



رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

GEA
الهيئة العامة للترفيه
General Entertainment Authority

SEVEN

CONCOURS

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SEVEN Concours Brief



Date

Friday 1- 7 of March 2024



Working Hours

4PM - 1AM



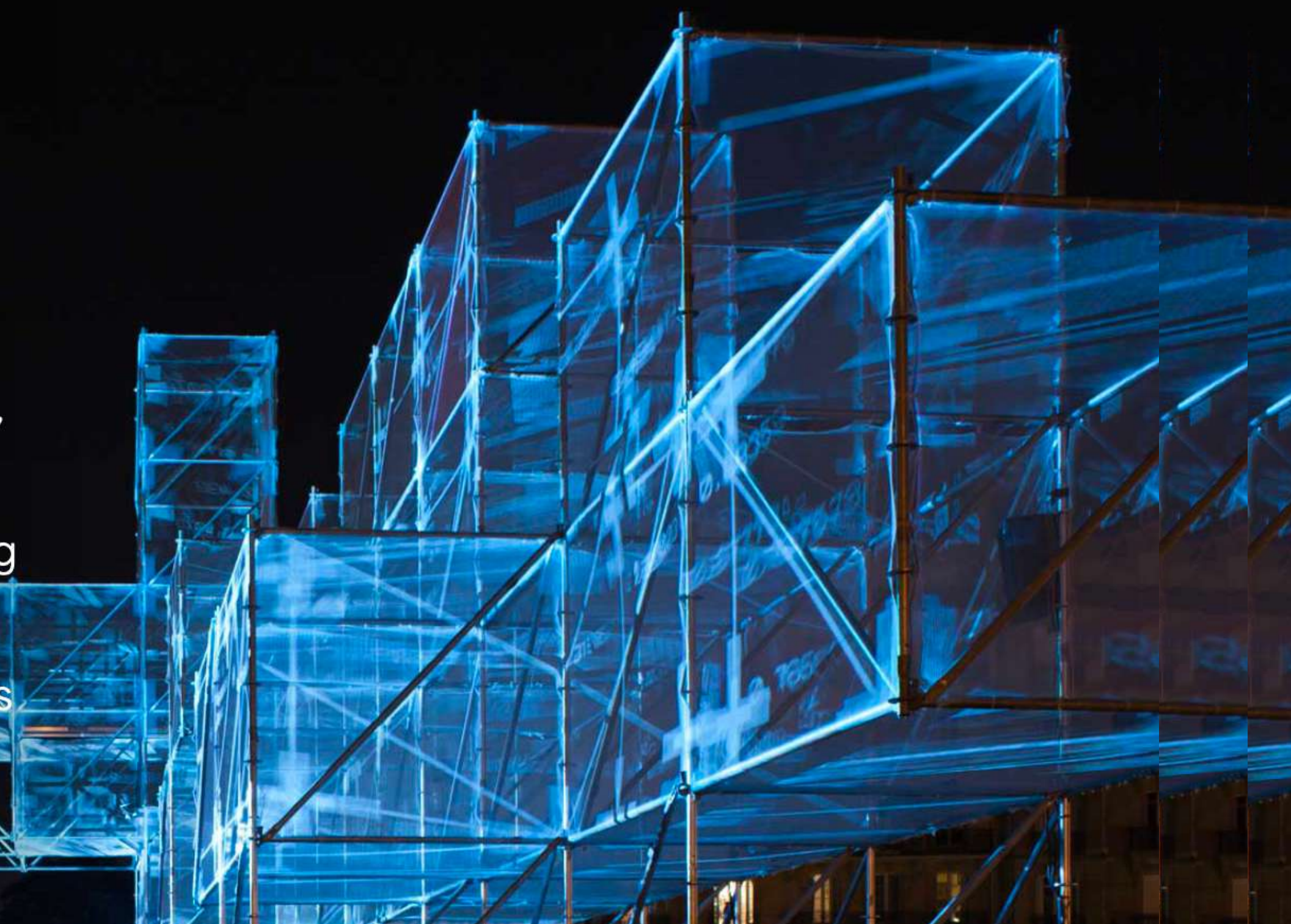
Contains

more than 600 cars

The Design Concept

A Sensory Journey

an architectural masterpiece fusing sculpture, video-mapping, and dynamic audio visual elements. An immersive installation where every surface becomes a canvas. Mesmerizing video-mapping, captivating lights, and immersive sounds bring this living, breathing work of art to life, inviting attendees to witness the convergence of exotic car collections and cutting-edge technology.



