

EXHIBITOR

USER GUIDE

The
Saudifood
معرض
سعودي
فود
Show

12-14
MAY 2025
RIYADH FRONT
SAUDI ARABIA

الشريك الاستراتيجي
STRATEGIC PARTNER



This document outlines the various features and functionalities of the Exhibitor Portal.
The document is for internal circulation and Exhibitor training purposes only.

- EXHIBITOR PORTAL
- BADGING PORTAL
- MOBILE APP
- LEAD CAPTURE TOOL
- MEETINGS PROGRAMME

CREATING LOGIN CREDENTIALS (FIRST TIME LOGIN)

STEP 1

Please use the login details shared via email. Kindly note: the Username is not editable and cannot be changed.

Please click here if the e-mail below is not displayed correctly

The Saudi Food Show 12-14 MAY 2025 RYADH FRONT SAUDI ARABIA
المعرض السعودي

SAUDI ARABIA'S LARGEST F&B SOURCING EVENT

Welcome to the Online Exhibitor Manual

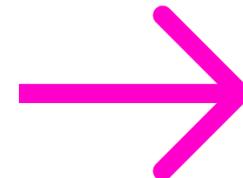
Username:
SFS2025-01
Click here →

to create your password and login.



Click to download the login guidelines

 This Page works best when using



STEP 2

Create your password by clicking on the link sent to your email.

It works best when using Google Chrome/ Firefox/Safari/Opera

EXHIBITOR LOGIN

Please enter the USERNAME provided in the Welcome Email

SFS2025-01

Password 

Remember Me [Forgot Password?](#)

Exhibitor Login

STEP 3

Login using the USERNAME shared on the email and password that you have created

This page works best when using Google Chrome/ Firefox/Safari/Opera browser.

EXHIBITOR LOGIN

Please enter the USERNAME provided in the Welcome Email

 
 Remember Me [Forgot Password?](#)

Exhibitor Login

KNOW YOUR PORTAL

Once you login to our Exhibitor manual will be able to see the Dashboard



ONLINE EXHIBITOR LISTING

It is mandatory to complete the Online Exhibitor Listing in order to gain access to the all other sections of the portal. Information provided in this section will be used on various online platforms to promote your participation.

EXHIBITOR LISTING FORM

Company Name *

Hall *

Stand *

This is your stand number as per your contract with dmj events, for inquiries please contact operations@thesaudifoodshow.com.

Country *

Telephone *

Website *

Company Logo: *

thumb_492_T4929100_4776.png [Preview](#) | [Clear](#)

Minimum logo dimensions: 150px X 150px
Maximum file size: 5MB | File type: PNG or JPEG

Company Profile

Characters Count: 130

TAG PRODUCTS / SERVICES

Select a list of products that your company offers. This information will help your company connect with relevant buyers at the show, so please only select products that you provide.

PRODUCT CATEGORY*

Please select the product categories which apply to your company.

- | | | |
|--|---|--|
| <input type="checkbox"/> Bakery & Pastry | <input type="checkbox"/> Beverages | <input type="checkbox"/> Chilled & Fresh Food |
| <input type="checkbox"/> Condiments & Sauces | <input type="checkbox"/> Dairy | <input type="checkbox"/> Fortified Foods & Health Products |
| <input checked="" type="checkbox"/> Free-From Products | <input checked="" type="checkbox"/> Frozen Food | <input type="checkbox"/> Government/Associations |
| <input type="checkbox"/> Pulses, Grains & Cereals | <input type="checkbox"/> Meat & Poultry | <input type="checkbox"/> Organic Products |
| <input checked="" type="checkbox"/> Private Label | <input type="checkbox"/> Seafood | <input type="checkbox"/> Snacks |
| <input type="checkbox"/> Specialty Food | <input type="checkbox"/> Spreads, Honey & Jams | <input type="checkbox"/> Fats & Oils |
| <input type="checkbox"/> Dates & Date Palm Products | <input type="checkbox"/> Confectionery | <input checked="" type="checkbox"/> Vegan & Plant Based |
| <input type="checkbox"/> Coffee | <input type="checkbox"/> Certification bodies | <input type="checkbox"/> Fruit & Vegetables |

UPLOAD PROMOTIONAL MATERIAL

Upload your company's Products, Brands, Videos, Press releases & Brochures. These will be visible to visitors viewing your profile on the online exhibitor list on the event website.

PRODUCT IMAGES (MAXIMUM 10)

Product Image

No file selected
Minimum Product Image dimensions: 500px X 500px
Maximum file size: 5MB | File type: PNG or JPEG

Product Title*

Character Count: 40

Product Category

Product Description

Character Count: 500

BROCHURES (MAXIMUM 10)

Brochure File

No file selected
Maximum file size: 5MB | File type: PDF

Brochure Title*

Character Count: 75

Brochure Category

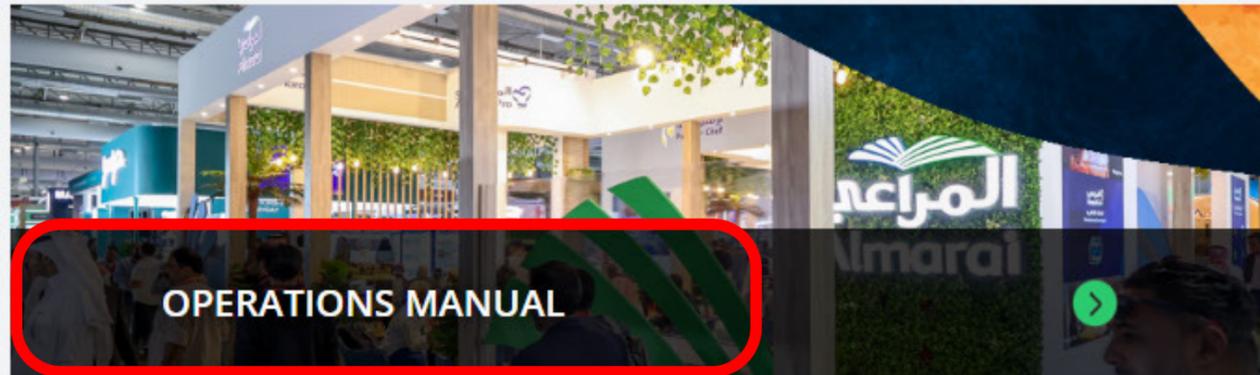
PRESS RELEASES (MAXIMUM 10)

Press Release File

No file selected
Maximum file size: 5MB | File type: PDF

OPERATIONS MANUAL

The operations manual carries all the essential event information required to build your stand and order utilities as required. Please go through this section carefully to ensure to complete all mandatory requirements.



ORDER FORMS

Click on the desired Form and fill in the required details.

The screenshot displays the exhibitor portal for The Saudi Food Show 2025. The header includes the event logo, dates (12-14 MAY 2025), location (RIYADH FRONT SAUDI ARABIA), and the affiliation with Gulfood. The navigation bar features a search bar and links for Download Manual, FAQ, Additional Users, and Sustainability. The main content area is divided into several sections: 'OPERATIONS MANUAL', 'UPDATE EXHIBITOR LISTING', 'EXHIBITOR BADGES & PROMO CODES', and 'MARKETING OPPORTUNITIES'. A sidebar on the right contains a 'Join the Show Operations WhatsApp Community' section with a QR code, a 'Creative Architecture' section with stand details, a 'Stand Design' section with a 'Submit Now' button and a warning icon, and a 'Deadline Calendar' for April 2025. At the bottom, a menu bar contains 'General Information', 'Order Forms' (highlighted with a red box), 'Deadline Checklist', 'Saudi Food Excellence Awards', 'Freight', and 'Lead Capture Tool'.

OPERATIONS FORMS CHECKLIST

View the Status of all Forms (E-zone, Compulsory and Optional) in this section.

