



## LEGO SHOW TOUR

**Riyadh**

**Location: Alhokair Hall**

**Date: March-27-31,2018**

**5 days**

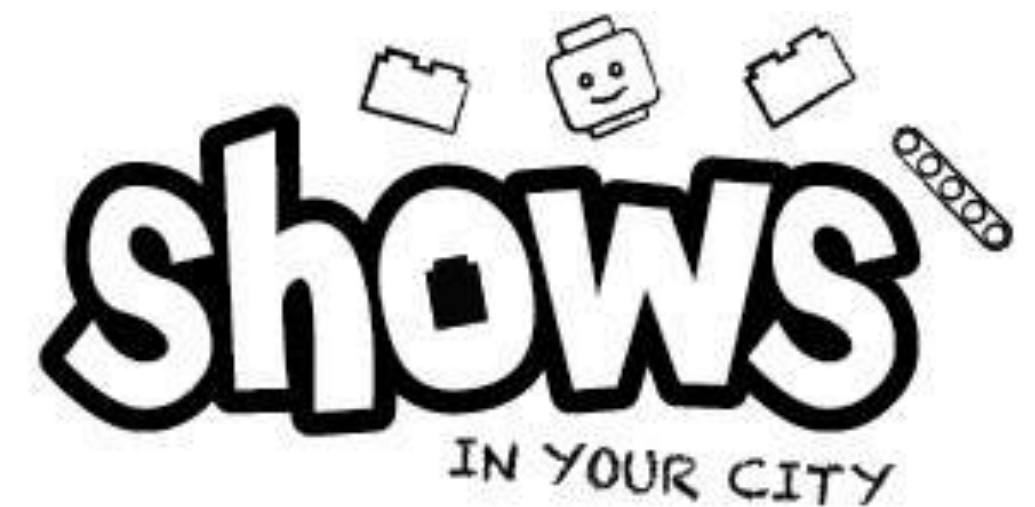
**Dammam**

**Location: Holiday inn**

**Date: April: 18-21,2018**

**4 days**

Presented by **STACK & EXIT KSA.**





**SOON** **LEGO**



**shows**  
IN YOUR CITY

**Riyadh & Dammam 2018**



## LEGO SHOW SUMMARY

With millions of LEGO bricks inside huge pools, massive models, games, activities, digital activations, and exciting attractions LEGO Show is the thing to do in KSA with kids.

This is a high profile 5 days event in each City aimed at families and fans of LEGO across the Kingdom. The ticketed event will provide all attractions and experiences unlimited for a day.

LEGO Show gives opportunities for sponsorship and partners to engage an audience through LEGO themed activities and be part of the extensive marketing campaign.





- **Event Name:** LEGO SHOW– Riyadh and Dammam 2018.
- **Attendance age:** Family event - Any age.
- **Website:** [www.stackitevents.com](http://www.stackitevents.com).
- **Social media:** Instagram: @stackitevents – Facebook: STACK DXB.
- **Event Date - Riyadh:** from 27/03/2018 to 31/03/2018 ( 5 days)
- **location in Riyadh:** alhokair hall - Riyadh.
- **location in Dammam:** holiday in Hall - Dammam
- **Event Date Dammam:** from 18/04/2018 to 21/04/2018
- **Ticket price:** Around SAR 100( Free UP TO 2 YEAR only ).
- **Number of expected attendance:**15,000 –35,000- in 5 days event.
- **Activity of the Event:**
  1. Various LEGO brick play areas for creative building.
  2. Obstacle course activities.
  3. LEGO MINDSTORMS Robotics - builds and classes.
  4. Unique photo opportunities.
  5. Activities such as climbing walls.
  6. Meet LEGO Master Builders to learn tips.
  7. View giant LEGO models.





Based on Saudi Arabia Vision 2030 and the desire in Highlighting EXIT KSA Company and the cooperation between the local agency ExitKSA & Stack event in UAE (Exclusive agent and owner of LEGO Show in GCC Region) to accomplish special event that's suits Saudi Entertainment Authority , We've choose this international unique event LEGO Show to be organised in Saudi Arabia and specialised in entertainment education..

