



**Entertainment  
& Leisure MENA**

(Formerly DEAL Dubai)

12- 14 January 2027  
Dubai World Trade Centre

**33** *Ed*

**EDITION**

Where  
**Entertainment  
Businesses  
Scale**

Organised by



[glexhibitions.com](http://glexhibitions.com)



**Entertainment  
& Leisure** MENA

## 32 Years of Industry Legacy. **Reimagined for the Future.**

Under the new leadership of GL Exhibitions, a globally respected exhibition organiser with a strong track record of building and scaling industry platforms, the next chapter of the region's leading entertainment exhibition begins.

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***Entertainment & Leisure Expo builds on over 32 years of market leadership, formerly known as DEAL Dubai (Dubai Entertainment Amusement & Leisure Show) – one of the longest-running entertainment industry exhibitions in the Middle East.***

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For more than three decades, the event has served as a trusted commercial meeting point for: Ride manufacturers, FEC suppliers, Waterpark innovators and Leisure technology providers connecting them with operators, developers, and decision-makers across the region and beyond.

Today, under GL Exhibitions' stewardship, the platform evolves to reflect how the entertainment industry itself has transformed.



## A Strengthened Platform for a **Changing Industry**

Entertainment & Leisure Expo preserves the strong foundations built over 32 years – particularly in rides, FEC, and waterpark sectors – while expanding its scope to address the next wave of growth.

### **The Expo now integrates:**

- ✦ Digital gaming & esports venues
- ✦ Immersive AR/VR experiences
- ✦ Franchise-ready entertainment formats
- ✦ IP licensing & branded attractions
- ✦ Smart venue & revenue optimisation systems

This evolution ensures the event remains commercially relevant in a market increasingly defined by scalable formats and technology-enabled experiences.





## Defining the **Next Era of Entertainment.**

Entertainment & Leisure Expo is a B2B platform connecting operators, developers, IP owners, gaming innovators, technology providers, and investors building the next generation of indoor and outdoor entertainment destinations.

Focused on scalable formats, branded experiences, and venue technology, the Expo brings together decision-makers driving expansion across the Middle East, India, Africa, and emerging markets.

***With 32 years of credibility and the strategic backing of GL Exhibitions, the platform is positioned not just to continue — but to lead — the next phase of growth for the entertainment and leisure industry.***

# ES

## Meet Buyers with Real Commercial Intent

- Theme park & waterpark owners
- FEC & indoor entertainment operators
- Mall & mixed-use developers
- Gaming & esports venue investors
- Resort & hospitality groups
- Licensing & brand expansion leaders
- Family offices & private equity
- Government entertainment authorities

## Built for Multi-Location Growth

While ride systems, waterparks, and FEC remain at the heart of the exhibition, the Expo now also highlights scalable, technology-enabled, and IP-driven entertainment formats including;

- Franchise-ready concepts
- Location-based gaming models
- Immersive & XR experiences
- IP-driven attractions
- Data-driven venue systems
- If your product can scale across multiple markets, this is your platform.

## Three High-Growth Regions. One Commercial Platform

Across the Middle East, India, and Africa combined, the broader attractions, FEC, waterpark, and location-based entertainment market represents a USD 15–20+ billion opportunity, with strong projected growth driven by youth demographics, tourism expansion, and retail transformation.

- For exhibitors, this means:
- Multi-market expansion pipelines
- Franchise rollouts
- Cross-border partnerships
- Repeatable format deployment

# EXHIBITOR PROFILE



## INDOOR ENTERTAINMENT

### Family Entertainment & FEC Solutions

- Arcade & redemption systems
- Soft play & trampoline parks
- Bowling & mini attractions
- Edutainment formats

### Digital Gaming & Esports

- Location-based esports arenas
- Gaming lounges
- Competitive gaming infrastructure
- Tournament systems

### Immersive & XR Experiences

- VR & AR attractions
- Motion simulators
- Projection mapping
- Interactive environments

### IP, Franchise & Branded Concepts

- Character licensing
- Franchise-ready entertainment formats
- Themed design studios
- Branded indoor attractions

### Smart Venue Systems

- Ticketing & cashless solutions
- Access control & queue systems
- Analytics & AI optimisation tools

## OUTDOOR ENTERTAINMENT

### Ride Systems & Attractions

- Mechanical rides
- Transport systems
- Family & thrill attractions

### Waterparks & Aquatic Attractions

- Slides & wave systems
- Surf technology
- Aquatic engineering

### Adventure & Activity Parks

- Zip lines & aerial courses
- Climbing systems
- Outdoor activity installations

### Outdoor Immersive Installations

- Drone shows
- Light & sound experiences
- Destination storytelling attractions

### Infrastructure & Safety

- Compliance & inspection
- Maintenance services
- Crowd management systems

# VISITOR PROFILE

## INDOOR ENTERTAINMENT

### **Family Entertainment & FEC Operators**

*Owners and operators of:*

- Indoor FECs
- Arcade & redemption centres
- Trampoline & activity parks
- Bowling & edutainment venues
- Focused on supplier sourcing, format upgrades, and multi-location expansion.