The Saudi Food Show 2025

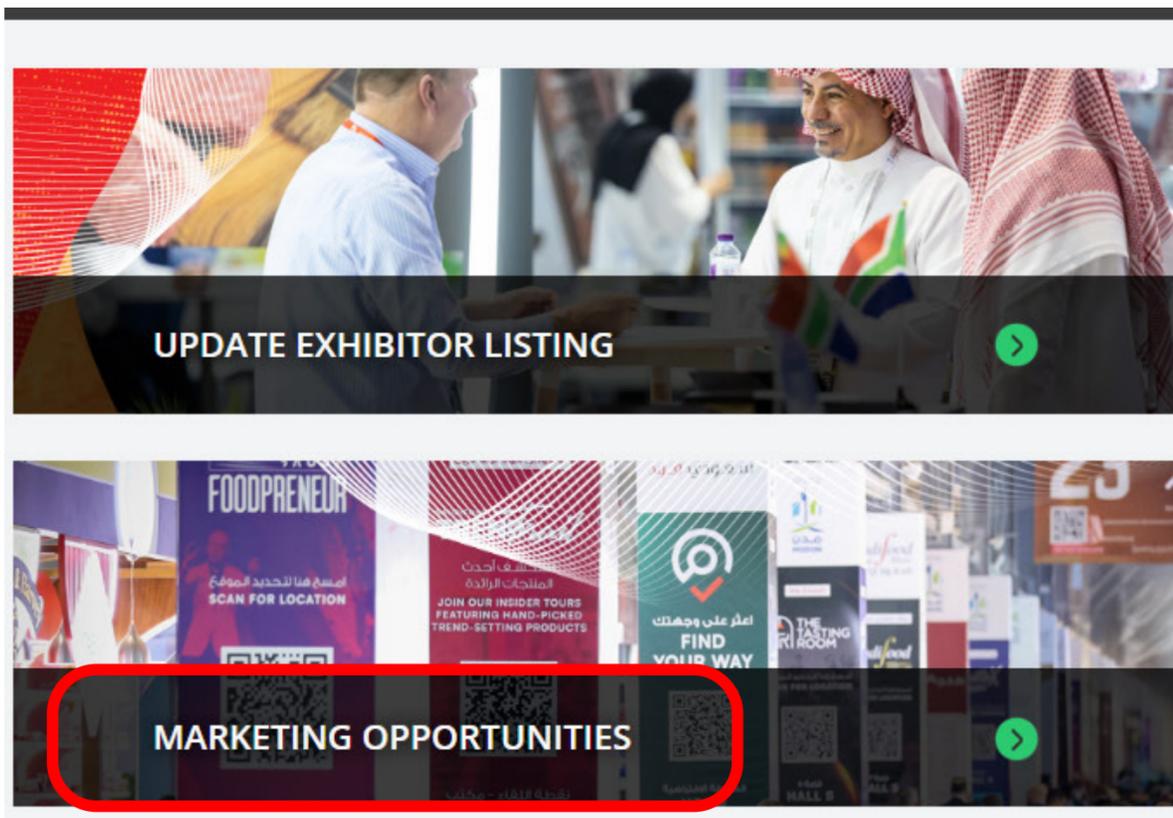
- Exhibition Timetable
- Order Forms
- General Information +
- Space Only Regulations +
- Security Deposit Regulations
- Freight
- Contacts +
- Deadline Checklist**
- Health And Safety
- Warning Regulations & Non-Compliance Fee
- HOTELS, FLIGHTS & VISA
- INSURANCE

Deadline Checklist

FORM NAME	DEADLINE	CATEGORY	TIME LEFT	EMAIL RECIPIENT
COMPULSORY FORMS				
Exhibitor Name Badges	14 May	Compulsory	1 Month	foodclusteradmin@dwtc.com
Electrical Mains And Power Supply	24 April	Compulsory	15 Days	ksafoodshow@ges.com
Security Deposit Form	10 April	Compulsory	1 Day	operations@thesaudifoodshow.com
MARKETING FORMS				
Online Exhibitor Listing	14 May	Marketing	1 Month	marketing@thesaudifoodshow.com
OPTIONAL FORMS				
Temporary Stand Staff	24 April	Optional	15 Days	orjuwan@4directions.sa
Audio Visual Equipment Hire	24 April	Optional	15 Days	sales@mekraft.com
Telecom Internet And Data Services	24 April	Optional	15 Days	INFO@VENTTAT.SA

FREE MARKETING TOOLS

Use the free marketing tools to let your network know you are attending the Saudi Food Show



Let's get started!

1 MONTH LEFT



PERSONALISED WEB BANNER

1 MONTH LEFT



PERSONALISED EMAIL SIGNATURE

1 MONTH LEFT



PERSONALISED SOCIAL MEDIA BANNERS

1 MONTH LEFT



PERSONALISED EMAIL INVITATION

1 MONTH LEFT



PERSONALISED WHATSAPP INVITE

1 MONTH LEFT



CUSTOMER WISH LIST

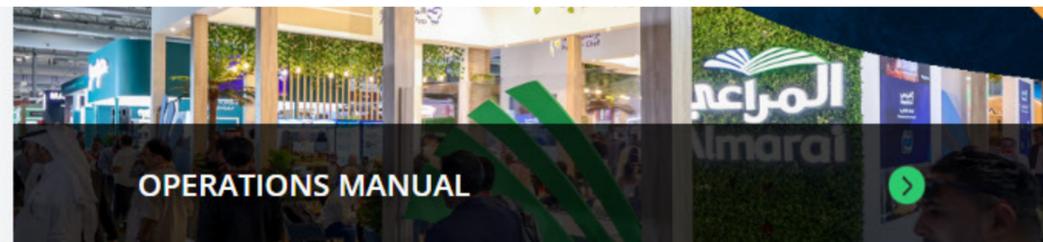
1 MONTH LEFT



PAID SPONSORSHIP OPPORTUNITIES

SUBMIT YOUR ENTRY FOR THE AWARDS

The Saudi Food Excellence Awards are bestowed to the industry's revolutionary pioneers, honouring excellence in the F&B industry, launched within the past calendar year. Don't miss an incredible opportunity to get your innovative products in front of a large audience of buyers who make product decisions.



Operations
WhatsApp
Community

Creative Architecture
Stand No - demo
Stand Type - Space Only
Stand Size - 5.00 X 5.00 meters
Contractual Sq.m - 25.00

The Saudi Food Show 2025

Stand Design
Status: Not Submitted

Submit Now

General Information

Order Forms

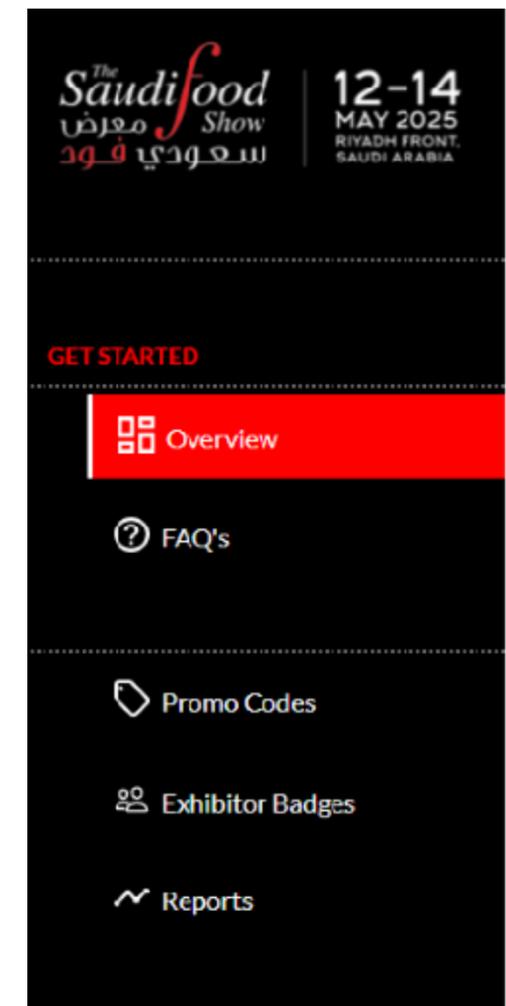
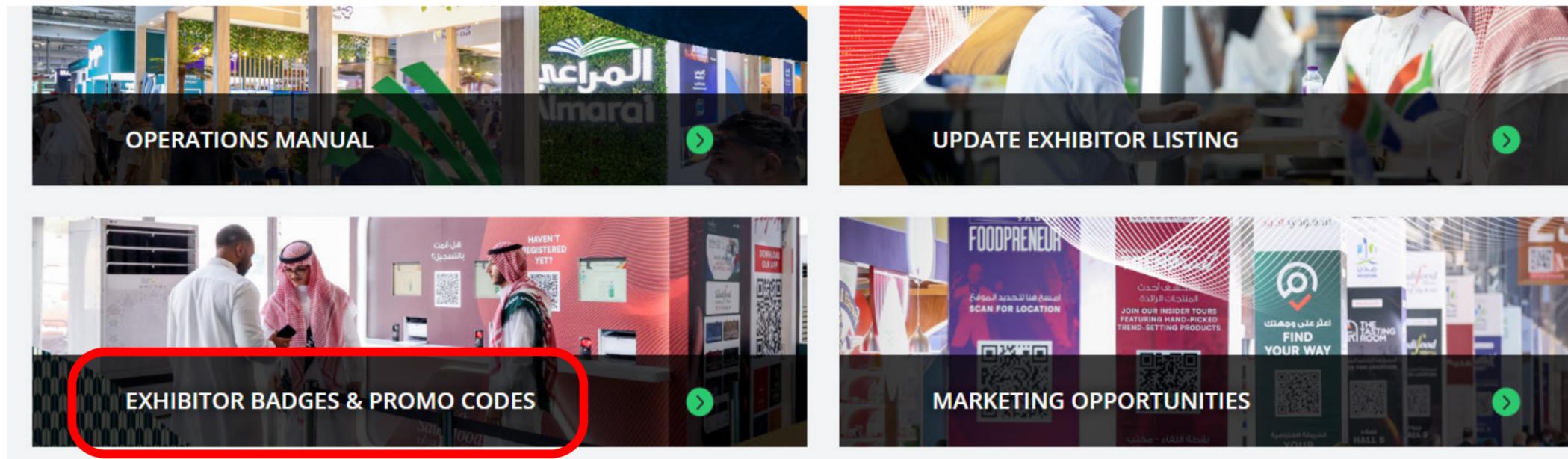
Saudi Food Excellence Awards