HIGHLIGHTS

Largest Car Festival
in the Middle East

Most Exotic Brands

Worldwide Auction

Innovative Exhibitions

VIP Pavilion
Experience

Car Reveal



VISION 2030 KINGDOM OF SAUDI ARABIA

PURSuing THE DREAMS OF A GREAT VISIONARY



Under his highness Prince Mohammad Bin Salman Al Saud, crown prince and leader of the new 2030 Saudi Vision, Saudi has witnessed huge development both economically & culturally in the last years and among these ambitious developments is the launching of “Vision 2030 of” which sets the development of the kingdom soft power as one of its main objectives.

We envision that by stimulating entertainment life, the transformed Riyadh Boulevard will not only showcase Saudi’s potential but also contribute to making it a must-visit destination for travelers and professionals from around the world.



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The Concept of
the Event in 3D





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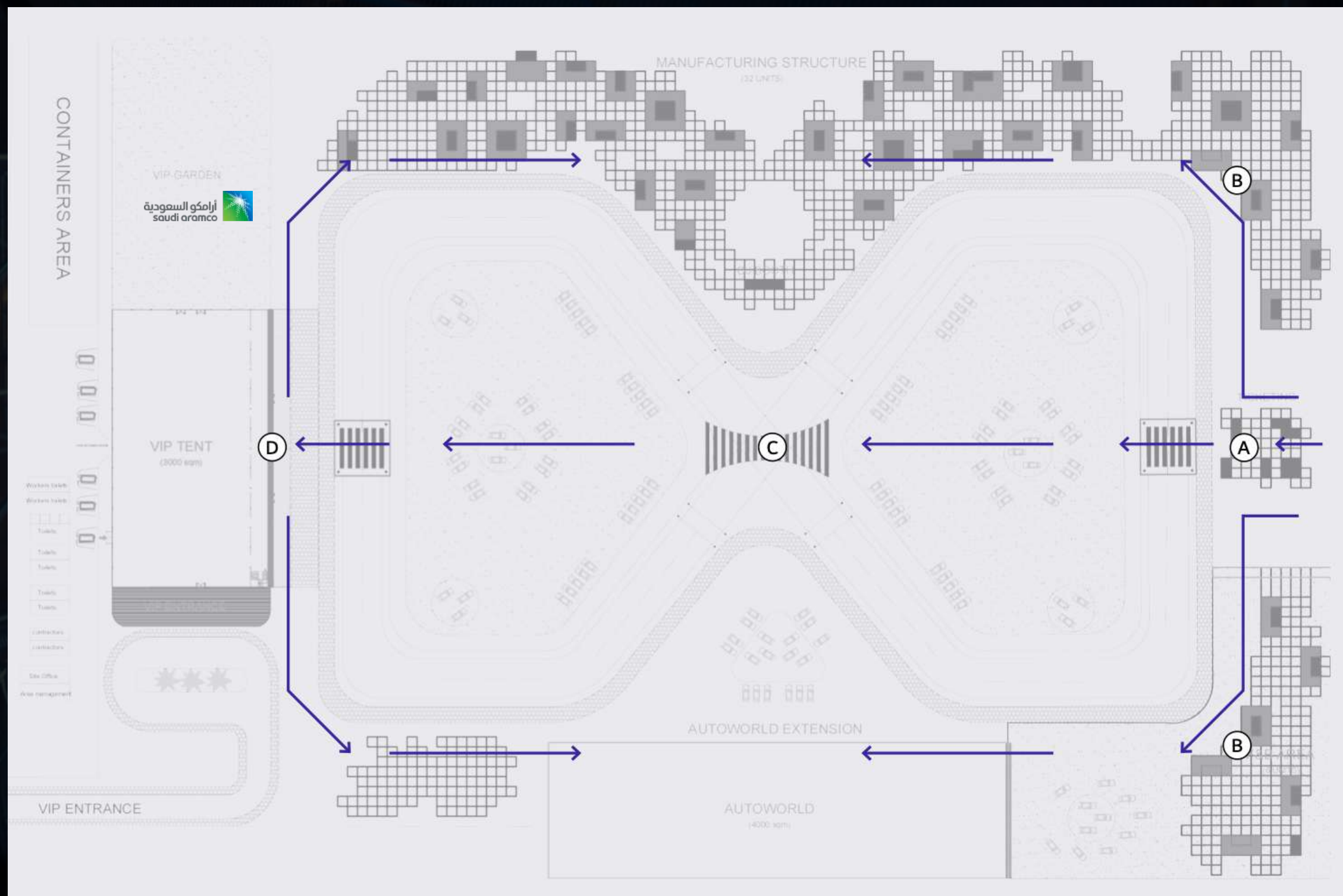
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The Journey

