HEADLINE PARTNER



Partnership Opportunities

Position your brand at the heart of the Middle East and North Africa's most influential Retail & Leisure gathering.

**19-21
APRIL 2026**

**Crowne Plaza Riyadh
Digital City,
Riyadh, Saudi Arabia**



RLI Connect MENA 2026 offers a refreshed suite of partnership tiers designed to elevate your brand's regional profile, amplify your executive visibility and place you directly in front of global retailers, developers, investors, franchise operators and government stakeholders. Spanning three immersive days - A world-class Forum, VIP Networking Reception, high-level Deal-Making sessions, curated Retail Safari and the elegant RLI Connect MENA Finale Dinner - our partnerships offer full-spectrum engagement and premium exposure across every touchpoint of the event.

Each partnership tier aligns your brand with innovation, market leadership and the future vision of retail and leisure across the Middle East and North Africa.

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.

STRATEGIC EVENT PARTNER

RLI Connect MENA is pleased to align with the Future Hospitality Summit as our Strategic Event Partner for 2026.

This collaboration reflects the increasing convergence of hospitality, retail and leisure in shaping next-generation mixed-use destinations across Saudi Arabia and the wider MENA region. While independently curated and commercially distinct, both platforms will take place during the same industry week in Riyadh, enabling expanded cross-sector connectivity through a reciprocal access initiative.

This strategic alignment enhances international participation and industry dialogue, while maintaining the integrity and positioning of each event.



FHS
SAUDI ARABIA

Future
Hospitality
Summit



PLATINUM PARTNER

£50,000

Prestige, visibility and meaningful engagement across all three days

The Platinum Partnership offers a powerful platform for organisations seeking elevated visibility, thought-leadership presence and extensive hospitality benefits across the entire RLI Connect MENA programme.

Branding & Visibility

- Announcement email to 85,000-strong database
- Priority placement of your logo across all event marketing, communications & digital assets
- Featured branding across all three events
- Logo included in all RLI magazine pre-event advertising
- Corporate profile on event website
- Full-page advertisement in the RLI Connect MENA Brochure

Thought Leadership & Content

- Opportunity for a senior executive to join a Forum panel session
- Option to contribute a supporting thought-leadership article in RLI (pre-event issue)
- Two-page Profile in the RLI April issue

Networking & Hospitality

- Invitations to the VIP Networking Reception at the British Embassy
- Invitations to any additional receptions during the programme
- Retail Safari
- One hosted table of ten at the RLI MENA Finale Dinner

Deal-Making & Meetings

- Six Delegate passes to RLI Connect MENA Forum
- One Premium Deal-Making Package including a private meeting room with pre-arranged one-to-one meetings.

Activation Opportunities

- Ability to distribute promotional materials digitally or in print
- Full post-event attendee list

GOLD PARTNER

£40,000

A high-profile partnership offering strong visibility and engagement

Branding & Visibility

- Announcement email to RLI's 85,000 database
- Logo featured in all pre-event RLI magazine advertising
- Branding across all three events
- Logo on event signage, backdrops and partner boards
- Company profile on the event website
- A4 advertisement in RLI April issue
- A4 advertisement in Event Brochure

Networking & Hospitality

- Invitations to the VIP Networking Reception
- Invitations to additional receptions
- Retail Safari
- Table of ten at the RLI Connect MENA Finale Dinner

Deal-Making & Meetings

- Five Delegate passes to RLI Connect MENA Forum
- One Premium Deal-Making Package including a private meeting room with pre-arranged one-to-one meetings.

Activation Opportunities

- Opportunity to distribute printed or digital corporate material
- Full attendee list post-event

SILVER PARTNER

£30,000

A highly visible mid-level partnership across all three days

Branding & Visibility

- Announcement email to 85,000-strong database
- Logo in all RLI magazine pre-event ads
- Branding on website, collateral, brochures and partner signage
- Company profile on event website
- Full-page advertisement in RLI April issue
- Full-page advertisement in the RLI Connect MENA Brochure

Networking & Hospitality

- Invitations to the VIP Networking Reception
- Invitations to additional receptions
- Retail Safari
- Half table of five at the RLI Connect MENA Finale Dinner

Deal-Making & Meetings

- Four Delegate passes to RLI Connect MENA Forum

Activation Opportunities

- Opportunity to distribute printed or digital corporate material
- Full attendee list post-event

VIP NETWORKING RECEPTION PARTNER

£20,000

Exclusive Partner for the British Embassy Reception (Day One)

Branding & Visibility

- Announcement email to RLI's global database
- Logo featured in RLI magazine pre-event advertising
- Branding across all reception promotional materials
- Dedicated signage at the British Embassy reception
- Video loop during the reception

Networking & Hospitality

- Five Delegate passes to RLI Connect MENA Forum
- Five VIP Networking Reception invitations
- Five RLI Connect Deal-Making passes
- Retail Safari
- Five Finale Dinner invitations

Activation Opportunities

- A4 advert in the RLI Connect MENA Brochure
- Full attendee list post-event

RETAIL SAFARI PARTNER

£15,000

Align your brand with the region's most inspired destinations

Branding & Visibility

- Announcement email to RLI database
- Logo across all Retail Safari marketing
- Branding on dedicated Retail Safari signage
- Web-link on Retail Safari page

Networking & Hospitality

- Two Delegate passes to RLI Connect MENA Forum
- Two VIP Networking Reception invitations
- Two RLI Connect Deal-Making passes
- Two Finale Dinner invitations

Activation Opportunities

- A4 advertisement in RLI Connect MENA Brochure
- Full attendee list post-event

DEAL-MAKING PACKAGE PRIVATE MEETING ROOM

£10,000

including two All-Inclusive Delegate Passes (LIMITED AVAILABILITY)

Designed for owners, investors and developers looking to maximise engagement and unlock expansion opportunities during the event, this package provides a fully-serviced private meeting space alongside curated introductions, hospitality and visibility within the event.

