

IENA Exhibition | International Exhibition for Non-profit Sector 4th | Fourth Edition 2026

Held alongside

- ▶ Nonprofit Sector Forum for Municipalities and Housing
- ▶ IENA Nonprofit Sector Forum



RICEC
مركز الرياض الدولي للمؤتمرات والمعارض
Riyadh International Convention & Exhibition Center



11 to 13 May 2026

Organized by

THALATH
International Co.



Our Slogan...

**Effective Partnerships.. to Achieve
the Sustainable Development Goals**





SUSTAINABLE DEVELOPMENT GOALS

We stand with the United Nation's most ambitious plans to promote sustainable human development



رؤية
VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

Throughout this event, we actively contribute to achieving the goals of Saudi Arabia's 2030 Vision



A Vibrant Society



A Thriving Economy



An Ambitious Nation



Key Statistics from IENA Last Editions



372

Number of Agreements

VVIPs

2,404

Visitors of Highnesses & Excellencies



35,050

Total number of visitors



262+

Video via social media channels



65+

International and local media agencies



273

Exhibitor



934

Number of posts



2,475,447

Number of views on social media



10+

Participating Countries





Gratitude and Appreciation to the Sponsors and Participants of IENA

In The THIRD Edition

Exhibition Sponsors

IENA Official Sponsor



مدينة محمد بن سلمان
Mohammed Bin Salman City
غير الربحية Nonprofit

Strategic Sponsor



الجمعية الخيرية لرعاية الأيتام بمكة المكرمة مسجلة برقم ١٣٥

Supporting Partner



أمانة منطقة الرياض
RIYADH REGION MUNICIPALITY

Social Excellence Sponsor

Donor Sponsor

Main Sponsor

Supporting Sponsors

Legal Partner

Hospitality Sponsor



المؤسسة الخيرية
لرعاية الأيتام



جمعية البر الخيرية بأبو راحة
Al-Bir Charity Association in Abu Rakah
إغاثة وتمكين



برنامج جودة الحياة
QUALITY OF LIFE PROGRAM



DMB










Number of officially registered entities according to the latest statistics for each country 2017 - 2024



412	Kuwait	
501	UAE	
666	Bahrain	
5235	Saudi Arabia	
6,610	Jordan	
5,314	Iraq	
52,383	Egypt	
108,490	Algeria	
200,000	Morocco	
1.5M	France	
27,962	Spain	
79,743	Malaysia	
165,758	UK	
101,764	Türkiye	
815,676	Brazil	







Non-profit sector workforce

168,000	Algeria	
1.8M	France	
535,000	Spain	
952,402	UK	
39,320	Türkiye	
2.5	Canada	
The nonprofit workforce is	%6.4	

Number of volunteers

1.5M	Algeria	
3.3M	Indonesia	
2.03M	Spain	
27,885	Mexico	
2017 %9	Family volunteer percentage.	

Sector contribution to GDP

%4.2	Jordan	
%1.41	Spain	
%1	UK	
%5.7	USA	
%9	Canada	
%2.9	Mexico	



Guided by a shared vision aligned with the nonprofit sector's aspirations, the **FOURTH EDITION** of the IENA Exhibition is set to launch.

Saudi Arabia embraces all forms of international cooperation and knowledge exchange to empower and advance the capabilities and services of the nonprofit sector. The Kingdom also welcomes global contributions and facilitates the participation of international nonprofit organizations.





Vision

The leading international platform for the nonprofit sector



Mission

To maintain continuous engagement with the sector and youth, attract international associations and organizations, and bring in expertise, models, and modern technologies to enrich knowledge, develop leaders, and activate partnerships





1

Showcasing the advancement & excellence of Saudi nonprofit sector on the global stage, while contributing to the realization of Saudi Vision 2030 and the United Nations Sustainable Development Goals

2

Building national and international relationships through constant communication



3

Effective and efficient partnerships to support global sustainable development goals



4

Enhancing the involvement and cooperation of regional, local, and foreign organizations and motivating them to participate in relevant events hosted in Saudi Arabia.





