



ST SHOW REPORT



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DEAL 2025: Where the Future Took Flight



DEAL 2025 wasn't just an event—it was a defining moment for the global entertainment and amusement industry. Held at the Dubai World Trade Centre, this year's edition brought together a record-breaking number of visionaries, innovators, and industry leaders from across the world. It wasn't just about showcasing new products—it was about shaping what comes next.

From legacy exhibitors who have walked this journey with us for years to bold new entrants igniting fresh ideas, every corner of the show floor radiated creativity, ambition, and progress. Product categories like AR and VR games, interactive inflatables, next-gen redemption experiences, cashless solutions, photobooths, immersive arcade games, and Al-driven software attracted immense footfall and buyer interest. Many innovations were sold out on-site—clear proof that DEAL isn't just a showcase; it's a marketplace for transformation.

A major highlight was the unveiling of the new DEAL identity—a dynamic emblem representing our commitment to growth, evolution, and innovation. We also proudly launched the DEAL Advisory Board, a cross-continental think tank comprising leaders from North Africa and Sub-Saharan Africa, with a sharp focus on unlocking new markets and industry policy development.

With 112 countries represented, DEAL 2025 reaffirmed its position as the region's most influential B2B platform for the FEC, amusement, theme park, and leisure industries.

As we close this chapter, we're already building the next. DEAL 2026 is not just a continuation—it's a bold leap into what lies ahead. The foundation has been laid, the momentum is real, and the future of entertainment is now in motion.

Get ready. The next era begins at DEAL 2026.

DEAL 2025 STATISTICS: FACTS AND FIGURES

31 **Years running**

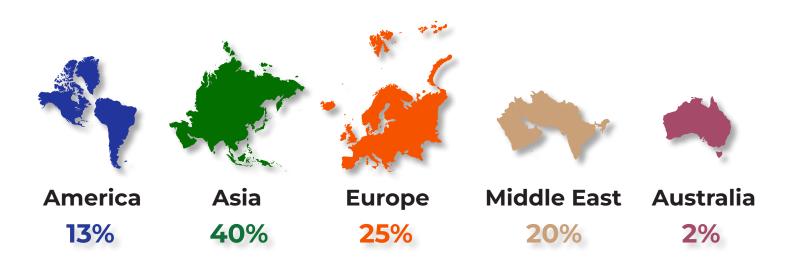
250 Exhibitors

59 New Exhibitors

40 **Exhibiting Countries** Visiting Countries

112

Exhibitors by attendance

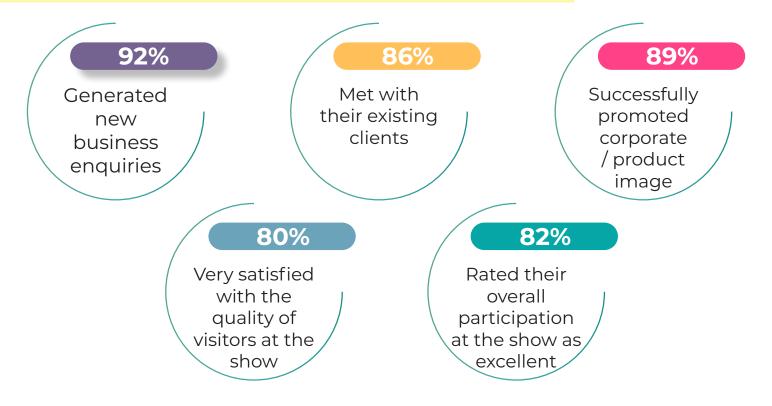


Visitor Profile



Business Assessment:

Based on Exhibitors Feedback



Based on Visitors Feedback

88%	Met with existing suppliers / manufacturers
85%	Sourced new products and technologies
83%	Evaluated and placed orders
80%	Identified possible joint ventures
80%	Acquired new agency / representation
30%	Considering participating at DEAL 2026







