

BEYOND ACTIV EMEA

11-13 FEBRUARY 2025
FAIRMONT RIYADH, SAUDI ARABIA

Event Sponsorship Proposal



www.beyondactiv.com/events/emea

BEYOND
— ACTIV





Beyond Activ Our Company Our Activities

Beyond Activ is a Singapore based and Singapore registered business, with a global industry presence.



Global Network of
Health, Fitness, Wellness
& Sports Companies



World's Largest
Gatherings of Industry
CEOs



Owner of the Industry's
Most Influential &
Respected Event Series

1,000+

Previous Speakers

250+

International Partners

60,000+

Distribution List



Experts in Events, Global
Marketing, Community
Engagement & Thought
Leadership



Trusted Provider of
Business Development,
LeadGen and Market
Development Services



Exclusive Content
Creator & Distributor

Beyond Activ

Our Difference



We are proudly not a traditional mass market event and exhibition company.

Our strength lies in being a global business and network. We build world-class events with mass CEO-level participation as our core client base. We outperform market competition because of our:



Global Network



International Scope



Year-Round Engagement



Business & Investment Content



Investor Participation



B2B Focused Events



CEO/CXO Centricity



Deep Industry Relationships



Trust as a Business Partner



رؤية
VISION
2030

Why Saudi Arabia (and the Wider GCC)?



- 01** | Exciting New Infrastructure Developments
- 02** | Exciting New Investment Opportunities
- 03** | Existing Industry Connections/Partners
- 04** | Government Support of Health, Wellbeing, Fitness & Sport
- 05** | Growing Global Influence
- 06** | Growing National Industry
- 07** | Growing Tourist/Tourism Destination
- 08** | KSA is the Major Driver of GCC Growth
- 09** | National Demand for Industry Events
- 10** | National Support of Industry Events

Beyond Activ EMEA 2024 Statistics

We are Building on from an Incredible Event in 2024. We Invite You to Join Us in 2025.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
الْحَمْدُ لِلَّهِ الَّذِي هَدانا لِهَذَا وَمَا كُنَّا لِنَشْكُرَهُ لولا



Regional and International Participation



Region's Biggest Gathering of Industry C-suite Executives



World-Class Content, F&B, Culture and Entertainment

1,050

Attendees in 2024

75

International Speakers

40

Countries in Attendance



Support of MISA and Signed MOU for Future Industry Activities



C-suite National and International Speakers and Presenters



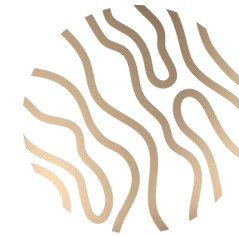
Successfully Encouraged Investment into KSA's Growing Industries

Beyond Activ EMEA 2024 Partners

We are Proud to Call These
Companies and Organisations
Partners As We Grow the Event