Exhibition



Opening Ceremony



Leader's Meeting
Opening Session



Specialist's Meetings



Media Meetings



Signing Agreements



B2B Meetings



Tourist site visits

Sectors Targeted for Participation:

- 1 International Organizations
- 2 Nonprofit Sector:
 - Charities
 - Foundations
 - Cooperative Charities
 - Supervisory Units
- 3 Social Responsibility
- 4 Government Sector
- 5 Endowments
- 6 Banks and Financial Institutions
- 7 Private Sector
- 8 Service Providers

Targeted Attendees:

- 1 His Royal Highness Prince of Riyadh Region
- 2 Their Royal Highnesses, Princes of Regions, and Deputies
- 3 Ministers and Senior Officials
- 4 Nonprofit Sector Leaders
- 5 Business Men and Women
- 6 Heads of Banks and Financial Institutions
- 7 Heads of Private Enterprises
- 8 Experts and Specialists in the Sector
- 9 Media Platforms



Some of the targeted Sponsors for Sponsorship



 IENA



11 إلى 13 مايو 2026م



 R I C E C

مركز الرياض الدولي للمؤتمرات و المعارض
Riyadh International Convention & Exhibition Center



1 | A Bright Future
Economic reforms have created many new opportunities, positioning Saudi Arabia as a strategic hub, increasing capital, and driving economic and developmental growth.

2 | Powerful nation
A leading nation in global and Islamic affairs, being a member of the G20 and OPEC with significant international influence.

3 | A Diverse Population
With a population exceeding 34 million, most of whom are young and highly educated.

4 | Leadership
Saudi Arabia is a leader in many fields at both national and international levels.

5 | A Promising Environment
The abundance of its resources and the natural wealth of its environment

6 | Strategic Geographic Location
Located at the crossroads of major trade routes between the three continents.

7 | An Islamic Entity
The Kingdom is home to the Two Holy Mosques, serving as the religious and spiritual centre for Muslims worldwide.

8 | Support
Saudi Arabia provides facilities and full support to local and international investors.





المعرض الدولي للقطاع غير الربحي
International Exhibition for Nonprofit Sector
— شراكات فاعلة .. لأهداف التنمية المستدامة —

Booths Model



Supervisory Units



1 Nonprofit Youth Initiatives (less than two years old)

2 Environment

3 Health

4 Professional Networks

5 Culture and Entertainment

6 Advocacy and Support

7 Development and Housin

8 Supporting Philanthropy

9 Social Services

10 Education, Research, Technology, and Artificial Intelligence

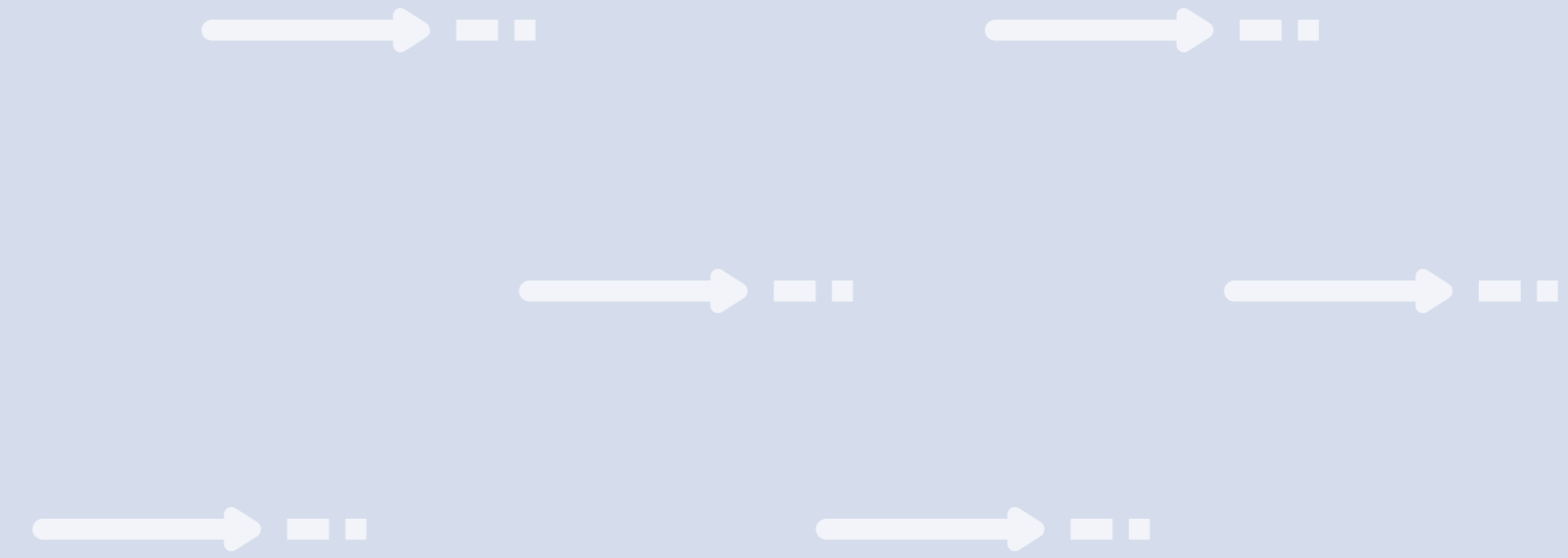
11 Serving Pilgrims, Advocacy, Guidance, and Religious Education