- (A) As guests enter Seven Concourse 2024, they begin a journey like no other.
- (B) A strategically designed walkway offers a panoramic perspective of the entire car show.
- (C) The highlight of this journey is the Walkway Bridge, allowing guests to cross over the Car Track, providing an up-close view of the performance showcase.
- (D) This pathway guides them seamlessly to the VIP Area, where they can elevate their experience with the best vantage points, luxurious lounges, and exclusive showcases.





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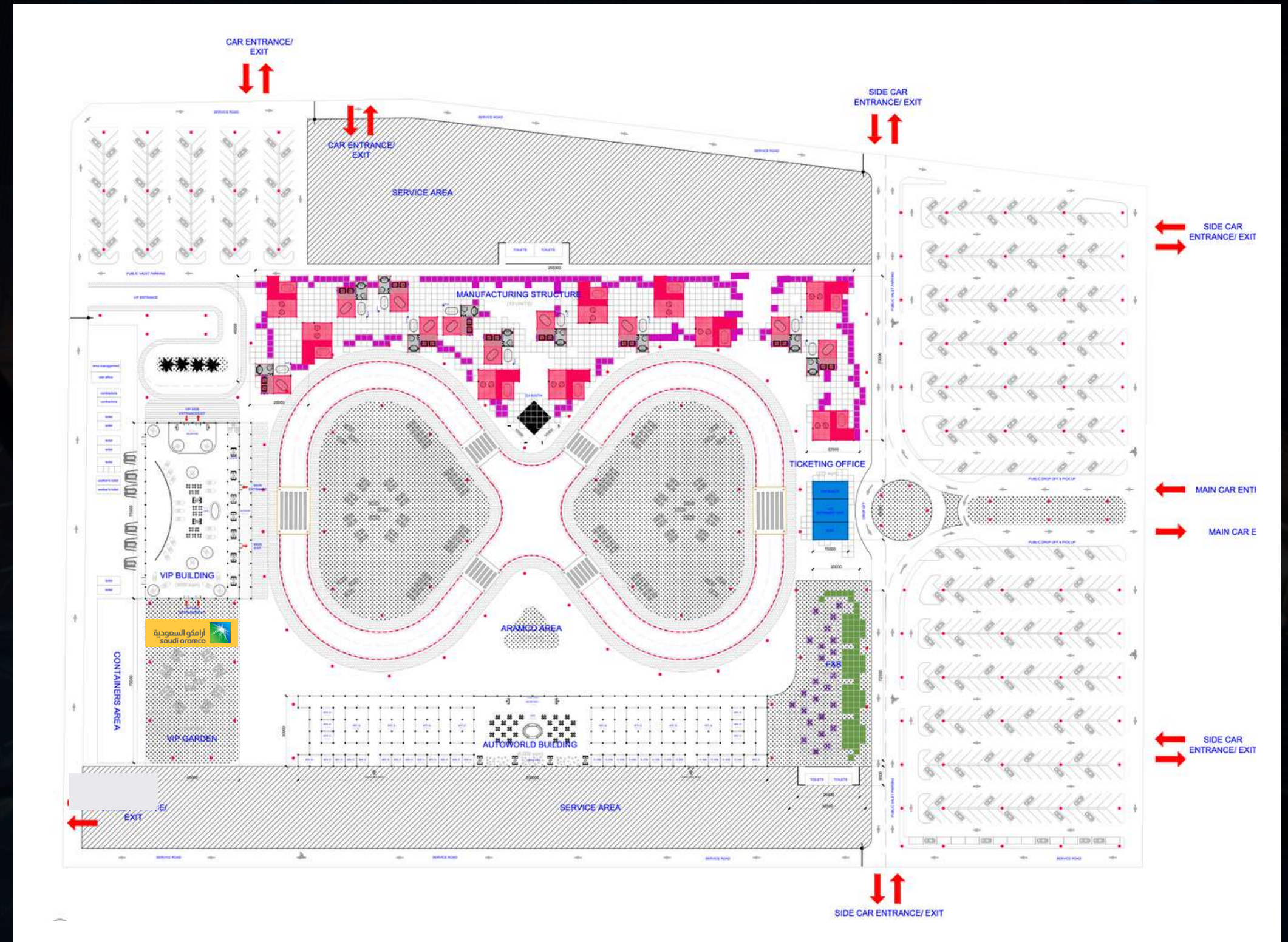
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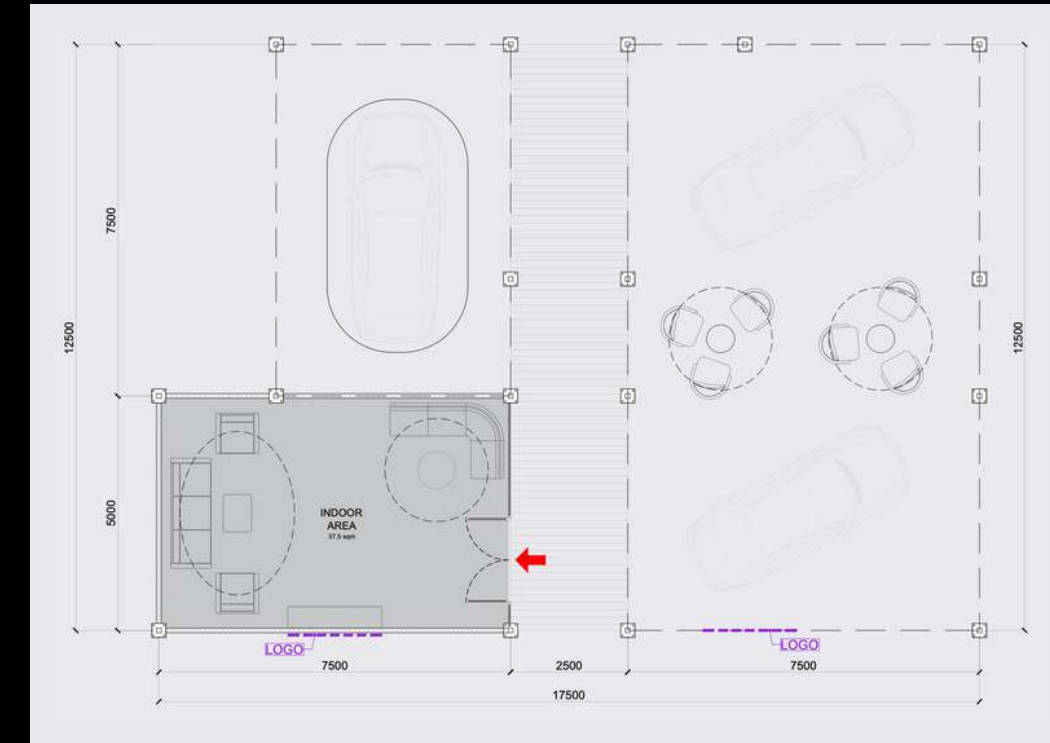
@KEYCONCEPT
INFO@KEYCONCEPT

THE MANUFACTURER ZONE

5000+ SQM Architectural Sculptures 23 Units for:

