



**INNOVATION  
ZERO MENA  
CONGRESS**

**14–15 October 2025**

**Misk City, Riyadh**



# **EXHIBITOR PRE-EVENT MARKETING HANDBOOK**

The MENA region's  
premier net zero event



# WELCOME!



We are delighted you have chosen to promote your brand and solutions at the **Innovation Zero MENA Congress**.

The following **handbook** has been compiled to help you maximise brand awareness and lead generation before, during, and after the show.

As part of your booking, we will promote your company across an extensive multi-channel marketing campaign including email, social and PR, as well as over our website and event app.

**You can also amplify the success** of your lead generation if you co-promote your participation. We have prepared a guide, along with assets, to assist you....

If you need any assistance along the way, the Marketing Team is on hand to help. Please contact [enquiries@innovationzero.com](mailto:enquiries@innovationzero.com)



# WHY PROMOTE YOUR PARTICIPATION?

Your marketing opportunity begins as soon as you book your activity.

Exhibitors and sponsors who take maximum advantage of the opportunity have greater awareness during the event, stronger brand alignment with the event's ethos, and – most critically – **generate a greater ROI.**

## Promoting your attendance:

- Improves brand awareness – place your company front-of-mind for our audience of 5,000+ policymakers, funders, business leaders and innovators.
- Generates pre-event leads – invite your connections and prospective clients to register for tickets using your personalised registration link.
- Aligns your brand with the event theme: *'Connecting leaders of the future economy'*.
- Enhances your content marketing strategy – nurture cold leads and drive new interest

**Our advice?** Be proactive and invite your prospective customers early, *before* they receive an invite from your competitors...

# WHAT WE SUPPLY TO OUR EXHIBITORS

We supply exhibitors and sponsors with the following assets – but if you'd like anything more bespoke, please do ask!

- Exhibitor social media announcement card
- Suggested copy to use on socials and in emails
- Our logo and brand guidelines for any bespoke assets you wish to create
- Email signature graphics
- A unique registration URL for you to share with your clients and wider network



# MARKETING COPY FOR PROMOTIONAL PURPOSES



For any outgoing communications, please ensure that you use your unique registration tracking link which you will find in the **Exhibitor Portal**.

## Social Media:



@\_InnovationZero



[Innovation\\_Zero\\_MENA](#)



@\_innovationzero



InnovationZero / IZMENA25

*\*Note: please make sure to tag us in any social posts that you put out.*

**Event Tagline:** The MENA region's premier net zero event

**Event Theme:** Connecting leaders of the future economy

## EXAMPLE SOCIAL MEDIA COPY

**General** *(Don't forget to add your unique registration tracking link to your posts, this can be found in the exhibitor portal)*

- Innovation Zero MENA is the region's premier net zero event. Launching on the 14th & 15th of October in Misk City, Riyadh, Innovation Zero MENA will connect 5,000+ senior delegates from across sectors, silos and geographies to drive progress toward a low-emission future. **Register today** >> #InnovationZero #IZMENA25
- #InnovationZero MENA 2025 will welcome 150+ cutting-edge exhibitors to Misk City, Riyadh (14th & 15th Oct), to showcase the climate-smart innovations paving the way to a low-emission future. 5,000+ global policymakers, innovators, funders and leaders from the public and private sectors will attend to gain the knowledge and tools needed to take necessary action and accelerate a just transition to a low-emission economy. **Register here** >>

### Agenda/Speaker Focus

- 250+ experts and leaders from the Middle East, North Africa, and beyond will share their invaluable knowledge and experience on stage at #InnovationZero MENA 2025. View all the speakers here: <https://www.innovationzero.com/mena-congress/speakers>
- We're delighted to announce that [SPEAKER NAME] will take part in the [FORUM NAME] session [SESSION TITLE] at #InnovationZero MENA 2025 (14<sup>th</sup> & 15<sup>th</sup> Oct) – learn more here: <https://www.innovationzero.com/mena-congress/2025-agenda>

# EVENT DETAILS



*(For larger comms, e.g. emails)*

**Name:** Innovation Zero MENA Congress 2025

**When / Where:** 14<sup>th</sup> & 15<sup>th</sup> October 2025 / Malfa Hall, Misk City, Riyadh

## Event Description

Innovation Zero MENA, the region's premier net zero event, launches this October 14–15 in Misk City, Riyadh.

As Saudi Arabia embarks on one of the world's most ambitious economic transformations—fuelled by innovation and technology—it stands as the perfect host for this event, providing an invaluable platform to connect, collaborate, and lead the change.

With an expected audience of 5,000+ global leaders, innovators, investors, and policymakers, Innovation Zero MENA will provide changemakers and solutions providers with an unparalleled opportunity to engage with a rapidly evolving market and drive real impact on a global scale.

## How to Register:

You can register to attend online [here](#). *(please use your unique tracked registration link which can be found in your exhibitor portal)*



# CARDS, BANNERS AND LOGOS CAN BE DOWNLOADED VIA [THIS LINK](#)

These digital assets can be used across:

- Email signatures
- Promotional emails and newsletters
- Websites
- Social channels

If you require graphics in specific dimensions or formats, drop us a message at

[enquiries@innovationzero.com](mailto:enquiries@innovationzero.com)



# INNOVATION ZERO BRAND GUIDELINES



## Logomark



**14–15 October 2025**  
**Misk City, Riyadh**

## Spacing



## Typography

	WEIGHTS	ITALICS	GLYPHS
<b>Poppins</b>  Poppins is the primary heading/display font for the brand and can be obtained for free from Google's font library.	Light	<i>Light</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ
	Regular	<i>Regular</i>	abcdefghijklmnopqrstuvwxyz
	Medium	<i>Medium</i>	0 1 2 3 4 5 6 7 8 9
	<b>Bold</b>	<b><i>Bold</i></b>	! @ ™ £ € # % ^ & * • + - / =

<b>Inter</b>  Inter is the primary body font for the brand's screen based media. It can be obtained for free from Google's font library.	Light	<i>Light</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ
	Regular	<i>Regular</i>	abcdefghijklmnopqrstuvwxyz
	Medium	<i>Medium</i>	0 1 2 3 4 5 6 7 8 9
	<b>Bold</b>	<b><i>Bold</i></b>	! @ ™ £ € # % ^ & * • + - / =



# FURTHER SUPPORT



If you require any further support, please contact:

**Agaba Banya**

Senior Marketing Executive

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