12 Endowments

13 Royal and Charitable Institutions and their international counterparts

14 Banks and the Financial Services and FinTech Sector

15 Private Sector, Service Providers and Suppliers





**Why to be
A Sponsor or
Exhibition or
Partner For
IENA!**

1 **Showcase** your expertise and experiences in enhancing partnership between all sectors and components of the non-profit sector

3 **Emphasize** your leadership position in the non-profit sector and your active contribution to achieving the goals of Saudi Vision 2030 and global sustainable development goals.

5 **Participate** in the first international specialized exhibition, bringing together all components of the non-profit sector under one roof

2 **Leverage** media and marketing momentum supported by relevant government entities.

4 **Take a leading role** in strengthening partnerships across all sectors and components of the non-profit field, both locally and internationally.

6 **Showcase** your expertise and experiences while benefiting from local and international knowledge and case studies.

**Sponsorship
Packages** 



Benefits granted to all sponsors

based on their respective sponsorship tiers (First, Second, Third, Fourth)

Before the Exhibition

● Marketing & Media

- Sponsor visibility on the exhibition's official website.
- Acknowledgement of the sponsor across all marketing and media publications.
- Display of the sponsor's logo across all exhibition marketing materials and social media platforms.

● Brand Visibility & Identity

- Display of the sponsor's logo on welcome signage outside the exhibition center and at the main entrance.
- Sponsor branding featured on welcome & directional signage inside the opening ceremony hall & exhibition halls.
- Display of the sponsor's logo on the main stage, in the VIP lounge, and during the opening ceremony.
- Inclusion of the sponsor's logo in all printed and digital materials related to the exhibition.
- Sponsor presence in the final report, media kit, and the official television commercial.
- Display of the sponsor's logo on the main screen at multiple intervals, including during the opening session.

During the Exhibition

- Meetings with the exhibition sponsor and VIPs.
- Video and photo coverage documenting the sponsor's participation throughout the exhibition days.
- Conducting media interviews for the sponsoring entity as part of the official media coverage.
- Granting the sponsor priority access to the agreements signing platform.

After the Exhibition

- Delivery of copies of all printed and digital deliverables, including the media report.
- Provision of copies of the official videos, including the opening ceremony coverage.
- Inclusion of the sponsor in official thank-you announcements across media channels.

Customized sponsorship packages can also be developed to align with your communication strategy.

For more information, please contact +966 55 705 2333.



Exclusive Benefits for Sponsorship Packages

Benefits	Strategic Sponsor	Main Sponsor	Contributing Sponsor	الراعي الداعم
Package Price (Including VAT)	₹ 690,000	₹ 517,500	₹ 368,000	₹ 264,500
Exhibition Space	9x9=81m ²	8x9=72m ²	7x9=63m ²	5x6=30m ²
Motion Graphics Video	Dedicated 60-Second Video + Promotion within Saudi Arabia	Dedicated 45-Second Video + Promotion within Riyadh	Dedicated 30-Second Video + Publication on the Exhibition's Channels	Dedicated 15-Second Video + Publication on the Exhibition's Channels
Welcome Signage	4 Banners + Display Structures at 4 Locations	2 Banners + Display Structures at 3 Locations	1 Banner + Display Structures at 2 Locations	1 Banner + Display Structures at 1 Location
Brand Visibility Locations Within the Exhibition	First-Level Sponsorship	Second-Level Sponsorship	Third-Level Sponsorship	Fourth-Level Sponsorship
VIP Invitations VVIP Invitations to the Opening Ceremony	5 VVIP 300 VIP	3 VVIP 200 VIP	2 VVIP 100 VIP	2 VVIP 50 VIP
Dedicated Parking Spaces	3 Parking Spaces	2 Parking Spaces	1 Parking Spaces	1 Parking Spaces
Reserved Seat at the Opening Ceremony	Front Row Right Section	Front Row Right Section	Second Row (Sponsors' Area)	Second Row (Sponsors' Area)
Recognition with a Special Plaque	First-Tier Award Trophy	Second-Tier Award Trophy	Third-Tier Award Trophy	Fourth-Tier Award Trophy
Table Flags at the VIP Area	In the VIP Lounge	—	—	—
Participation in the IENA Forum	a full one-hour session (the session chair and speakers to be designated by the sponsor)	Entitled to a keynote speaking opportunity and participation in two different sessions.	Entitled to participation in two different sessions over two days.	Speaker in One Session