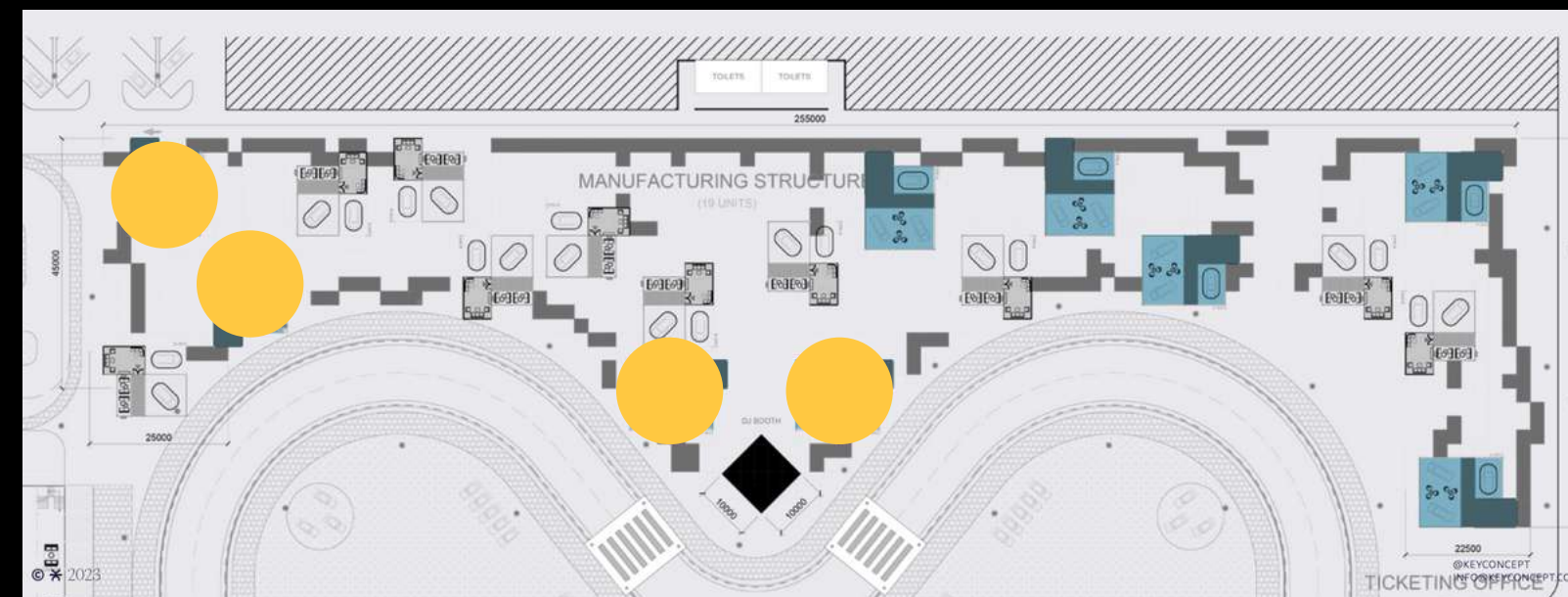
- Car Manufacturers
- Car Showrooms
- DJ Music Booth

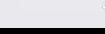
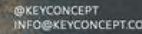