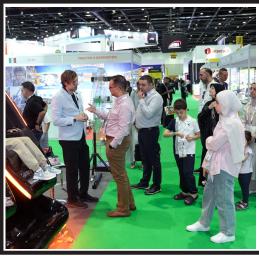


































































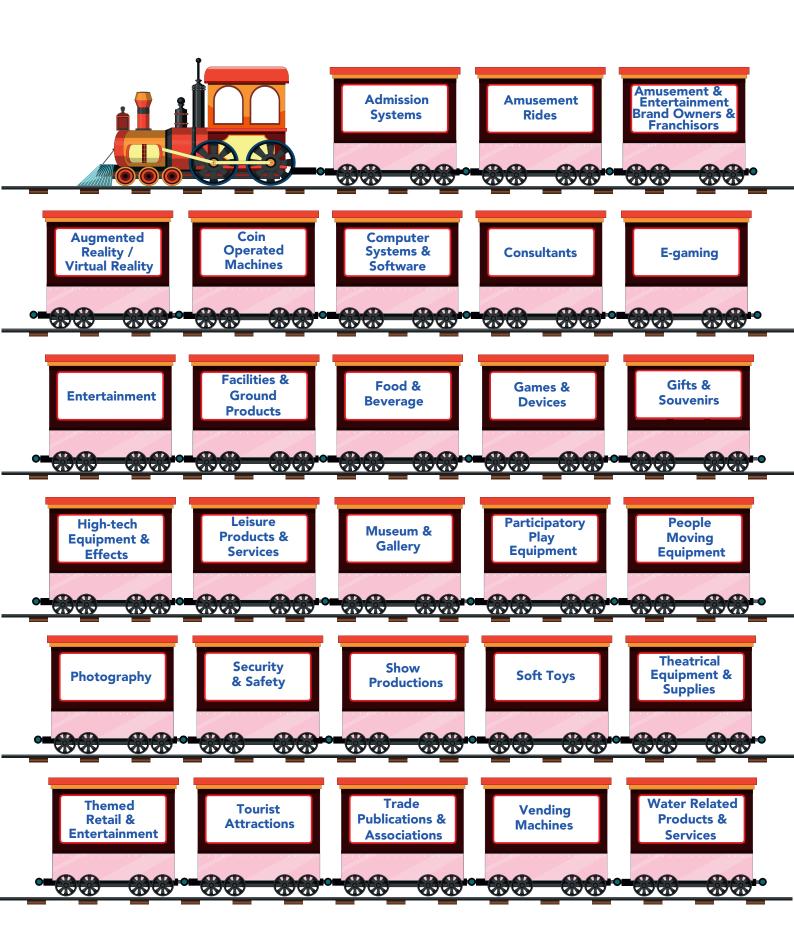








SHOW CATEGORIES





























































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EXHIBITORS SPEAK















EXHIBITORS SPEAK







Commercial Director, Middle East











EXHIBITORS SPEAK

















MENALAC CONFERENCE

The centrepiece of the LEA Conference was the MENALAC CEO Conclave 2025, held concurrently on the sidelines of DEAL 2025, was an exclusive gathering of industry leaders, visionaries, and decision-makers from the MENA leisure, entertainment, and attractions ecosystem. Held under the theme "Innovate, Engage, Transform: Leading Leisure and Attractions Forward by Crafting Lasting, Transformative Experiences for a Changing World," the MENALAC CEO Conclave explored the future of the leisure and attractions industry through a robust lineup of keynote speeches, thought-provoking panel discussions, and expert-led presentations across several key industry segments.

Topics covered included global economic shifts and their impact on the industry, emerging entertainment trends amid the tech revolution, guest experience monetisation, smart ticketing, and revenue optimisation. Industry resilience discussions addressed inflation, supply chain challenges, and the art of balancing marketing with operations. Creative strategy sessions delved into cultural design, IP (intellectual property) storytelling, how resorts were evolving into experiential hubs, and participatory play innovations. Workforce development sessions focused on key issues such as staffing challenges, mentorship, and leadership growth.







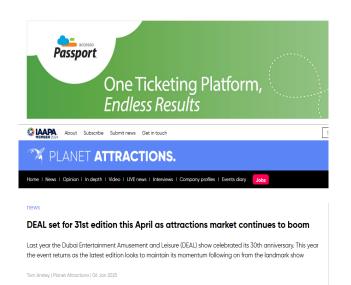














 $\textit{DEAL continues to act as a key meeting point for the \textit{Middle East and Africa attractions markets} \ \texttt{cream deal} \\$

Last year the Dubai Entertainment Amusement and Leisure (DEAL) show celebrated its 30th anniversary. This year the event returns as the latest edition looks to maintain its momentum following on from the landmark show.

Running now for more than three decades, DEAL has been instrumental in propelling the FEC, theme park and amusement sectors within the MENA region.

Taking place once again at the Dubai World Trade Centre, this year's show will feature a combination of offerings from areas including virtual reality, arcades, redemption games, amusement rides, soft toys, inflatables and themed entertainment.

With the 2024 edition of the event making history with a record 10,375 visitors and a record 300 exhibitors, DEAL 2025 is aiming to exceed those figures once again when the show arrives this coming April.

"DEAL is more than just an exhibition; it's a platform that has driven the evolution of entertainment in this region," said Abdulrahman Foloknaz, president of DEAL's organisers, International Expo-Consults.

The Middle East and African markets are currently experiencing a surge in demand for entertainment and leisure infrastructure, driven by visionary projects and a growing appetite for world-class experiences. DEAL 2025 will embody the spirit of this growth, offering unparalleled opportunities for businesses to innovate and expand.