Freight



BADGING PORTAL

Click on Upload Badges to submit your exhibitor badge requests , find your promo codes are more



BADGING PORTAL

APPLY FOR YOUR EXHIBITOR BADGES VIA THE PORTAL IN ANY OF THE BELOW WAYS

The screenshot displays the 'EXHIBITOR BADGES' section of the portal. On the left is a navigation sidebar with the event logo 'The Saudi Food Show' (12-14 MAY 2025, RIVADH FRONT, SAUDI ARABIA) and menu items: GET STARTED, Overview, FAQ's, Promo Codes, Exhibitor Badges (highlighted), and Reports. The main content area features a 'Total Allocations' progress indicator showing 0/3 (0%). Below this is a 'Create an Entry' section with three options: 'UPLOAD ENTRIES FILE' (with a download excel sheet template to upload link), 'CREATE SINGLE ENTRY' (select to submit your request), and 'INVITATIONS' (invite and view invitations). A 'Submissions' section is currently empty, showing a table with columns for Badge, Full Name, Company, Email, and URN, and a 'No data available in table' message. Action buttons for 'RELOAD' and 'DELETE' are visible above the table, along with a search bar.

BADGING PORTAL

INVITE YOUR CLIENTS TO USE YOUR PROMO CODES, VIEW YOUR ALLOCATION AND MORE

The screenshot shows the 'VISITOR PROMO CODES INVITES' section of the portal. On the left is a navigation sidebar with options: GET STARTED, Overview, FAQ's, Promo Codes (highlighted), Exhibitor Badges, and Reports. The main content area features a red 'DOWNLOAD PROMO CODES' button. Below it, a section titled 'Promo Codes Ready for Broadcast' shows a 'Show 25 entries' dropdown. A table with columns for Promo Code Title, Promo Code, Promo Code Type, Original Allocation, and Used Allocation is present, but it is empty with the message 'No data available in table'. At the bottom, it says 'Showing 0 to 0 of 0 results'.

CLICK ON BROADCAST
PROMO CODE VIA EMAIL -->
ADD YOUR VISITOR [FIRST
NAME, LAST NAME & EMAIL] -
-> CLICK ON SUBMIT (YOUR
VISITOR WILL RECEIVE AN
EMAIL THAT THEY HAVE BEEN
INVITED BY YOU ALONG WITH
THE PROMO CODE)

BADGING PORTAL

CLICK ON REPORTS TO VIEW YOUR ALLOCATIONS, PROMO CODE USAGE AND MORE

The screenshot displays the 'Badging Portal' interface. On the left is a dark sidebar with the event logo 'The Saudi Food Show' (معرض سعودي فود) and dates '12-14 MAY 2025 RYADH FRONT, SAUDI ARABIA'. The sidebar menu includes 'GET STARTED', 'Overview', 'FAQ's', 'Promo Codes', 'Exhibitor Badges', and 'Reports' (highlighted in red). The main content area has a black header with 'REPORTS' in red. Below this is a 'Badge Allocations' table and a 'Exhibitor Badges' summary card.

Badge Type	Original Allocation	Used Allocation
Exhibitor	3	0

Exhibitor Badges

Total Allocations Used
0/3

0%

MOBILE APP – MEETINGS PROGRAMME

Invitation email

Exhibitors will receive invitation email to access both web & native app.

Click the “Go to your Account” button to directly access the account on web.

Download the app by clicking the App

Download and log in using the passcode.

Plan your event journey at The Saudi Food Show

Dear Johnny Deep,

The Saudi Food Show presents an exclusive Engagement Hub for you to build your network and knowledge base and explore the latest industry trends and innovation.

Engagement Hub helps you connect with the best Delegates for private networking opportunities through 1-1 meetings and helps you gain valuable industry knowledge through relevant content discovery.

Access the Engagement Hub by clicking below:

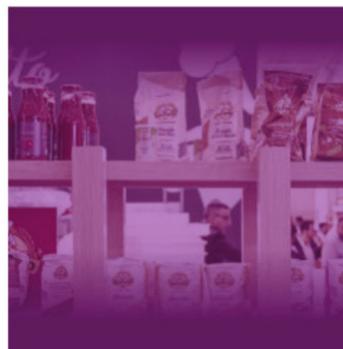
The Saudi Food Show

🕒 12 May 25 - 14 May 25 (UTC+3)

📍 Riyadh Front



Exhibitors 2025



Products



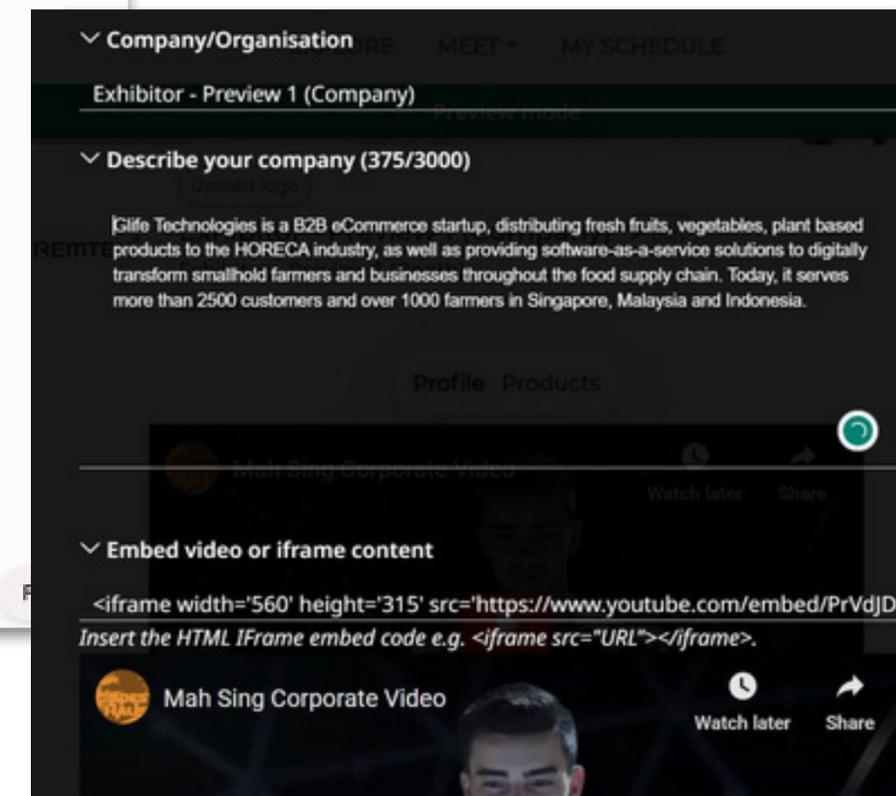
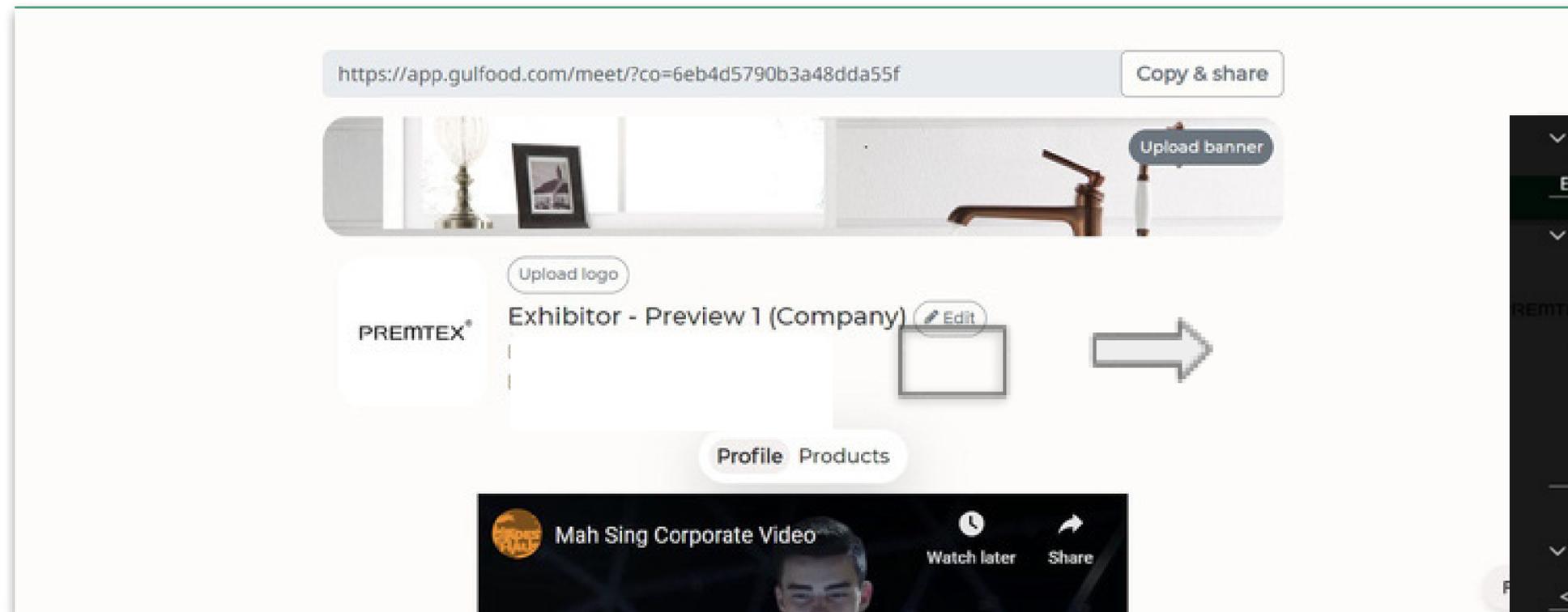
Meetings
Programme