THE MANUFACTURER ZONE Spot - Prototype A

● BOOKED

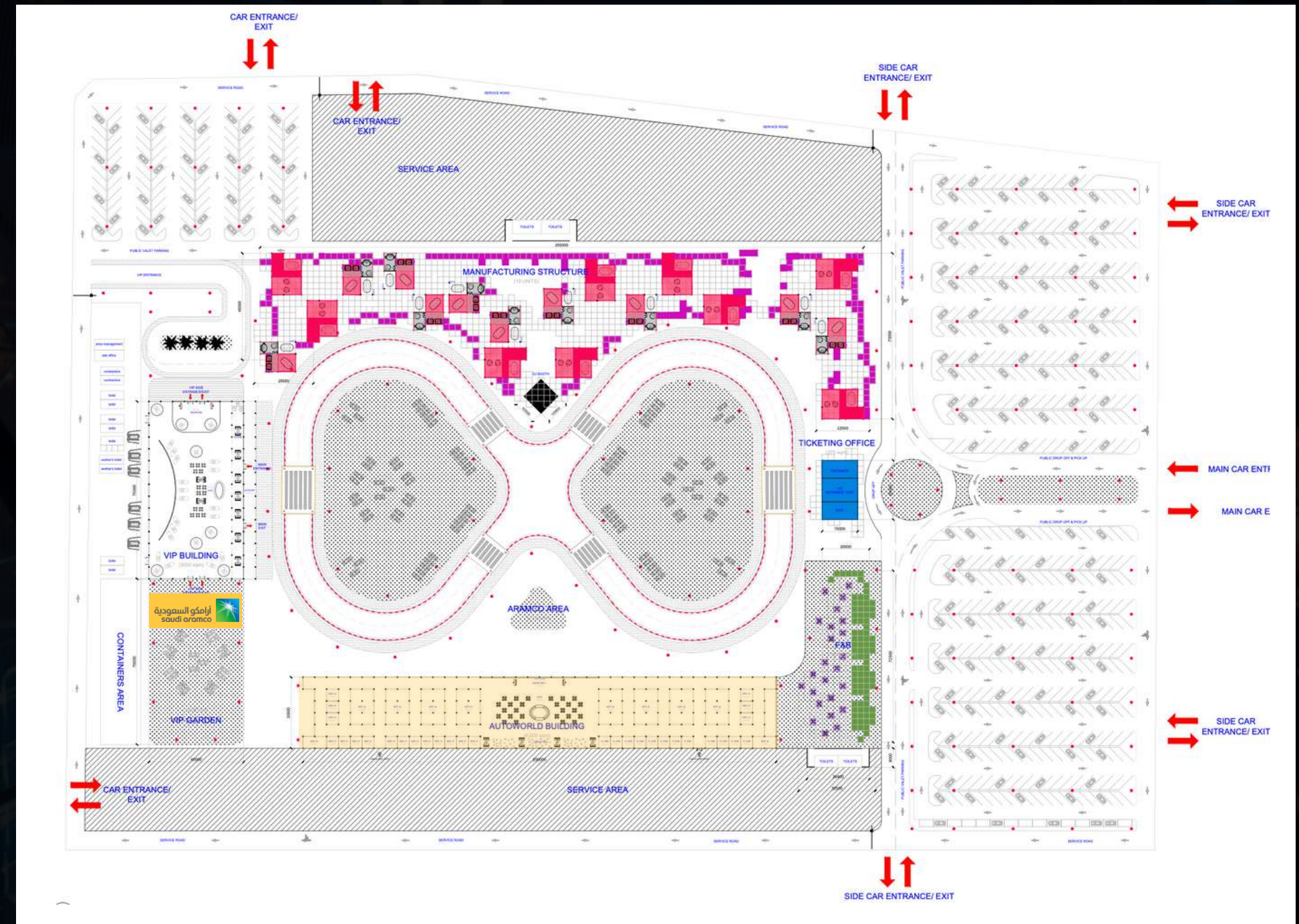


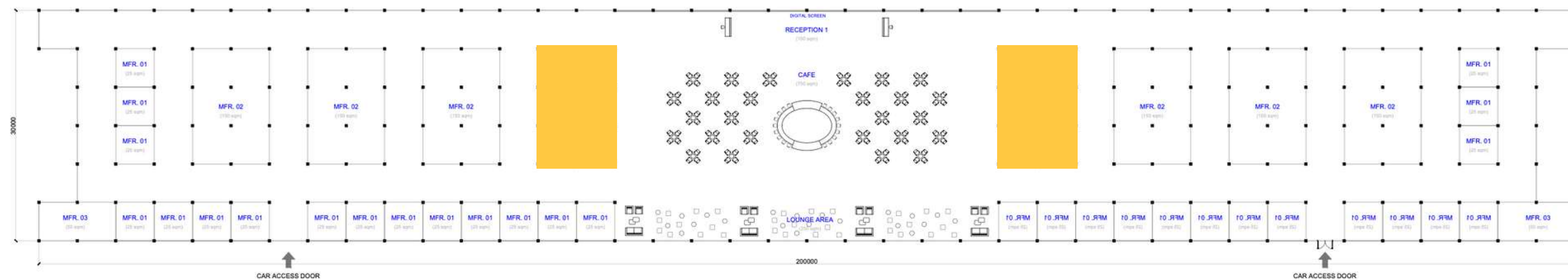
 **BOOKED**

THE AUTOWORLD HALL

6825 SQM