According to its organisers, long-term participation in DEAL from US exhibitors such as ICE Entertainment has been a key highlight of the event's legacy, with the continued appearances from such companies setting benchmarks and inspiring the local market.

In addition to innovations on the show floor, concurrent with the DEAL event, visitors can also attend MENALAC's Leisure, Entertainment, and Attractions Conference, which returns for its eighth edition.

DEAL also takes place in a region that is currently a rapidly growing market for attractions and wider leisure industries. In the Middle East and Africa, government-backed initiatives are fuelling multi-billion-collar investments in theme parks, FECs, and other arrusement projects, with Sould Arabido a particular global haspost for such investments.

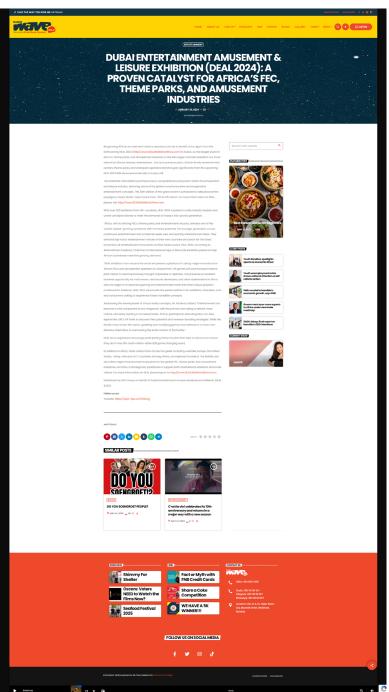
A young population within MEA is a significant driver for increased demand for leisure options, while efforts to draw tourists internationally through spectacular leisure offerings are also having a significant impact.

This year's event will host more than 300 exhibitors from over 40 countries, with attendees visiting from across the globe representing 112 different nationalities.

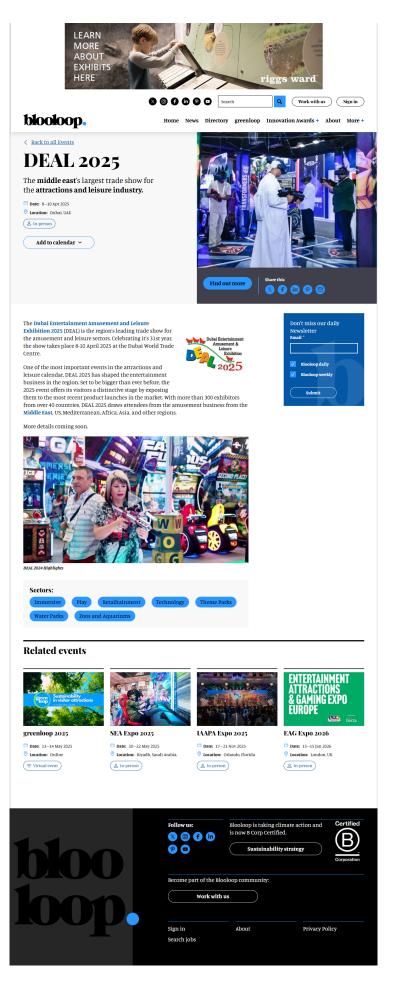
"DEAL is the gateway to one of the most promising entertainment markets in the world, said Falkanaz. "Whether you're a startup looking to mark an impact or an established player seeking to expand your reach, DEAL offers a perfect platform to achieve your goals."

This year's DEAL takes place from April 8th-9th at the Dubai World Trade Centre in Dubai, UAE. To register for the event, **click** here

EVENTS





















CORRECTION: DEAL 2025 to Drive Innovation and Growth in Middle East & Africa's (MEA) Leisure & Entertainment Industry

March 3, 2025









As governments across the MEA region are investing heavily to develop world-class tourism and entertainment infrastructure as part of their economic diversification strategies, the leisure and entertainment industry is experiencing a period of boom in the post-pandemic en

Driving growth for the industry are family entertainment centres (FECs) and theme parks, which are expected to record a compound annual growth rate (CAGR) of over 10% in the coming years, indicates a report by consulting company RedSeer. Moreover, the MEA gamping market is projected to surpass \$5 billion by 2025, with Saudi Arabia and the UAE leading the



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Commenting on the upcoming DEAL Show, Abdul Rahman Falishnaaz, Chairman of International Expo Consults (ECL, Ne organiser of DEAL, said, "Since 1994, DEAL has proudly pioneered and uplifted the lessure and entertainment industry scross he MEA region. Today, DEAL is more than just an exhibition—is a force that spaces involvation, matures connections and plays a pixelal role in shaping the future of fun and entertainment in the region and beyond. Together, as an industry, we promise to build a landscape that inspires and brings joy to millions."