Plan Your Trip

COMPLETE YOUR PROFILE

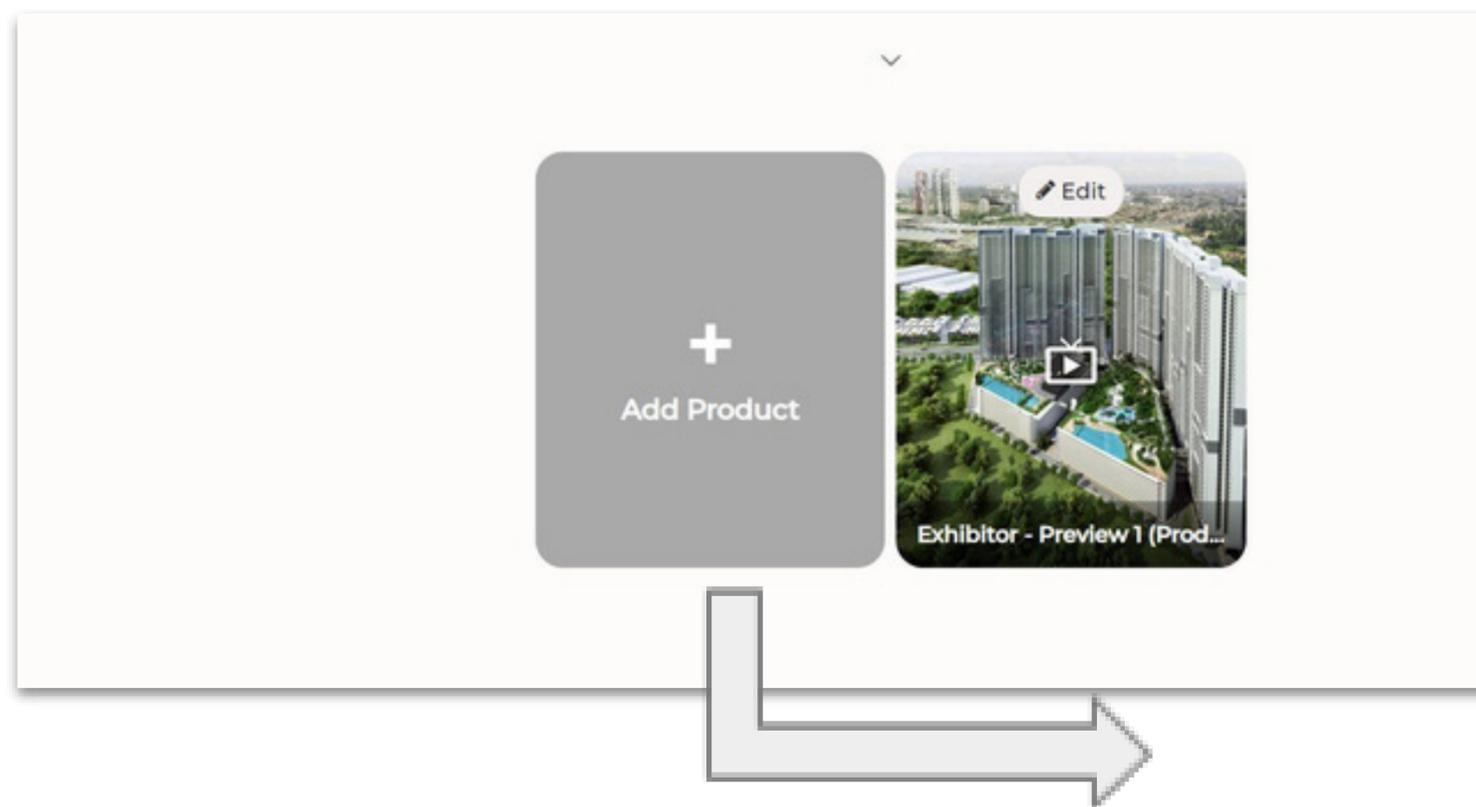
Complete your Profile - My Company (Web)



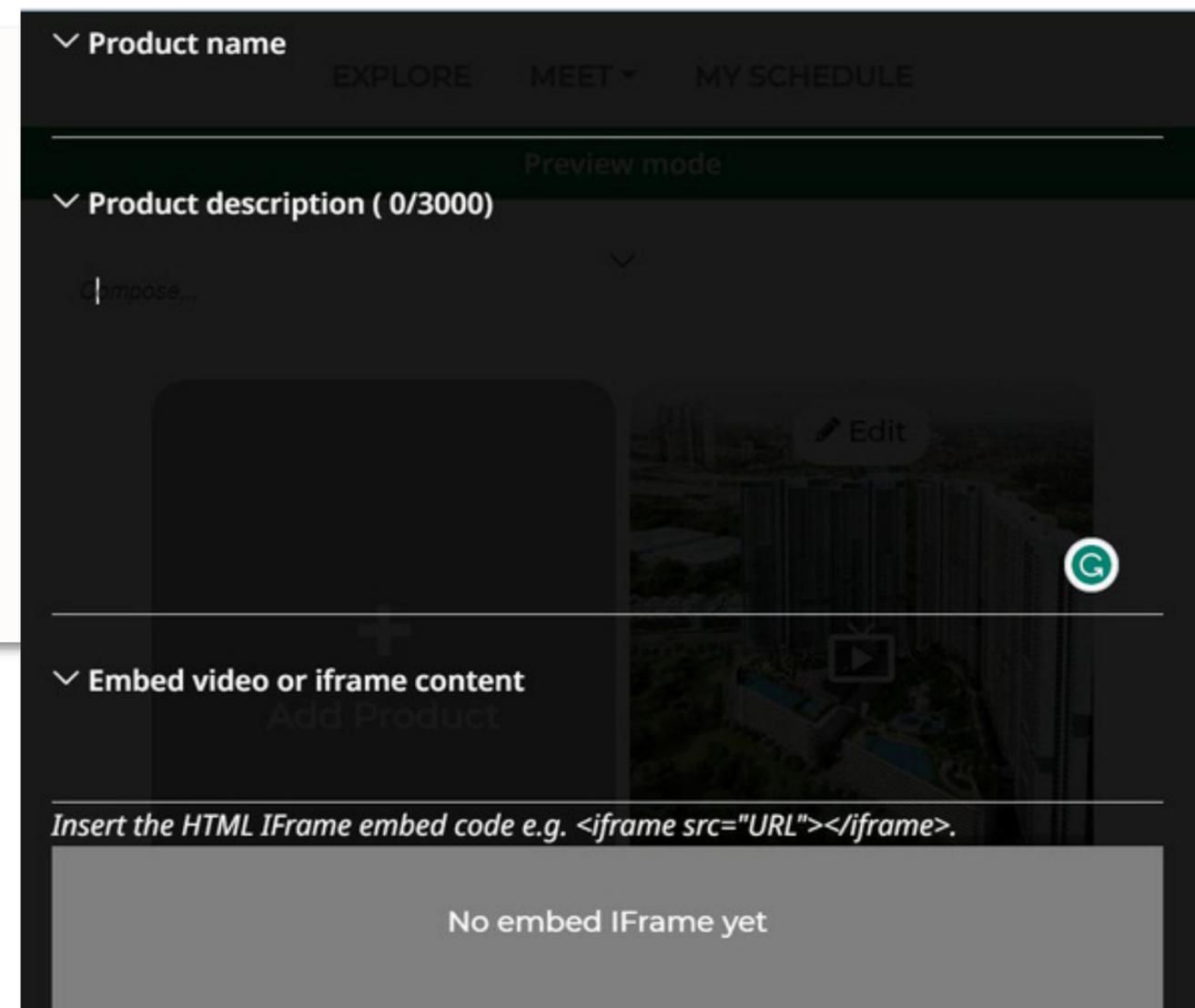
Update your company logo, banner, description, video, PDF, URL & social links.