- Car Services
- Car Retail Shops
- Car Spa
- Display Cars
- Cafes





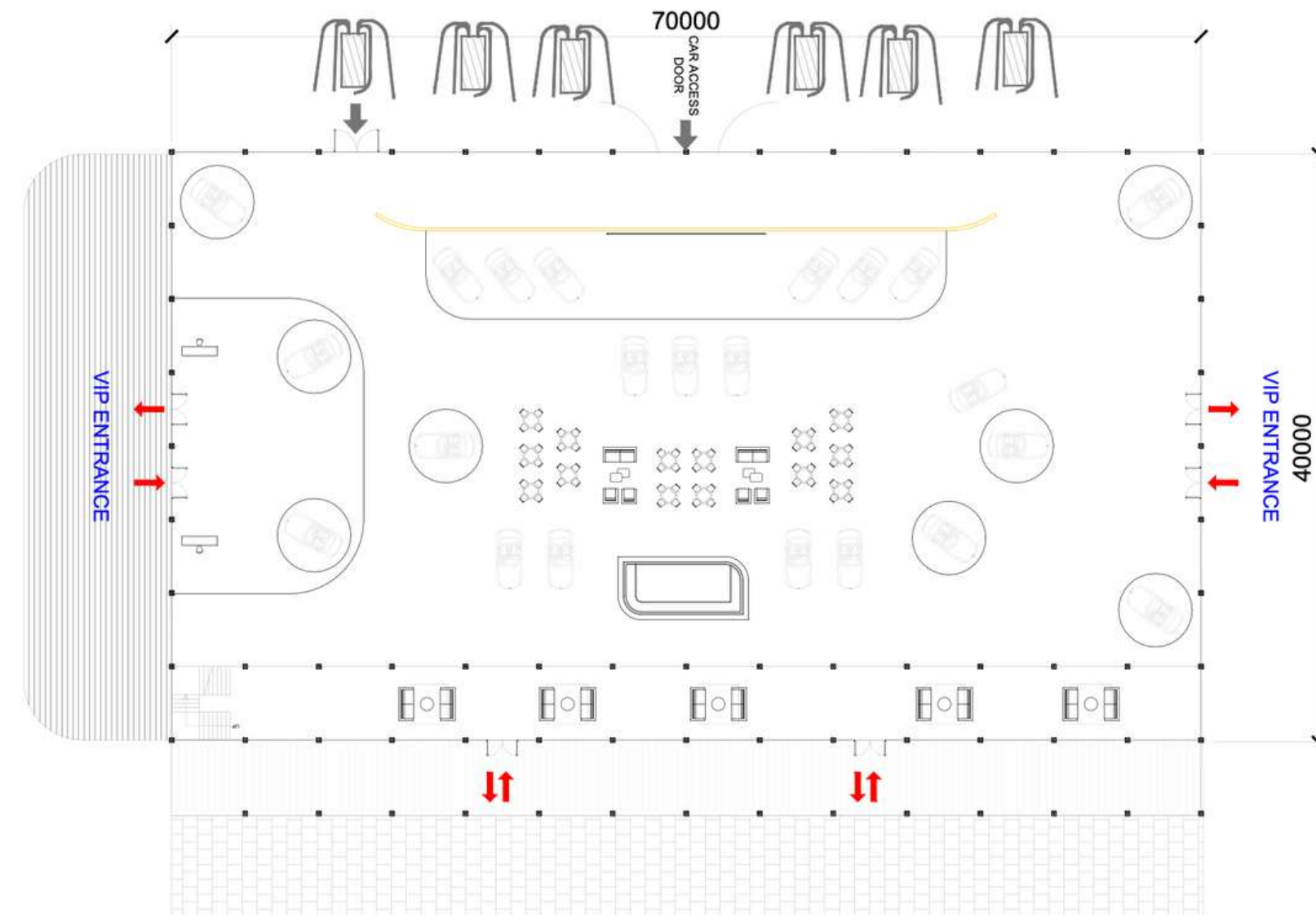
SMALL SPOT 5X5, AND IT CAN BE DUPLICATED
LARGE SPOT 25 X 6