### **Mall & Mixed-Use Developers**

*Developers integrating entertainment as anchor tenants within:*

- Regional malls
- Community centres
- Mixed-use projects
- Lifestyle destinations
- Seeking scalable, repeatable entertainment concepts that drive footfall and dwell time.

### **Gaming & Esports Venue Investors**

*Operators and investors building:*

- Location-based gaming lounges
- Esports arenas
- Youth-focused digital venues
- Exploring partnerships, franchise opportunities, and venue infrastructure solutions.

### **IP & Brand Expansion Leaders**

*Licensing and brand executives looking to:*

- Convert IP into physical attractions
- Expand branded experiences regionally
- Partner with developers and operators

### **Technology & Operations Decision-Makers**

*CTOs, Operations Directors, and Revenue Heads responsible for:*

- Ticketing & cashless systems
- Data-driven optimisation
- Venue efficiency & automation
- Multi-site operational scaling

## OUTDOOR ENTERTAINMENT

### **Theme Park & Attraction Owners**

*Operators investing in:*

- Ride systems
- Mechanical attractions
- Thrill & family rides
- Destination expansion

### **Waterpark & Resort Developers**

*Hospitality groups and destination planners sourcing:*

- Water slides & wave systems
- Surf technology
- Aquatic engineering solutions

### **Adventure & Outdoor Park Developers**

*Municipality planners, tourism operators, and private developers building:*

- Zip line parks
- Climbing & adventure facilities
- Outdoor recreation destinations

### **Government & Entertainment Authorities**

*Public-sector leaders responsible for:*

- Tourism diversification
- Cultural destination projects
- National entertainment strategies

## INVESTMENT & CAPITAL

### **Family Offices & Private Equity**

*Capital partners seeking:*

- Franchise-ready entertainment formats
- Scalable indoor models
- Cross-border growth opportunities

# Deal Types Facilitated



**SUPPLY  
AGREEMENTS**



**LICENSING  
AGREEMENTS**



**CONTRACTS**



**JOINT  
VENTURES**



**TECHNOLOGY  
INTEGRATIONS**

**THE EXPO IS BUILT TO  
ENABLE MEASURABLE  
BUSINESS OUTCOMES.**



# Beyond the Exhibition: A 365-Day Industry Platform

**A PLATFORM FOR SCALABLE ENTERTAINMENT  
GROWTH — 365 DAYS A YEAR.**

## 1 Digital Marketplace Always-On Industry Visibility

- Online exhibitor directory
- Product showcase platform
- Lead capture & buyer matching tools
- On-demand product demos
- Year-round content library

**Purpose:**

Extend exhibitor exposure beyond the show floor.

## 2 Hosted Buyer Programme Structured Deal-Making

- Curated operator matchmaking
- Regional buyer delegations (India, Africa, GCC)
- Pre-scheduled meetings
- Investment-focused roundtables

**Purpose:**

Accelerate commercial outcomes.

## 3 Industry Intelligence & Content Thought Leadership Throughout the Year

- Quarterly market insight reports
- Webinars & digital roundtables
- Expansion case studies
- Scalable format deep dives
- Regulatory & compliance updates

**Purpose:**

Position the Expo as a knowledge authority, not just an event.

## 4 Regional Roadshows & Partnerships Market Activation Across Key Territories

- India outreach forums
- Africa delegation partnerships
- Developer-focused briefings
- Investor networking sessions

**Purpose:**

Drive buyer acquisition and exhibitor pipeline.

## 5 Community & Networking Sustained Industry Engagement

- Private operator forums
- IP & licensing roundtables
- Gaming & esports working groups
- Annual leadership summit

**Purpose:**

Build loyalty and ecosystem stickiness.

## Value to Exhibitors

- Year-round visibility
- Extended lead generation
- Multi-market exposure
- Brand positioning beyond booth space



## WHERE **ENTERTAINMENT BUSINESSES** SCALE

With 32 years of industry legacy and new leadership under GL Exhibitions, Entertainment & Leisure Expo connects ride manufacturers, FEC suppliers, gaming innovators, IP owners, and developers building the next generation of indoor and outdoor destinations across the Middle East, India, and Africa.



## 32 YEARS OF LEGACY. **BUILT FOR WHAT'S NEXT.**

Formerly DEAL Dubai, the region's trusted entertainment exhibition now evolves into a broader marketplace for scalable, technology-enabled, and branded entertainment formats — while continuing to serve the core ride, waterpark, and FEC sectors.



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## THREE HIGH-GROWTH REGIONS. **ONE INDUSTRY PLATFORM.**

Entertainment & Leisure Expo brings together operators, developers, and investors from the Middle East, India, and Africa to source ride systems, FEC solutions, water attractions, immersive experiences, and franchise-ready concepts — all under one commercially neutral platform in Dubai.



## WHERE **INDOOR & OUTDOOR** ENTERTAINMENT CONNECTS AND SCALES.

From ride manufacturers and waterpark innovators to gaming venues and IP licensors, this is where the entertainment industry meets to build, expand, and scale.



Connect with the team to know more

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