The UAE government's support has enabled DEAL to showcase cutting-edge technologies, groundbreaking concepts and revolutionary ideas that promise to make the MEA leisure and entertainment industry even more vibrant. Register to attend DEAL 2025 to celebrate innovation, excellence and the future of

entertainment. Be part of an event that inspires and shapes the future of the MEA leisure&entertainment industry.

Distributed by APO Group on behalf of International Expo-Consults (IEC).

Contact: G/F, Sheikh Rashid Building, Sheikh Zayed Road, Dubai Email: <u>deal@lecdubal.com</u>



















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the future of entertainment. Be part of an event that inspires and shapes the future of the MEA leisure & entertainment industry. For more information, visit $\underline{www.DealMiddleEastShow.com} \ or$

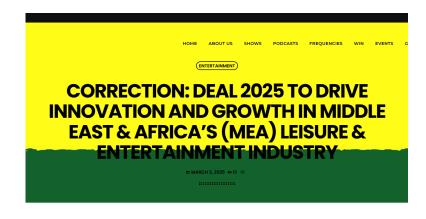
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(MENAFN- APO Group)

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For more information, visit or contact [add contact details].

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Commenting on the upcoming DCML show, Abdul Bahman Felationase, Chairmann of Internationa Expo Censults (EC), the organiser of DCML, soid, "Since 1994, DCML has proudly princeted and unpilled the leisurus and entertainment industry across the MIX region. Today, DCML is larnest than just on exhibition—it is a force that sports invocation, nutrues connections and plays a phicatal role in shapping the future of fur and entertainment in the region and beyond. Together, as an industry, way pomise to build or landscape that fragries and brings joy to millions."

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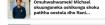
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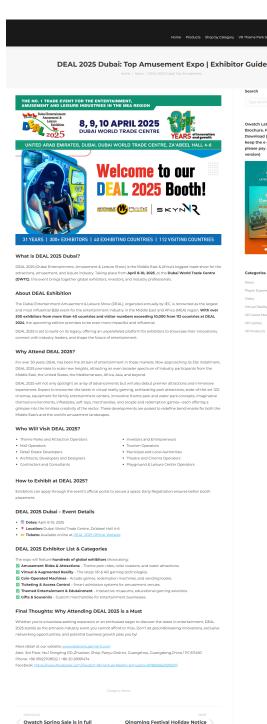


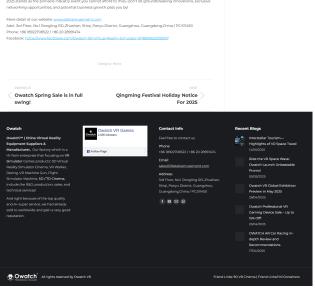


















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Intercard set for DEAL

March 28, 2025 by Lee Wild



Intercard will bring its latest technology, the iQ reader, to the upcoming DEAL show in Dubai, UAE.



Set to take place from April 8-10 at the Dubal World Trade Centre, Intercard's CEO, Scott Sherrod. and its senior vice president of International sales, Alberto Borrero, will be representing the

"The increasing acceptance of the QR code world-wide prompted us to introduce our IQ readers and klosks that read QR

codes," said Sherrod, "setting the new standard for unattended amusement centre payment technology."

The IQ reader allows customers to present QR codes for payment and redemption point collection, which reduces costs for route operators and

Borrero added: "Intercard has been leading the way with cashless technology In the Middle East since Encounter Zone, the first FEC in the region, opened in Wafi Mail in Dubal more than 20 years ago.

"Encounter Zone featured the region's first debit card system, and intercard's continued innovations and renowned customer service have made its technology the most used in the market."

New giant ride at Pleasure Beach

Blackpool Pleasure Beach in the UK has confirmed that its new £8.72m ride will be named Aviktas.

Chill & Thrill in Crewe

Crewe, UK, has a new competitive socialising venue in Chill & Thrill, a multi-concept gaming and dining location in Nantwich Road.

14th Mulligans opening at Guildford

The new Mulligans - a brand of Adventure Leisure - at Gulldford, UK, has been unvelled.





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Dubai World Trade Centre: Your guide to April 2025's must-attend events

Events highlight Dubai's crucial position as a global hub for knowledge exchange, innovation, and economic opportunity



innovation, and economic apparaments.