COMPLETE YOUR PROFILE

Complete your Profile - My Products (Web)



Update your products with name, description, video, image & tag to relevant categories.



TAWASUL MEETINGS PROGRAMME

Confirm your schedule

Cancel out the timings that you are unavailable for meetings below and click 'CONFIRM'. Respondents to your requests will then be able to pick a mutual meeting time based on your availability. Each meeting lasts 30 minutes.

CONFIRM

▼ Tuesday, 21 May 2024 (UTC+3)

Onsite ✓ 12:30	Onsite ✓ 13:00	Onsite ✓ 13:30	Onsite ✓ 14:00
Onsite ✓ 14:30	Onsite ✓ 15:00	Onsite ✓ 15:30	Onsite ✓ 16:00
Onsite ✓ 16:30	Onsite ✓ 17:00	Onsite ✓ 17:30	Onsite ✓ 18:00
Onsite ✓ 18:30	Onsite ✓ 19:00	Onsite ✓ 19:30	

▼ Wednesday, 22 May 2024 (UTC+3)

Onsite ✓ 12:00	Onsite ✓ 12:30	Onsite ✓ 13:00	Onsite ✓ 13:30
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TAWASUL MEETINGS PROGRAMME

Click on meet to book your meetings

EXPLORE MEET ▾ PLANNER

 Chefs - Preview 1
Marketing
Chefs - Preview 1 (Company)
Chefs
Bookmark Meet Archive

 Chefs - Preview 2
Marketing
Chefs - Preview 2 (Company)
Chefs
Bookmark Meet Archive

 Elite - Preview 1
CEO
Elite - Preview 1 (Company)
Elite
Bookmark Meet Archive

 Elite - Preview 2
CEO
Elite - Preview 2 (Company)
Elite
Bookmark Request sent Archive

Abdulhadi Bukhari
Marketing Manager
Ahmad A. Abed Trading Company (Closed Joint ...
Exhibitor
Bookmark Meet Archive

Abdul Samad
General Manager
ABC Industries LLC
Exhibitor
Bookmark Meet Archive

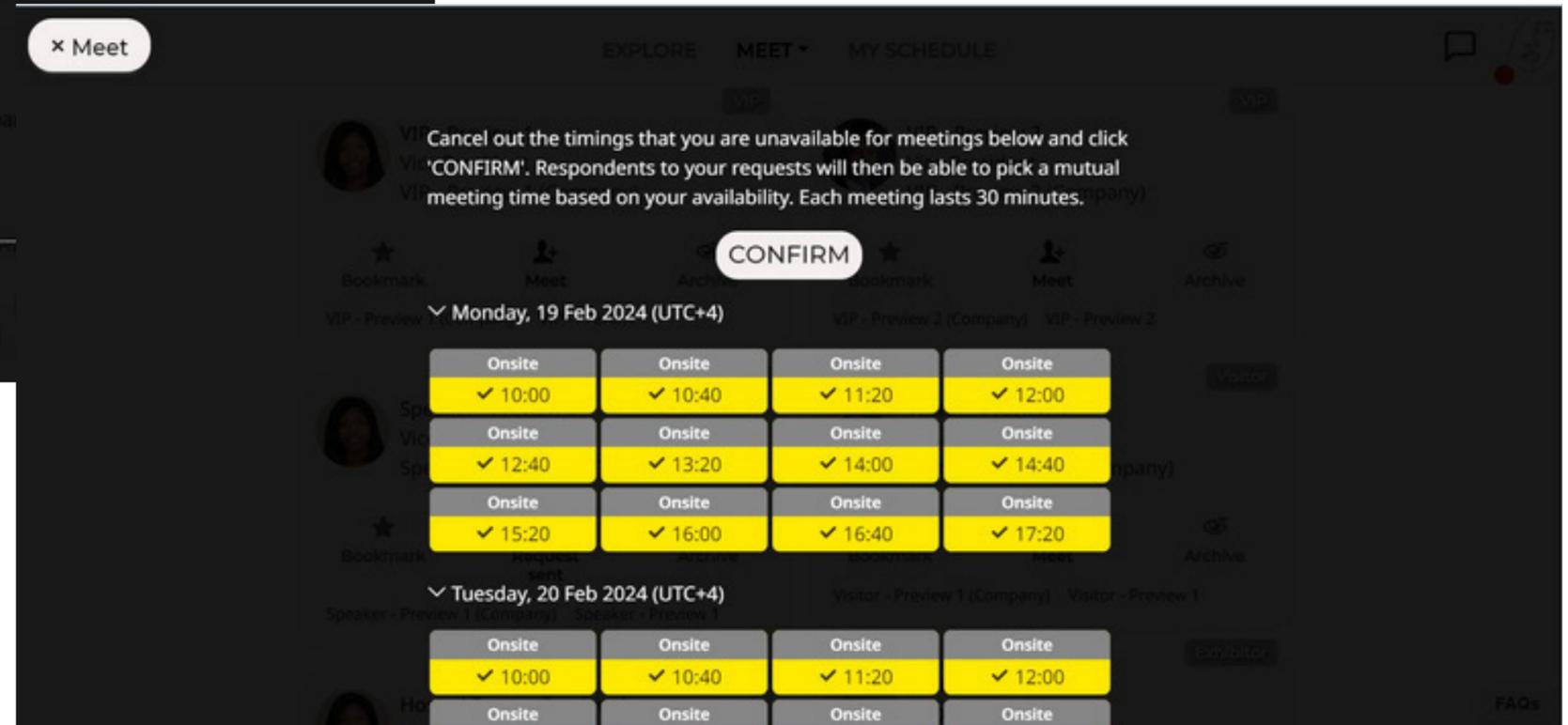
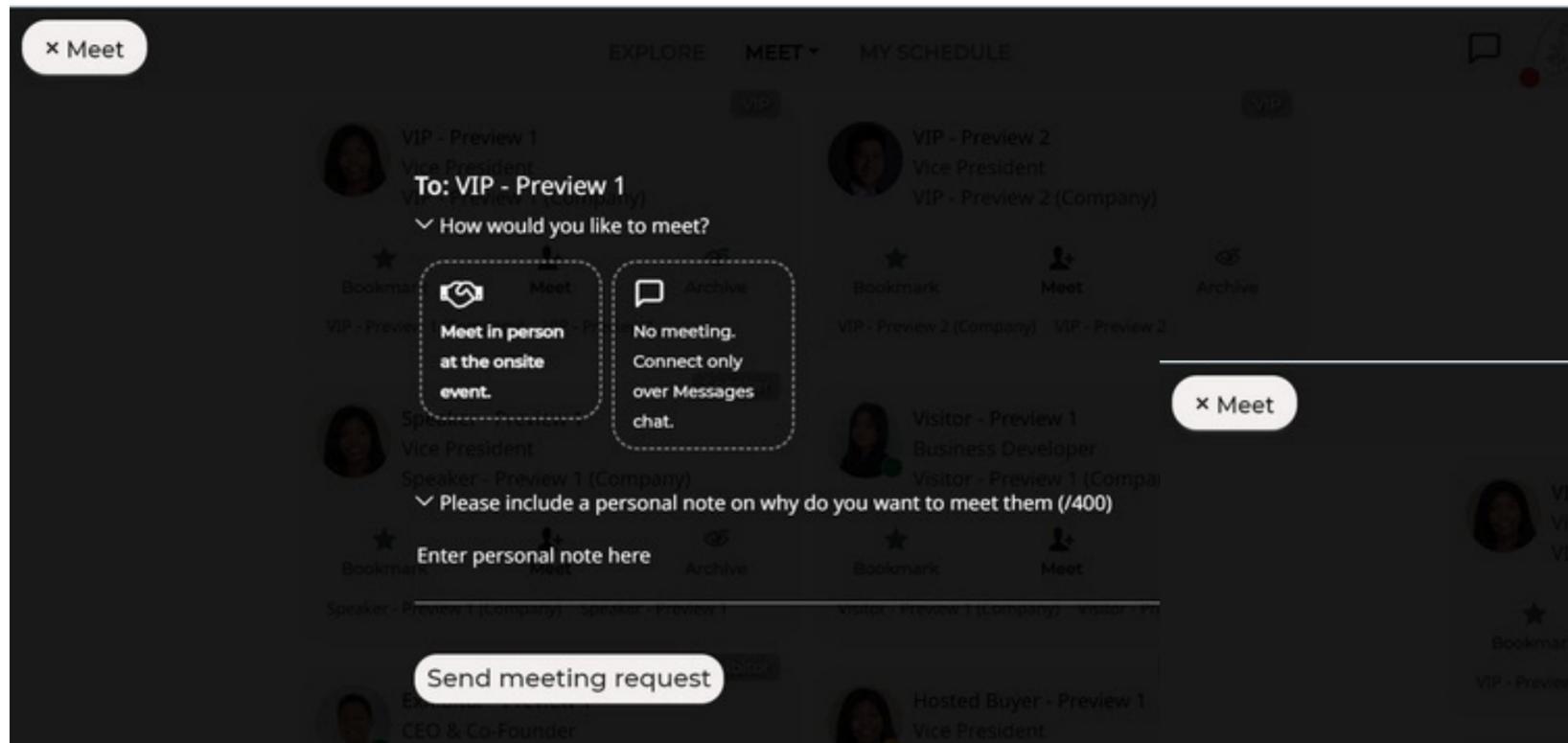
Abed Elrahman Alhaji
Sales Director
MEPA Packaging
Exhibitor
Bookmark Meet Archive