وزارة الاستثمار
Ministry of Investment

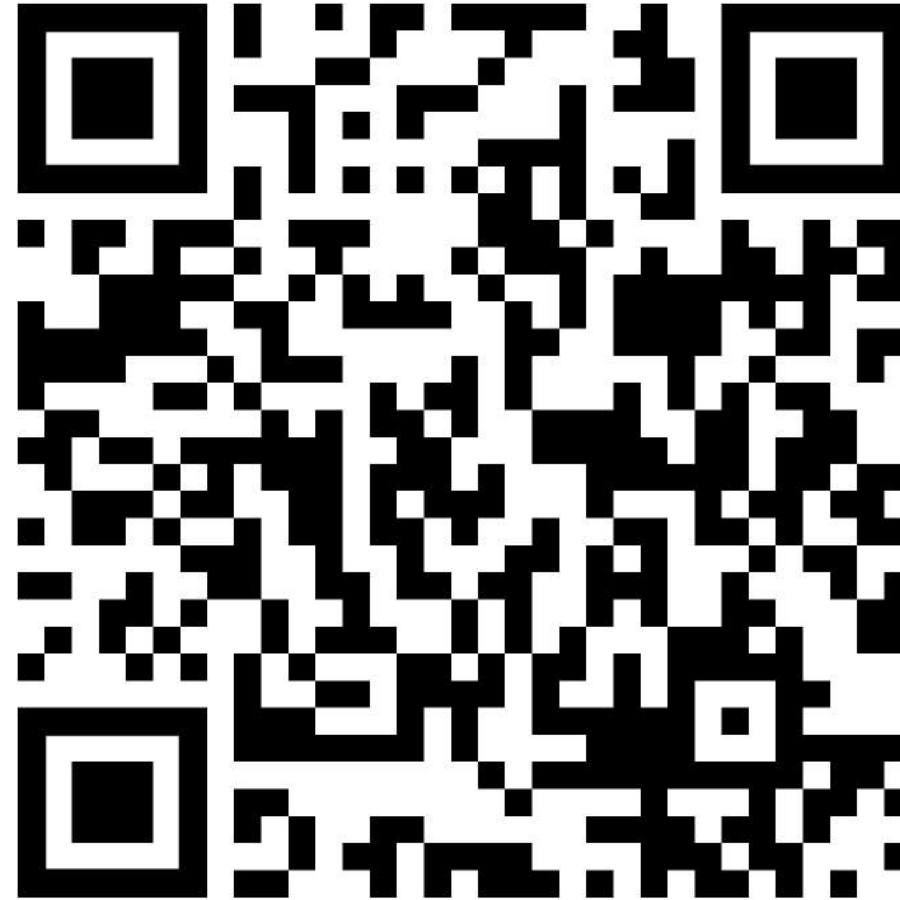


Red Sea
Global



Beyond Activ EMEA 2024 Attendee List

In Feb 2024 We Welcomed 1,080 Attendees from 40 Countries. Scan QR Code or Click Link to View Them



<https://beyondactiv.com/events/emea/attendee-list>

Beyond Activ EMEA 2025 Growth Plans

We are Adding New Features and Experiences to Ensure Our 2025 Event Grows Significantly.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
الْحَمْدُ لِلَّهِ الَّذِي هَدَانَا لِهَذَا وَمَا كُنَّا لِنَشْكُرَهُ لَوْلَا دَعْوَةُ اللَّهِ وَالنَّبِيِّ مَا كُنَّا لَنُؤْمِنُ بِهِ وَلَا لَنُحْيِيَنَّكَ رَبُّنَا فِي هَذِهِ الْحَيَاةِ الدُّنْيَا وَلَا لَنُحْيِيَنَّكَ رَبُّنَا فِي هَذِهِ الْحَيَاةِ الدُّنْيَا وَلَا لَنُحْيِيَنَّكَ رَبُّنَا فِي هَذِهِ الْحَيَاةِ الدُّنْيَا



New Member of Staff
Based in Saudi Arabia
Solely for This Event



New 1-on-1 Curated and
Scheduled Meetings for
Structured Networking



Launch of EMEA Awards
of Excellence –
Dinner and Ceremony

1,250+

Expected Attendees

100

Expected Speakers

60

Expected Countries



New Outdoor Marquee
for Additional Content
and Breakout Talks



Additional Cultural
Experiences Added for
(International) Attendees



Leveraging Existing
Relationships to Grow
Our Attendee Base

Beyond Activ EMEA 2025 Audience

C-suite, VP, MD,
GM, Founder and
Director level
attendees from
the following
industries:




- 01** Fitness
(Gyms, Clubs, Studios)
- 02** Health
(Hospitals, Allied Healthcare,
Promotional Bodies)
- 03** Wellness
(Clinics, Centres, Providers)
- 04** Hospitality
(Hotels, Resorts, Retreats)
- 05** Sports
(Clubs, Federations, Leagues)
- 06** Technology
(SaaS, Health-tech, Fit-tech, Well-tech, Sport-
tech, Insure-tech)
- 07** Equipment Providers
(Manufacturers, Suppliers, Distributors)
- 08** Corporates
(HR, Corporate Health and Wellbeing)
- 09** Business Services
(Insurance, Legal, Advisory, Finance)
- 10** Government
(Health, Wellbeing, Sports, Investment)



We are fully aligned to helping
Saudi Arabia realise its...