Will be events scheded throughout the month, notable highlights include the flogating maga even Anabian Towal Market (April 28. - Mart) It health sector applierings each as the pan Arab International Residency Society Anaul Congress (April 27.) and Debal Deman (april 14.0): It has global anisotic surveits. (AlX World Corgas Symposium April 15-17); healting energy sector events like Middle Earl Energy (April 7.7) and Got Deth Gos and Oil Technology Showcose E. Conference (April 27-23), delift the forward -finishing SPMS Cocapotal Vetex (April 27.1). Here's a closer look of the full lineary with the forward -finishing SPMS Cocapotal Vetex (April 27.1). Here's a closer look of the full lineary

NVEST WITH



Middle East Energy: April 7-9

Middle East Energy 2025 marks its 49th edition, gothering energy professionals and decision-me from over 170 countries. This event will focus on five core sectors driving energy fromistion, senso solutions, clean and renewable energy, solution perendrate and critical power, transmission and distribution, and energy consumption and management. By emphasizing sustainability and inno-the above mins to facilitate transfermation partnerships for a low-cabon future.

ISPRS Geospatial Week: April 6-11

Taking place of Sheikh Maktoum Hall, this academic and industry-driven event showcases to work themes that delive into cutting-adject paics such as Earth Observation, Geospatial AI, and disaster management. Organized by the International Society for Phospargementery and Remote Sensing (ISPRS), Geospatial Week excourages interdisciplinary collaboration among technology develope data scientists, and application users.

The MENA region's premier event for the entertainment and affractions industry, DEAL 2025 will unite poperators from family entertainment centers, theme posts, accades, VR zones, and more. Teachuring were 300 entitlets from ower 400 countries, this event serves as oveil politerform to explore innovation, the horizontal politics and the server of t

As the largest interventional radiology event in the region, PAIRS 2025 will host over 150 expert species in who will deliver lictures, workshops, and live cose discussions. Covering topics like interventional racingly, embolation, prepinder of ratio disease, and neven intervention, the event will feature a comprehensive scientific program. Delegates will also have the apportunity to explore the latest advancements in image—quied effecting through hardon-or education facilities dis dividend to diverse the latest advancements in image—quied through through produce - reduction facilities of the dividend of dividense and the control of the



International Property Show: April 14–16

As the largest real estate sales platform in the region, the international Property Show (IPS) returns a premier monitopiace for local and international property thronactions. Showcaining a global lenue of enhibitor, including principal promiser parameters of enhibitors, including principal promiser parameters are residential and commercial investment apopraturilles. Aftendess will also engage with banks, legal from, and real estate legister, making in a consenient one-stop spice for byper and sellent. A position of the control program will cover moster trends, regulatory updates, and cross-border investment strategies, while international delegations consenient one-stop spice fire du-dy Global investors & Re Estate Professionals Program Recharing exclusive site visits and 828 meetings.

Dubai World Dermatology and Laser Conference and Exhibition – Dubai Derma: April 14-16

Now in its 24th edition, Duba Derma is the largest demotology, skincare, and loser event in the MENA region. The conference will feature over 330 lectures and 50 variatops led by global experts, offering ONE occreditors, concurrently, the international elabilition will legisly over 1500 sitions be and and the concurrently will be concurrently and the concurrent of the strength of the concurrent of the concurrent of any other strength of the concurrent of the concurrent of the concurrent of the concurrent of proprieted in collaboration with leading regional demotology associations.

Challenging has cases of feat year's Hong (with me glidin), the glidin's largest annual air cargo event raturus to Dubal. Over three dops, WCS will highlight the latest transfa in technology, innovation, security, authors, coap operation, and sutroinability. The comprehensive program includes plearny sessions, specialized streams, workshops, and executive summits led by industry separts. Complementing the conference, the trade base will provide a dynamic platform for crinines, solution providers, argorits, ground handlers, and freight florwarders to showcase cutting-edge products and solutions while building by business portnative.

World AT Dubb a newged as a vital part of the city's cultural calendar, merging on accessible or marketpics with dynamic, immersive experiences. Feathing over 10,000 or throat from more the marketpics with dynamic, immersive experiences. Feathing over 10,000 or throat from 1000 or thro

Pet World Arabia: April 19-20

GoTech Gas and Oil Technology Showcase & Conference 2025: April 21-23

Now in its sixth edition, GaTech has established itself as a key international platform for innovation it had along sa industry. Organized in partnership with the Society of Petrolaum Engineers, the even fearbreas another program of over 300 percent viewed stehnical presentations, more than 50 technic sessions, and seacother forums. Over three days, GaTech will bring taggither government efficient, energy leaders, and schenhology provider to adoless enviral legists and production efficiency, digital transformation, and carbon forlarint reduction. The accompanying shibition will showcase curling-edge to take a between the latest engine that there is the same production.

DOMOTEX Middle East: April 22-24

At the region's prime event for the copy and flooring industry, DOMOTEX Middle East gathers global suppliers, designers, and bywars for three days of product rhowcases and deal-making. Opposited by DOMOTEX, a leader in the industry for even 35 years, this event features are a var array of flooring solutions and materials. With the booming construction and hospitally sectors driving demand, the show will provide exclusive insight into market trends and innovations, making it a must-attend for professionals in flooring, design, and interior th-out.