Abhishek Kapoor
Director
Aarkay Food Products Ltd.
Exhibitor
Bookmark Meet Archive

Aboobakar Kalladka
Sales Manager

 Adel Vaelizadeh
Partner

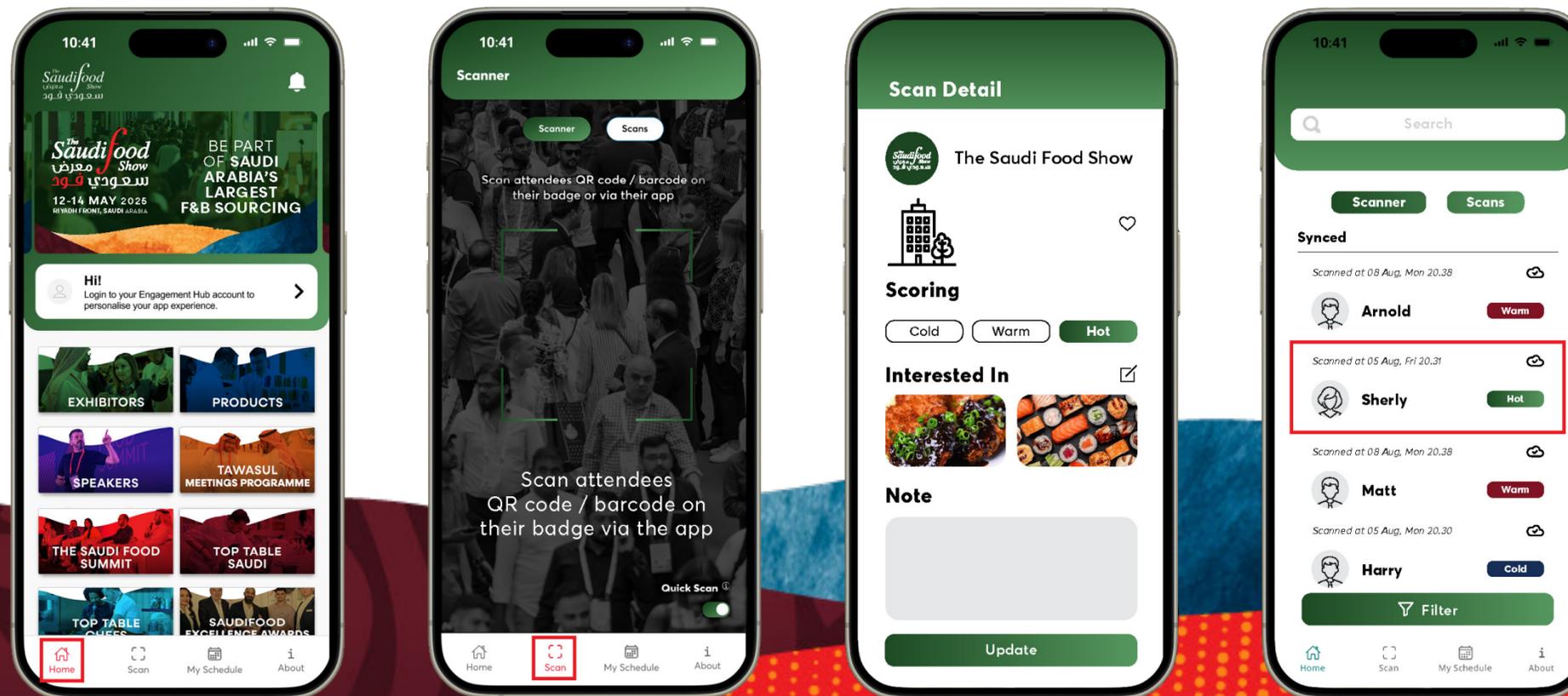
TAWASUL MEETINGS PROGRAMME



TAWASUL MEETINGS PROGRAMME

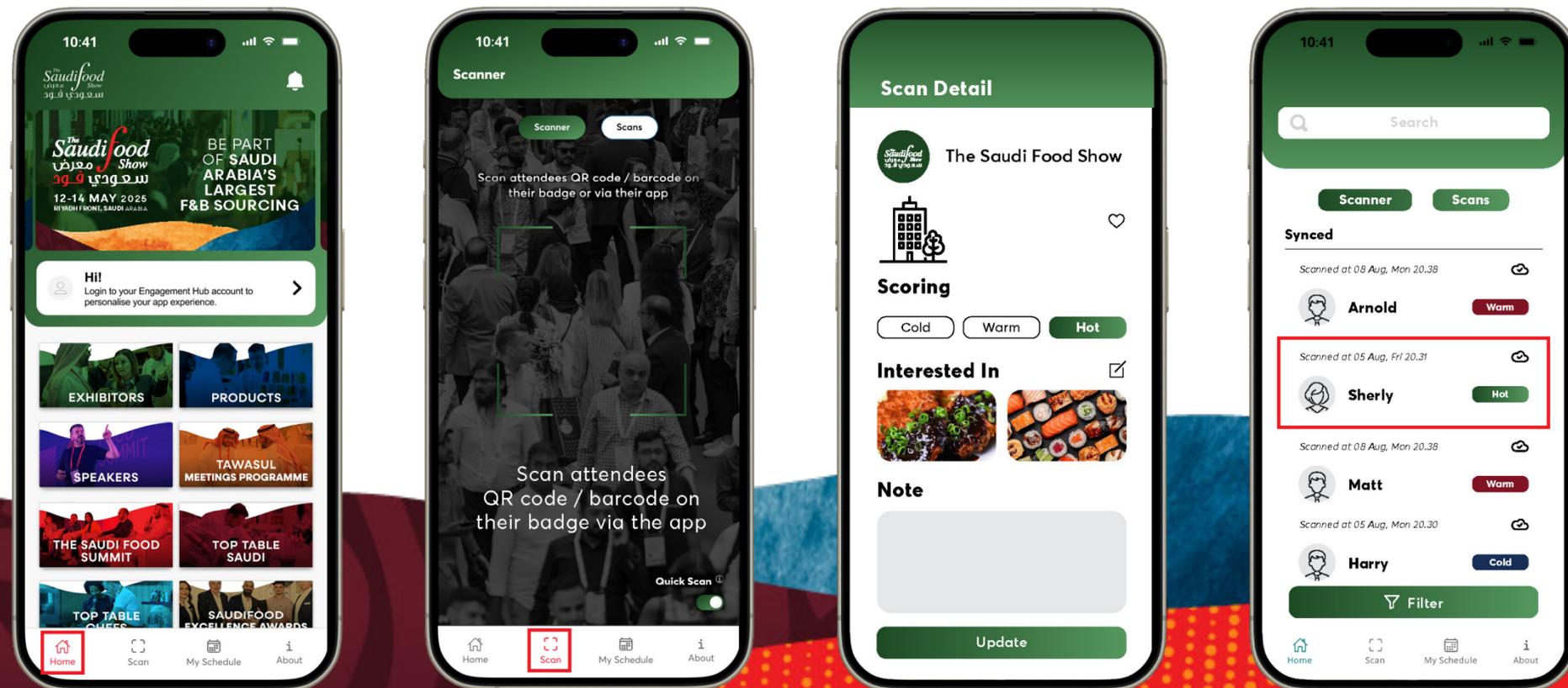
How to Scan

*once you purchase the lead capture tool you can scan badges of all visitors at your stand