Exhibition Price List for 2026

USD 4,968	₦ 18,630	3X3	G
USD 9,200	₦ 34,500	4X3	E
USD 18,400	₦ 69,000	6X4	EE
USD 11,776	₦ 44,160	4X3	H
USD 14,131	₦ 52,992	4X3	RH
USD 18,216	₦ 68,310	6X3	M
USD 24,472	₦ 91,770	8X3	R
USD 35,267	₦ 132,250	6X5	S30

Exhibition Spaces

USD 70,533	₦ 264,500	6X5	A
USD 98,133	₦ 368,000	7X9	B
USD 138,000	₦ 517,500	8X9	C
USD 184,000	₦ 690,000	9X9	SP

SPONSERS



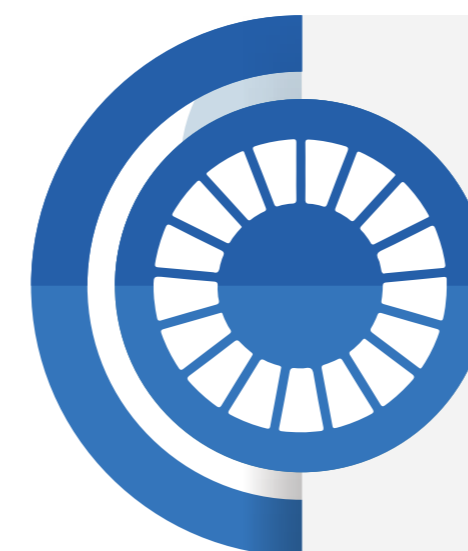
Features Granted to All Exhibitors

- 1 An exhibition booth inside the hall according to the selected category.
- 2 Participant's name displayed in the list of exhibitors on the website.
- 3 Recognition certificate presented at the booth during the exhibition.
- 4 Participant featured in exhibition marketing on social media.
- 5 Participant showcased in general exhibition materials.

Basic Setup for Exhibitors

- 1 Preparing the exhibition booth with partitions and wooden panels
- 2 Two electrical outlets (220 volts)
- 3 A box of water provided for each booth daily
- 4 A counter featuring the participant's logo
- 5 An internal table with two fixed chairs

ADD VALUE



Actively contributing to the achievement of the Sustainable Development Goals.



The Kingdom welcomes international contributions and facilitates the participation of global non-profit organizations within its borders.



The Kingdom encourages all forms of international cooperation and exchange of expertise to enhance and develop non-profit sector capabilities and services