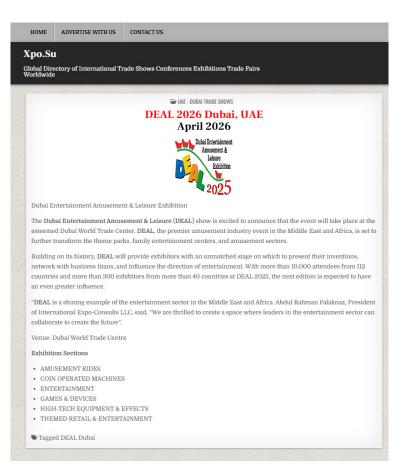
Arabian Travel Market (ATM): April 28 – May 1

Celebrating its 32nd edition, Arabian Trovell Marter (ATN) conflines to be the Middle Ear's leading travel and towards made exhibition. Bringing together global destinations, but operators, and hospitality houses, ATN 2025 will again serve as a crossid platform for forging porterating and hospitality houses, ATN 2025 will again serve as a crossid platform for forging porterating and respective productions. ATN 2025 will again serve as a crossid platform for forging porterating and respective productions. Will additionate content tract covering travel before houses, and control belong discussions. With delictant centent tract covering travel tech. Itsury, MCE, crostion, and sustainability, the event offers unmorticated neights the traction exhauging block travel. From strategic deals to visionary panels, ATM remains at the forefront of the future of tourism.

Dubai International Humanitarian Aid & Development Conference & Exhibition (DIHAD): April 29 – May 1

International Emergency and Catastrophe Management Conference and Exhibition (IECM): April 29 – May 1





THE NO. 1 TRADE EVENT FOR THE ENTERTAINMENT, AMUSEMENT AND LEISURE INDUSTRIES IN THE MEA REGION





The ASI Pavilion is the place you need to be during this DEAL 20251 We are showcasing an exciting range of interactive and adrenaline-pumping games and attractions, which are sure going to be a highlight at your locations.

At Moser's Rides , we specialize in creating unforgettable moments of joy with our world-class amusement rides designed and built with precision and passion in Italy. As we showcase our innovations at DEAL 2025, here's why we stand out:

- The lineup entails: Award Winning Next Generation Family VR Attraction, HYPERDECK
- ALPHA OPS VR STRIKE, our motion-based VR Shooting Arcade Game which takes players to a whole new level
- CYBERFUNK, an arcade shooting game that combines the immersive digital storytelling of Cyberpunk 2077 franchise with tactile, physical gameplay
- All Thrills No Spills: ICEE SLUSH RUSH where players serve up the iconic ICEE but have to race against time to fill 50 cups
- TILT THE WHEEL our fast paced ball dropping game that is fun for all ages DISCO BALL DROP where players groove to the beat and score big!
- RUSH & CATCH The race in the wild! An exhilarating jungle adventure
- $\ensuremath{\mathsf{HIGH}}$ FIVE our groundbreaking unique prize crane where players have a chance to win up to 5 prizes in one try
- Our HELLO KITTY range of products that will surely stand out at your location!

Visit the ASI Pavilion at Zabeel Hall 6 and Level Up your arcade!

WOG SHOWCASES QBIX & VEX ARENA FOR THE NEXT GEN SOCIAL GAMING EXPERIENCE



Warehouse of Games Ltd. returns to DEAL 2025 and is set to exhibit over 100 of the waternause of sames Ltd. returns to beat 2023 and is set to exhibit over 100 of the latest and top-tier games from the amusement industry! Featured this year is QBIX: the 8-player immersive, multi-sensory 5D effects gaming room with dynamic games for all ages and player types to enjoy. VEX ARENA, the ultimate VR free-roam platform is just as sure to impress with their extensive games library, complete operator functionality and social gaming experience like no other.

operator functionality and social garming experience like no other. Visit the WOG Pavilion at Za'obeel Holl 6 for a first-hand experience and discover their wide selection of premium amusement games. Learn about their FEC turnkey design solutions to help you create magical spaces to complement the games, with their professional and comprehensive after-sales support service to help your business maximize your investment. Whether you're looking to enhance your current business or bring something new to the table, WOG is your go-to partner for successful entertainment solutions and offers you the chance to connect with their industry professionals and partners having over 20 years of experience in the Middle Fast

For more details please visit the website: https://www.wogme.com

UDC's TORNADO makes its middle east debut at DEAL 2025, whipping up a storm. With huge coin towers that move into place in seconds and create a splash of coins when they tumble over the edge. Tornado is a redemption ticket pusher game with exciting features and bonuses

Come along to stand Z5-84 to experience it yourself!