LEAD CAPTURE TOOL

How To Manage & Export The Scanned Lead

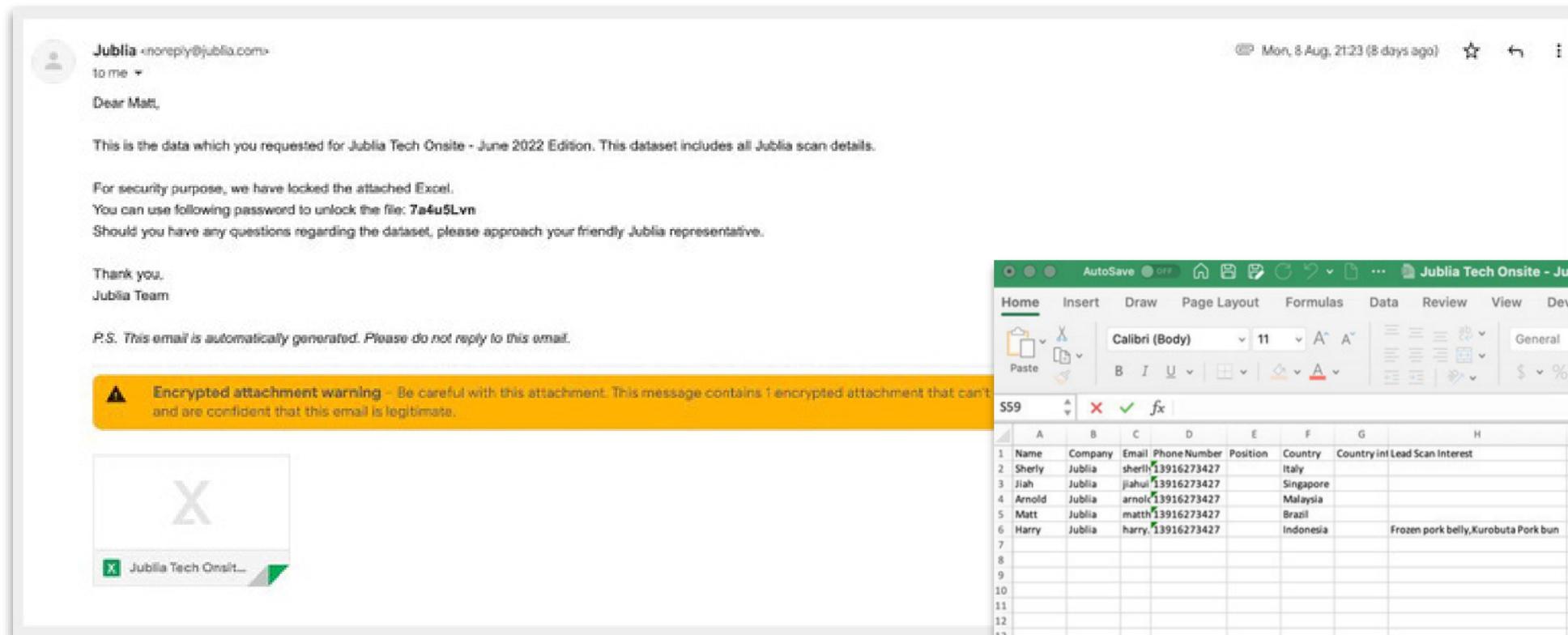


Note:

- The exported file will be sent to your registered email address.
- Export button will only be available for the main Premium exhibitor account
- Swipe the lead to left and click Delete button to delete the lead.

LEAD CAPTURE TOOL

Export The Scanned Lead



Jublia Tech Onsite - June 2022 Edition - Scan Details (08 Aug 2022, 13_22)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Name	Company	Email	Phone Number	Position	Country	Country in	Lead Scan Interest	Notes	Score	Scanned By	Scanned On							
2	Sherly	Jublia	sherly	13916273427		Italy			Good Exb	Hot	Matt	20:13, 05 Aug							
3	Jiah	Jublia	jiahui	13916273427		Singapore				Warm	Matt	20:24, 05 Aug							
4	Arnold	Jublia	arnold	13916273427		Malaysia				Cold	Matt	20:28, 05 Aug							
5	Matt	Jublia	matth	13916273427		Brazil				Hot	Matt	20:29, 05 Aug							
6	Harry	Jublia	harry	13916273427		Indonesia		Frozen pork belly,Kurobuta Pork bun	Double Interest	Warm	Matt	20:18, 08 Aug							
7																			
8																			
9																			
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11																			
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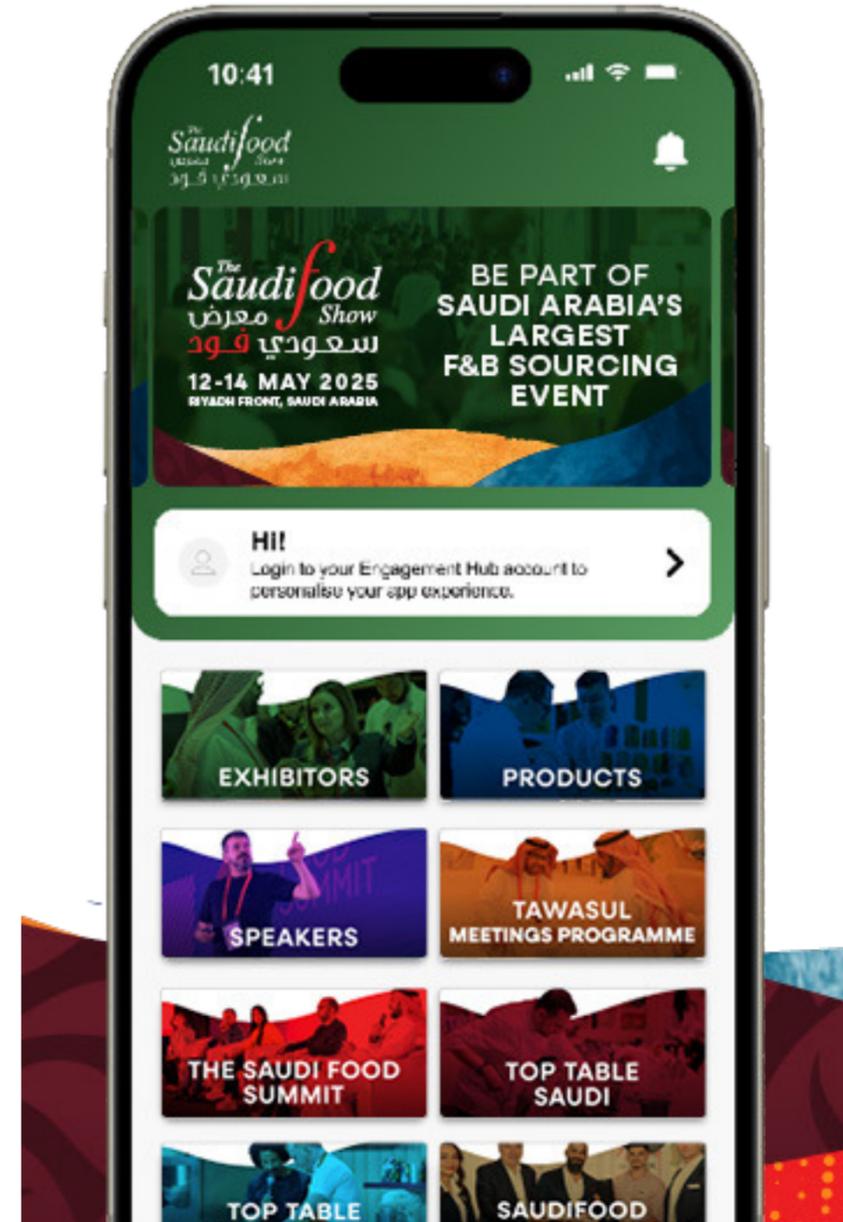
Lead Scan Report

