



EXHIBIT RATE CARD (ONE-PAGER)

# The Expo Heart. Center-flow by design.

Every GGWP footprint sits inside the **Expo Heart** — the commercial center of the festival at **Mayadeen Venue, Riyadh, Q4 2027** — engineered so all public traffic passes through the middle, every day of the six.

FOOTPRINT RATE CARD — THE GROUND YOUR PRESENCE COMMANDS

| FOOTPRINT                           | SIZE      | FOOTPRINT VALUE                  | INCLUDED WITH                                           | PLACEMENTS |
|-------------------------------------|-----------|----------------------------------|---------------------------------------------------------|------------|
| <b>Immortal</b> — geometric center  | 600 sqm   | SAR 250,000 (\$66,700)           | Sovereign & Apex partners                               | 2          |
| <b>Apex</b> — center flank 300      | 300 sqm   | SAR 99,000 (\$26,400)            | Immortal tier option                                    | 2          |
| <b>Apex</b> — center flank 200      | 200 sqm   | SAR 71,500 (\$19,100)            | Immortal tier option                                    | 2          |
| <b>Apex</b> — center flank 100      | 100 sqm   | SAR 44,000 (\$11,700)            | Immortal tier option                                    | 4          |
| <b>Vanguard / Catalyst</b> — spine  | footprint | Included — never sold separately | Vanguard tier                                           | limited    |
| <b>Kinetic</b> — spine entry        | footprint | Included — never sold separately | Kinetic tier                                            | limited    |
| <b>F&amp;B Partner</b> — Souq Trail | pitch     | Free — limited number            | 20% revenue share                                       | curated    |
| <b>Startup Pod</b> — Creator Alley  | pod       | SAR 3,000 (\$800)                | Application only — granted, not bought; curated by SAHU | ~12        |

WHY THE HEART WORKS

CENTER-FLOW TRAFFIC

The floor is engineered so **every visitor crosses the Expo Heart daily** — the 2,100 sqm Loot Market + Brand Pavilions at the geometric center of the grounds.

NEVER SOLD SEPARATELY

Footprints come bundled with sponsorship tiers. Values shown are the **rate-card worth** of each placement — what this ground would cost if it were sold. It isn't.

BUILT TO CONVERT

**Product demo rights**, wristband-tap **lead capture**, festival app listing on every visitor's map, and a priority upgrade window for the 2028 edition.

CONTACT US TO VIEW THE FULL DECK

VALUES EXCLUDE 15% VAT • USD AT THE 3.75 PEG

FOOTPRINTS BUNDLED WITH TIERS — NEVER SOLD SEPARATELY



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