Creative Entertainment Group is a leading production company specializing in high-impact, immersive live shows. Blending ice skating, dance, cirque, and theatrical storytelling, they create original productions that captivate audiences of all ages. Known for flexibility and innovation, their shows can be performed virtually anywhere—from theme parks and theaters to outdoor plazas and pop-up venues; from Disney Parks and SeaWorld to The Ritz-Carlton and the Super Bowl Halftime Show.



Every element of their productions is crafted in-house, including music, costumes, and set design, allowing for fully custom experiences. With a talented team of world-class performers and creative professionals, Ice Creative delivers everything from holiday spectacles and cultural tributes to Broadway-style shows and cutting-edge 5D immersive events.

Their productions are self-contained, easy to install, and designed to make a bold impact in any environment. Whether on ice, on wheels, or on stage, Ice Creative Entertainment Group transforms any space into a world of wonder-always in motion, always unforgettable.

Join us at Z5-117

For more details please visit the website: https://icecreativeent.com

Iplayco is excited to display various branded, interactive and gamified attractions at this years DEAL trade show. New TAG Arena Gamification as well

as special Audio Video content exclusive to Angry Birds will bring attention to your facility and excitement to your guests. Many of the attractions have fast game play, team, party, and group features. With the TAG Arer attractions players move at an average of 20 minutes of game play for high



capacity and fluidity providing great ROI for FEC and Theme Park owners. Ballistic Arenas have exciting foam ball interactive media, team play with gamified target scoring systems, audio video features, and extensive branding. Trampolines and Adrenaline Park features also have numerous sport challenge interactives, multi-player capacity and more. Designs are customized for your location and budget while meeting international safety standards.

Visit us at Z6-199 For more information please visit the website: https://www.iplayco.com

STEP INTO THE FUTURE OF BOWLING WITH OubicaAMF

QubicaAMF is the largest and most innovative bowling equipment provider in the world! We build and modernize more bowling entertainment centers than any other company in the world, every year.

word, every year.

Bowling has so much more potential to attract and entertain even more people, more often. With our products, we will help our customers fully unleash that



potential.

To make bowling amazing, we are creating an ever-growing ecosystem of products that work together and build on one another to deliver an AMAZING experience to bowling consumers.

Neoverse, the New and Immersive Bowling Entertainment Universe
Get ready to immerse your guests in a vivid, amazing, multisensory bowling
experience. The Neoverse nost level design delivers new dimensions of sight and
sensations that promise to WOW, captivate and attract new and existing guests
allike.

EDGE String Delivers an Amazing Bowler Experience
The bowling experience on EDGE String machines is second to none. Pins are always
on spot, and lis USBC-Approved design delivers authentic pin action and scoring
in-line with free-fall. What sets EDGE String Physiother apart is its ability to offer an
astonishingly authentic bowling experience that rivals traditional pinsportage.

Join us at Z5-23. For more details please visit the website: www.qubicaamf.com

I-Depot Play / Inflatable Depot



IFE DEPOT

IFDepatry-lay is a global leader in designing, manufacturing, and installing auttring-edge attractions for family entertainment centers and amusement venues. With over 30 years of experience, we specialize in delivering a Smart Attractions Mix that combines creativity, quality, and functionality to elevate guest experience. Our world-class attractions are tailored to blend seamlessly with branding and themes, making each installation unique. From playground

structures, ninja warrior courses, and toddler zones to climbing walls, inilatable concept parks, and beyond, our products can be found captivating audiences wardwide.

Join us at Z5-58. For more information, visit us at http://www.idepotplay.com or contact us at info@idepotplay.com

FROM TODDLERS TO TEENS: RIDE INTO THE **FUTURE WITH SELA GROUP AT DEAL 2025!**



AT DEAL ZUZ5:

Visit Sela Group's stand 25-80 at DEAL 2025 to discover the latest innovations in the field of battery powered rides for indoor and outdoor parisk. Whether you need to pian your mini car or bumper car track or even your Aqua bumper pool we at Sela Group have what you need. We can assist you in designing your space for the attraction or just activise you if you have a west you late when you have what you need. We can assist you in designing your space or the attraction or just activise you if you have an existing facility.

Er you have an existing facility.

DEAL Show represents for Sela Group a unique apportunity to launch in the MENA countries our latest products like the Speedy Kart and the UFO mini bumper car with barents driving console, expanding this range of toddlers' attractions. Visitors will have an insight in the magic world of battery rides Sela Group has been manufacturing in laby since 1972. Their attractions involve kids of all age angulation toddlers' minibumper cors for cars, op-karts and bumper cars for teen age and adults. Not least the famous bumper boats!