#### **Objectives:**

develop creative creativity and intellectual talents of children..

Create many entertaining activities for all age groups in one place..

Provide many recreational educational activities that promote intellectual development and motor skills..

.Contribute to develop the tourism, creativity and create new recreational opportunities international in the Kingdom.

#### **Why LEGO event:**

Established in 1932, LEGO is one of the largest gaming companies in the world.

- LEGO is one of the most successful events which doesn't target just a specific ages, and they work to create games that mimic children's thinking and interests
- One of the most popular and popular toys of our time. In 2015, the LEGO Games acquired the strongest brand in the world
- LEGO is constantly developing and innovating a new set of games and activities that will help expand the gaming and entertainment market, especially digital games and PlayStation games.



## STACK REBRANDS:

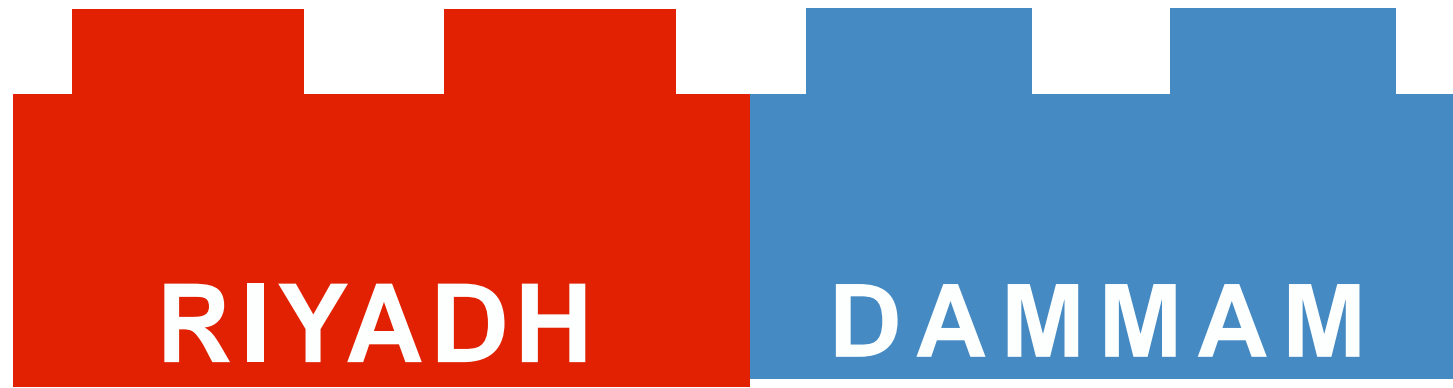
STACK is the exclusive agent & will become the official LEGO® Fans event for the Middle East and will launch for the first time in the Kingdom, renaming the event as **LEGO® SHOW** by cooperation with the local agency IN Saudi Arabia EXIT KSA.





## IN THE KINGDOM

we will organize the event by EXIT KSA & STACK, it will be for Families with children, as well as LEGO@ fans and enthusiasts. It will feature, educational and Edutainment experiences for the whole family to enjoy a full day of playing, creating and building with LEGO®.





## LEGO SHOW FOR PUPIL

### LEGO are based on four key aspects:

- Educational side.
- Creative development side.
- Challenge and excitement.
- Team spirit.



LEGO SHOW is a unique entrainment show, organized for the First time in SAUDI ARABIA – Riyadh & Dammam including many interactive educational entertainment shows, entertaining programs and activities for School Students,.





## LAST EVENT SNAP SHOT

- ▶ Location: Bahrain International Exhibition & Convention Centre
- ▶ Date: 4th-8th July 2017
- ▶ Total event hours 55 (across 5 days)
- ▶ Venue Size: 6,000SQM (Hall 1)
- ▶ 25 Experience zones
- ▶ 10 AFOLs from 5 different countries
- ▶ 31,000 Visitors







▶ **STACK BAH17 VIDEO**





# THE ZONES

The Event will feature 25 LEGO zones.