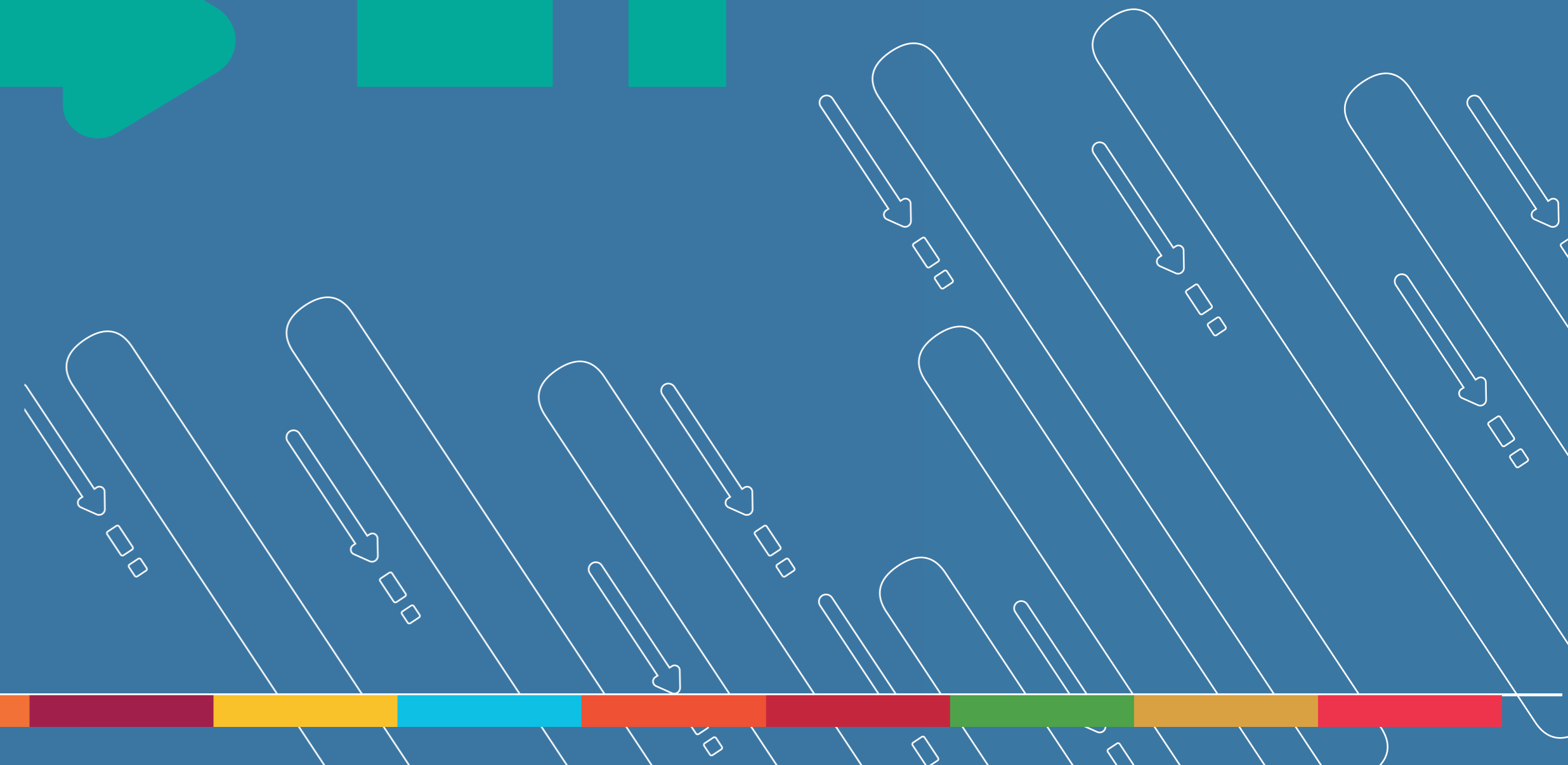


Saudi non-profit organizations are contributing effectively to achieving the targets of Saudi Vision 2030 under advanced governance and comprehensive sustainability frameworks



Nomination Process

Customer Journey



Visit the Website
www.ienaexpoksa.com

1
 Fill the form



2
 Compatibility with one of the exhibition's sectors



3
 Answer the 5 questions

- 1- Reason for participation?
- 2- Participation objectives?
- 3- Messages that will be conveyed to the public?
- 4- What will be exhibited inside the booth?
- 5- Contracts and agreements to be signed?



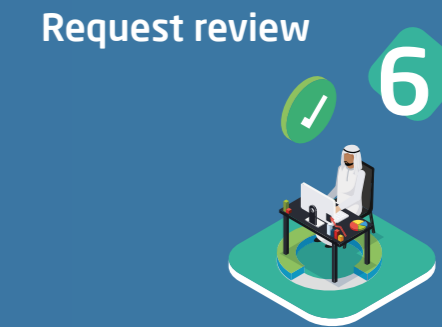
4
 Valid registration certificate and company profile



5
 Governance rate of 90% or higher certified via governance report (for local associations only)



6
 Request review



7
 Receive a response



Domestic organization
 Journey



International organizations and sponsors
 journey



Governmental entity
 journey





**We'll Meet Where the
World is Heading**





المعرض الدولي للقطاع غير الربحي
International Exhibition for Nonprofit Sector
— شراكات فاعلة .. لأهداف التنمية المستدامة —

نحن ننظر إلى القطاع غير الربحي بأنه قطاع مهم في دعم مسيرة التلميم ومسيرة الثقافة وفي قطاع الصحة وفي القطاع البحثي، وسنفتد على القطاع غير الربحي بشكل رئيسي جدا

صاحب السمو الملكي الأمير
محمد بن سلمان بن عبد العزيز آل سعود
ولي العهد رئيس مجلس الوزراء

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