BOOKED

THE VIP PAVILION

3000+ SQM

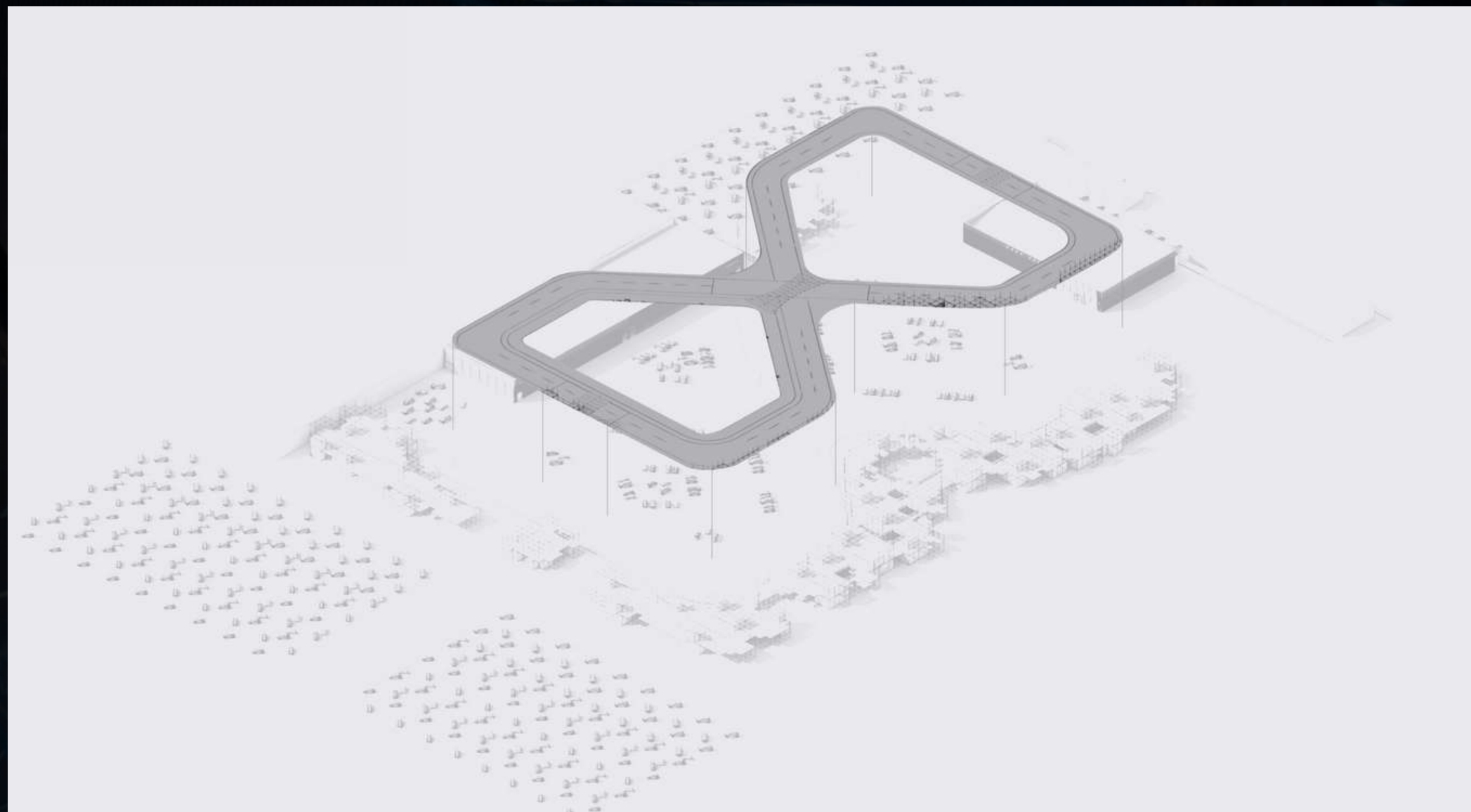
- Dedicated Entrance
- Dedicated Parking Area
- Lounge
- Exotic Car Showroom
- Auction Area
- Panoramic View of The Whole Event



THE TRACK SHOWCASE

800 M Track Length

- Traversing All Areas
- Car Performance Shows
- Car Reveals



FOR PARTICIPATION PLEASE CONTACT:



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AHLAM@SEVENWORLD.COM



SEVENCARLOUNGE.COM

Exhibitor Guidelines to be followed:

- **Choose the spot:** We request you choose the spot that best suits your business needs. Please confirm your preferred spot within 48hrs.
- **Confirmation:** To confirm your participation, please sign the contract and transfer the rental fees within the stipulated time frame.
- **Logistics:** All logistics, whether domestic or international, will be taken care of by the exhibitor
- **Event Guidelines:** As an exhibitor, it is expected that you follow the event guidelines to ensure a smooth and successful event.
- **Spot preparation and branding:** The exhibitor is responsible for preparing the spot or booth and branding it as per their business requirements. The deadline for spot branding is February 22, 2024.
- **Access badges:** Please share the sales representative information by February 22, 2024, to receive access badges for the event.
- **Logistics during the event:** Any logistics during the event must be completed by 12 PM to avoid any disruptions.
- **We hope these Guidelines provide you with the necessary information for a successful event. Please let us know if you have any questions or concerns.**



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