Once registered, you will be assigned a dedicated meeting planner who will manage your schedule and coordinate your appointments. Upon arrival, you will be welcomed into your exclusive meeting room, where you will host pre-arranged discussions with Retailers, Leisure Operators, Entertainment Concepts, Franchise Partners and affiliated companies.

Between meetings, you will have full access to the central networking lounge to connect with other delegates and industry leaders.

Package Features Include:

- Private executive meeting room
- Corporate branding - roll-up banner and fascia signage
- Boardroom table & chairs, lighting and power supply
- TV screen with HDMI connectivity for presentations
- All-day hospitality including continental breakfast, mid-morning refreshments, hot/cold buffet lunch and afternoon breaks
- Complimentary tea, coffee and water served throughout the event
- Dedicated meeting planner to arrange meetings and ensure the smooth running of your schedule
- Company profile featured in the RLI Connect Brochure

A focused environment, curated connections and premium hosting the ideal format to accelerate business development and market entry.

RETAILER DELEGATE RATE

Early Bird Price

£495

(Until Friday 13 March)

Regular Price

£995

NON-RETAILER DELEGATE RATE

Early Bird Price

£995

(Until Friday 13 March)

Regular Price

£1,995

CUSTOM & BESPOKE PARTNERSHIPS

If your organisation has specific goals or would like to align with a particular audience segment, session, theme or reception, we are happy to collaborate on a bespoke partnership package tailored to your needs.

IF YOU WOULD LIKE TO DISCUSS ANY OF THE ABOVE OR BESPOKE OPPORTUNITIES PLEASE EMAIL: JAYNE.RAFTER@RLI.UK.COM

RLI MENA FINALE DINNER – HOSTED PARTNER OPPORTUNITY

EXCLUSIVE | PRESTIGIOUS | CURATED WITH THE HOST

The RLI MENA Finale Dinner is the signature closing moment of the three-day programme, bringing together global retailers, regional developers, investors, franchise operators, tourism leaders and government decision-makers for an elegant evening of connection and celebration.

As the Exclusive Hosted Partner, an organisation has the opportunity to take full ownership of this prestigious event, hosting the dinner under its brand or destination and curating the experience to reflect its own identity, hospitality and vision.

This partnership offers a unique, high-profile moment to showcase leadership, creativity and commitment to the advancement of retail and leisure across the Middle East.

This exclusive opportunity enables a partner to create an unforgettable evening that reflects their brand, values and hospitality - while connecting with the most influential leaders driving the future of retail and leisure across the region.

Hosted Partner Benefits

- All-inclusive Delegate Passes to the full three-day programme of RLI Connect MENA
- Branding & Visibility
- Presented as Exclusive Host of the RLI MENA Finale Dinner
- Premier branding on all dinner communications, invitations, menus and signage
- Corporate profile within the RLI Connect MENA Brochure
- Branding included in RLI magazine pre- and post-event features
- On-stage acknowledgment and welcome remarks by a senior representative
- Hospitality & Engagement
- Hosted table for VIP guests and key stakeholders
- Opportunity to shape the look, feel and experience of the evening
- VIP introductions facilitated by RLI leadership
- Activation Opportunities
- Branded welcome desk or experiential activation
- Video content displayed during the evening (if applicable)
- Opportunity to incorporate destination, project or brand storytelling into the programme
- Financial Structure
- The Hosted Partner fully funds the Finale Dinner
- No financial payment is made to RLI for this partnership tier

A COLLECTION OF REFLECTIONS SHAPING THE CONVERSATION AROUND RLI CONNECT MENA 2026

“The pace of transformation in Saudi Arabia is setting a new global benchmark. You can feel the momentum everywhere you go.”

“Riyadh has become a strategic gateway for brands looking to scale across the Middle East. The demand for new concepts has never been higher.”

“Retail, leisure and tourism are no longer separate worlds - they’re converging into holistic destination ecosystems that redefine how consumers live, shop and experience culture.”

“Luxury is being reimaged across the region. It is no longer just about exclusivity - it’s about meaning, expression and emotional connection.”

“Partnerships are the new currency. The brands and developers who collaborate boldly will be the ones that shape the future of the market.”

“What is happening in Saudi Arabia is more than development; it is ambition at scale - vision becoming reality at a pace the world hasn’t seen before.”

“For international brands, the Middle East is no longer an emerging market - it is a primary growth region.”

“RLI Connect MENA has become an essential platform for anyone who wants to understand the next decade of global retail and leisure.”



WWW.RLICONNECT.COM/MENA/

RLI Connect MENA is presented by RLI – Retail & Leisure International Magazine. For more information on Partnership Opportunities please contact Jayne Rafter, Owner & Publisher at: jayne.rafter@rli.uk.com | +44 (0) 1706 212 200