Brick Pits



Mosaic - Visitorsbuild



Souk + Desert



Build a City



LEGO Branded



Robotics



Disney Princess

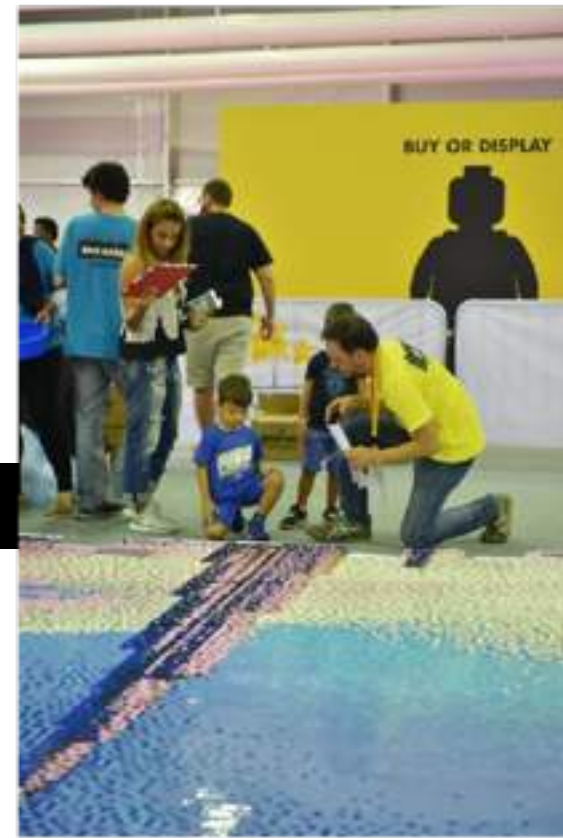


LEGO Duplo



# THE ZONES

The Event will feature 25 LEGO zones.



**MOSAIC**

**SOUK**



# THE ZONES

The Event will feature 25 LEGO zones.



**DESERT SCENE**

**BUILD A CITY**



# THE ZONES

The Event will feature 25 LEGO zones.



**GAMES ZONE**



**RUN & BUILD**



# THE ZONES

The Event will feature 25 LEGO zones.



**FANS ZONE**



**THE BUILD ZONE**





# THE ZONES

The Event will feature 25 LEGO zones.



**ICE AGE**



**BLUE PIT**





# THE ZONES

The Event will feature 25 LEGO zones.



**SIT IN CAR (FERRARI)**



**LEGO NINJAGO**



# THE ZONES

The Event will feature 25 LEGO zones.



**LEGO FRIENDS**



**LEGO DUPLO**



# THE ZONES

The Event will feature 25 LEGO zones.



**LEGO CITY**



**LEGO SUPER HEROES**



# THE ZONES

The Event will feature 25 LEGO zones.



**LEGO MINECRAFT**



**LEGO STAR WARS**



# THE ZONES

The Event will feature 25 LEGO zones.



**LEGO TECHNIC**

**DISNEY PRINCESS**



# THE ZONES

The Event will feature 25 LEGO zones.



**LEGO MINIFIGURES**





## Video Zone - PlayStation



### THE Zones & Activities Area



**A recreation area for all LEGO PlayStation games  
available to all event visitors**



# Photographic area with







## Visual and interactive shows

### THE Zones & activities area



Marvel figures



LEGO فيلم

Visual Shows



figures Mini





## Live shows area

### THE Zones & activities area



different live shows for children filled with fun every week .





## THE ADULT FANS OF LEGO (AFOL)

LEGO@ SHOW will invite AFOLs from all over the world to showcase their incredible creations.

Models will range from large moving train sets and fair grounds, to street movie scenes, towers and some awesome LEGO Mindstorms robots.

*This is an open invitation and will be subject to the level of interest in exhibiting, timing and availability of the AFOLs.*







## PARTNERS

We are working closely with partners that will also bring experiences to life at the event:



The WALT DISNEY Company











**Thank you.**

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