NATIVE APP

Scan the QR Code and download the app

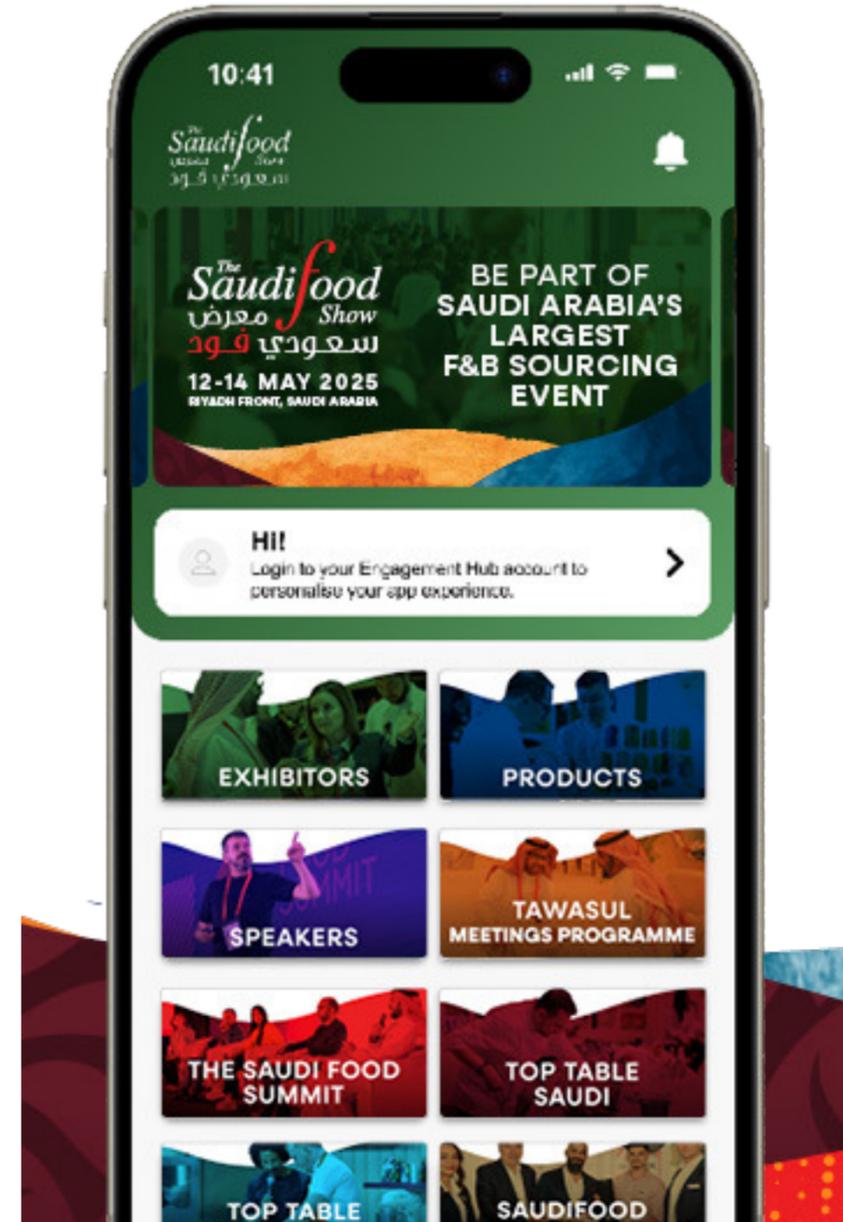


Download on IOS and ANDROID



NATIVE APP

Click on Login and enter the passcode shared on your registered email id



NATIVE APP

If you do not have your passcode please click on forgot passcode to get it on your registered email id

Login ×



Login to your Engagement Hub account to personalise your app experience.

Passcode

Login

Lost Passcode

Passcode ×

Enter your email address for us to send your passcode

Email

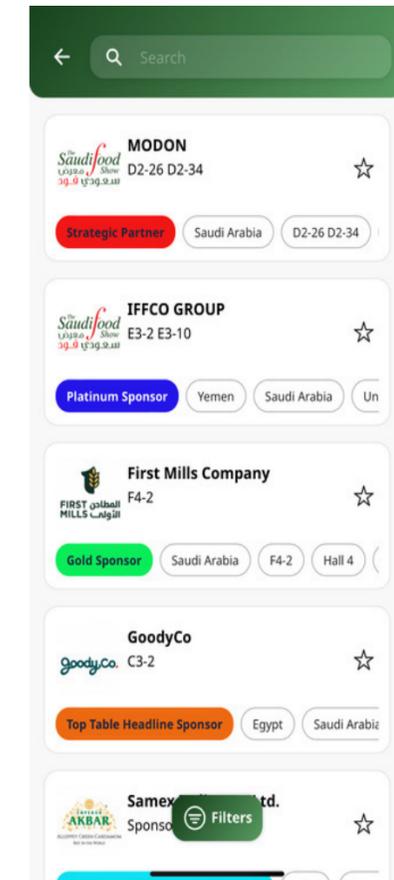
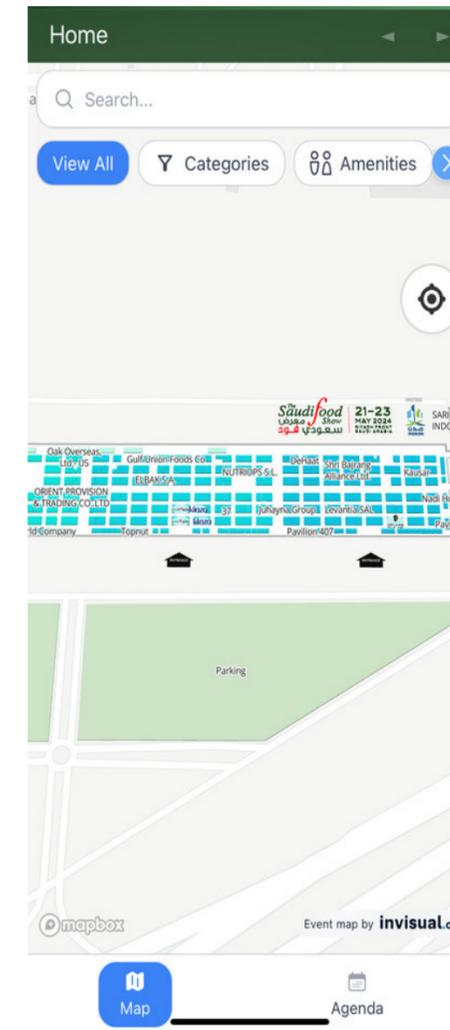
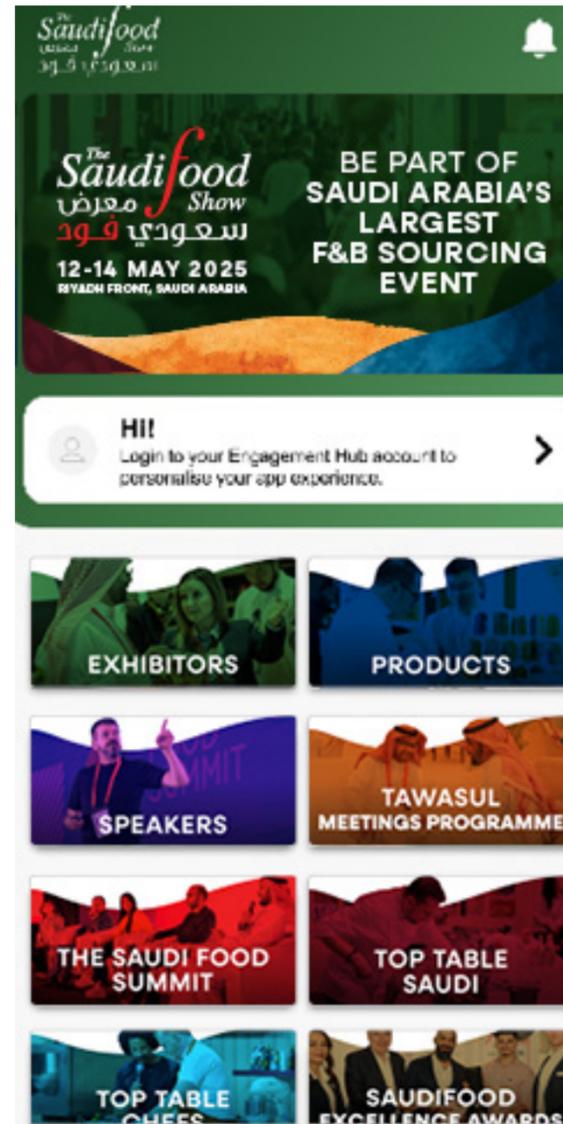
Send

NATIVE APP

Use the app to

- Book meetings
- View all exhibitors
- Scan badges on all visitors at your stand
- View show features
- Find your way around the venue using the interactive floor plan

and more



EXHIBITOR PORTAL

USER GUIDE

NEED HELP?
CONTACT THE TEAM:

Stand-related

operations@thesaudifoodshow.com

Marketing

marketing@thesaudifoodshow.com

App/Meetings

Tawasul@thesaudifoodshow.com