Beyond Activ
EMEA 2025
Venue

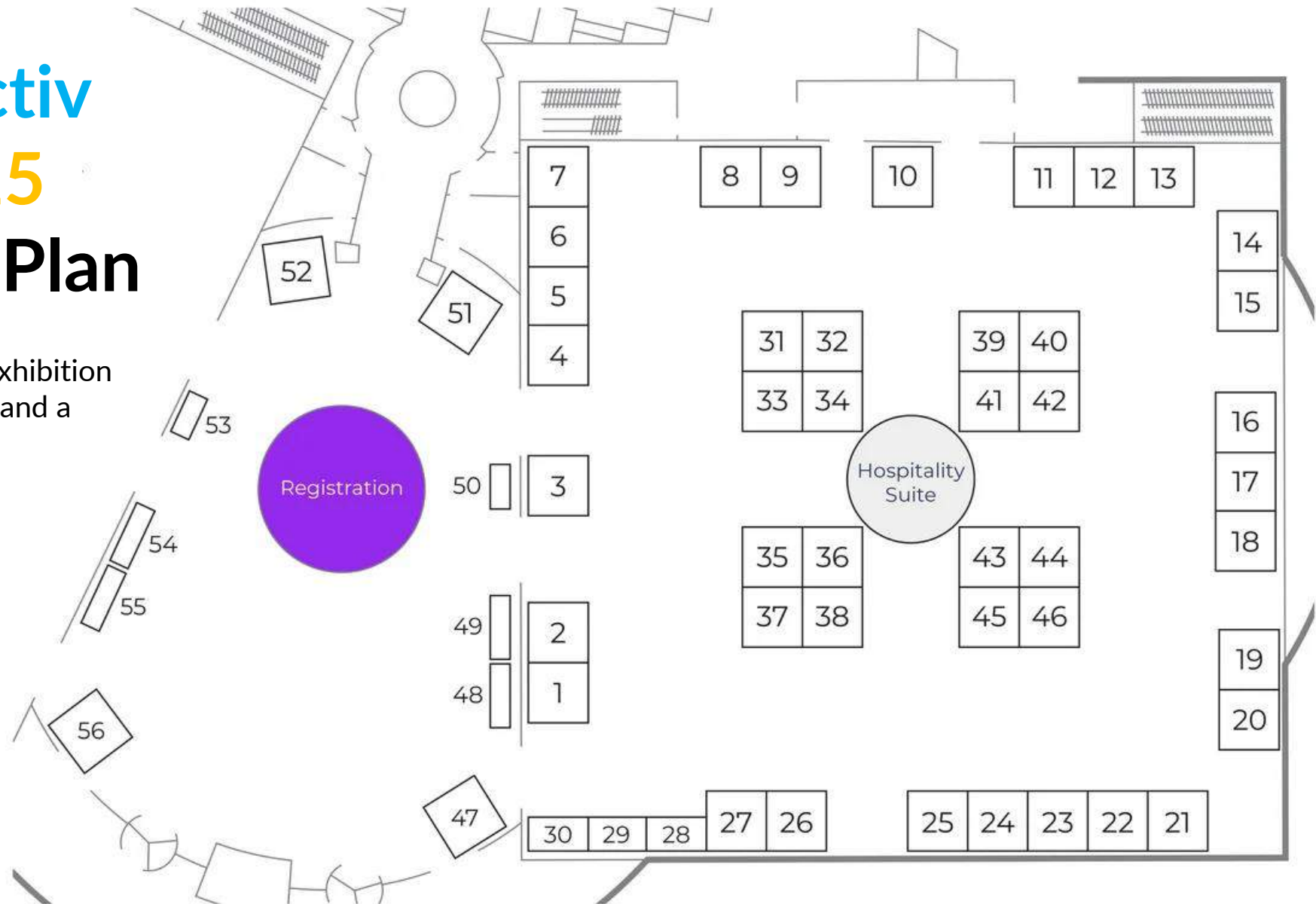


Fairmont Riyadh, Riyadh, Saudi Arabia

- > 5* Star Hotel with World-Class Event Services
- > Accommodation for International Guests
- > Approved by KSA Government for World-Class Events
- > Two Ballrooms: One for Talks, One for Exhibition

Beyond Activ EMEA 2025 Exhibition Plan

We Have Increased the Exhibition Space to 56 Booths Now and a Central Hospitality Suite.



2025 Sponsor Opportunities

We offer a range of bespoke partnership/sponsorship packages to suit each individual client. Below are a few example packages that our clients add to, or delete from, to create what they need.

Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Networking Sponsor
3 x Key Speaking Opportunities	2 x Key Speaking Opportunity	1 X Key Speaking Opportunity	1 Speaking Opportunity	Intro Remarks at Networking Reception
15 VIP Tickets	10 VIP Tickets	7 VIP Tickets	4 VIP Tickets	4 VIP Tickets
Ultra-Premium Branding & Profiling	Premium Branding & Profiling	Branding & Profiling	Branding & Profiling	Branding & Profiling
Awards Dinner Partner	Meeting Facilitations (8)	Meeting Facilitations (4)		
Meeting Facilitations (8)	Exhibition Space			
Global Digital Activations (2)	Global Digital Activation (1)			
Premium Exhibition Space				
Investment Level: USD\$95,000	Investment Level: USD\$65,000	Investment Level: USD\$35,000	Investment Level: USD\$15,000	Investment Level: \$15,000

10 Benefits of Sponsorship (1/2)

1. To become **recognised as both a Regional and Global Thought Leader** on health, fitness, wellness, wellbeing and sports.
2. To have a **meaningful presence in the agenda** and on stage alongside other key health, fitness, wellness and sports leaders.
3. To **deliver a purposeful message** about the mission of your company/organisation, the services you offer and how others can work with you on future projects and initiatives.
4. To **support and celebrate industry excellence** by joining our advisory committee as a proud partner, judge and sponsor of our EMEA Awards of Excellence.
5. To secure a physical meeting space (through a 3m x 3m exhibition) **to meet with clients and prospective clients.**



10 Benefits of Sponsorship (2/2)

6. To **host a 1-on-1 meeting table** so we can curate for you specific meetings with parties of interest, regional and international.
7. To **run an activation across the event** to help with lead generation for future marketing, sales and business development.
8. To access **direct physical connections and email introductions** to parties of interest, as we help grow your industry connectivity more quickly and more productivity.
9. To **help deliver the KSA Government a world-class B2B event**, one that will add increasing value to the Kingdom's economy
10. To **strengthen your relationships and status with other leading companies and executives**, all committed to ensuring this event is a success for all involved.



Connect Now

For more details on how to partner Beyond Activ on this exciting event, we invite you to connect so that together we can grow a truly global platform for Saudi Arabia, the GCC and the wider EMEA marketplace.

Please contact:



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