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For more details, please visit the website: https://selagroup.it/en/home-en/

SACOA CASHLESS SYSTEM: REVOLUTIONIZING FAMILY ENTERTAINMENT CENTERS



At Sacoa, we're thrilled to return to DEAL 2025, where we continue to pioneer advancements in the amusement industry with our versatile cashless solutions. This year, we're excited to showcase several innovative products designed to enhance your Family Entertainment Center operations and guest experiences.

- What's New?

 Spark Reader: Revolutionize gameplay with our vibrant, easy-to-use tap-to-play

- ordri reader.

 Mobile App: Enhance customer engagement with our fully integrated mobile application, offering features like remote reloading and roward management.

 Time Tracker & M-POS: Streamline operations with our robust time management solutions and mobile point-of-sale systems.

 M-Redemption & KS/A4 Klosic Elevate your redemption process with our efficient, self-service klosis that ensure guests spend less time queuing and more playing.

By adopting Sacoa's technology, you can ensure a seamless, enjoyable experience

for every guest.

VISIR us at DEAL 2025 at 25-108 to discover why Sacoa remains the wisest solution for your FEC. Let's transform the future of entertainment together!

For more details please visit the website: https://sacoacard.com



At Moser's Rides , we specialize in creating unforgettable moments of joy with our world-class amusement rides designed and built with precision and passion in Italy As we showcase our innovations at DEAL 2025, here's why we stand out:

- rolid-class amusement rides designed and built with precision and purchase as we showcase our innovations at D&L 2025, here's why we stand out: innovetive Ride Designs:

 Our rides feature starte-of-the-ort engineering, combining thrilling experiences with unmatched safety standards. Whether its a rollercoaster with gravity-deslipid loops or a classic Ferris wheel offering panaramic views, we bring creditivity to life.

 Olobal Excellence, Italian Craftsmanship:
 Crafted in Italy, our rides are the result of a perfect blend of Italian craftsmanship and modern technology. We are proud of our heritage, and it shows in the attention to detail, durability, and aesthetic appeal of every ride we create. Custom Solutions for Every Park:

 No two amusement parks are the same, and neither are our rides. We offer talior-made solutions to suit the unique needs of each theme park or entertainment venue. Whether you need a family-friendly attraction or an adrenaline-packed adventure, we have the perfect ride for you!

 Built for Safety and Longevity:
 Safety is at the heart of everything we do. Our rides go through rigorous testing and quality control processes, ensuring they provide maximum fun while maintaining the highest safety standards. Plus, our rides are built to last, ensuring your park stays and of the competition year after year.

 Why D&L 2251

 The D&L Expo is the perfect platform to showcase the next generation of musement rides, and were thrilled to be part of this exciting event. It's an incredible apparating for us to connect with industry professionals, share a tractions would wide.

 Our Best Seller Model: Speed Filp Toxic' & "FlashBeck", Dynamic Teather 50.

insights, and build partnerships that help shape the future of entertainment attractions worldwide.

Our Best Seller Model: Speed Filip "Toxic" & "FlashBack", Dynamic Teather 60 seats, Rotating Spring Ride 12s 10m, Maverick Allsorts, Sidewinder, Freestyler

Join us at Z6-61. For more details please visit the website: https://moserrides.com



Big Round Wheel Amusements specializes in providing high-quality, full-sized carnival rides for awide range of clients around the globe. Our focus is on delivering premium portable amusement attractions that elevate events, engage audiences, and create memorable experiences. Whether for corporate activations, luxury hospitality events, or large-scale experiential marketing campaigns, our rides are designed to impress.

We handle every detail—from transportation and setup to operation—enseaments experience for our clients. Our ability to place fully functional any indies in high-profile or unconventional locations sets us aport in the indust downtown rooftops to branded pop-ups, we bring the thrill of the carnival

Amusement rides are more than entertainment—they're powerful tools for drawing attention, boosting engagement, and leaving a lasting impact. That's why top brands and event planners turn to us to deliver unique, high-impact experiences that stand out.



Semnox, a leading venue management and ticketing solution provider for the entertainment and leisure DEAL Expo 2025. The company to the MEM region and lie of the entertainment and leisure the Company to the MEM region and is eager to showcase its award-winning products, including self-service klosks, readers, wallet readers, and handheld POS getters, and handheld POS getters, and handheld POS getters, and handheld POS getters, semnox is committed to helping FECs, parts, arcades with their digital transformation.

Visit Semnox at booth Z676 to see how their inno future of the industry.

For more information please visit the website: https://www.semnox.com



With an office in Dubai since 2006 and strong support for DEAL since its inception, WhiteWater's Kull-service team helps clients design, build, and maintain the most iconic and crowd-pleasing aquatic attractions in the Middle East-including the record-breaking Meryal Waterpark in Qatar that you see in the background.

WhiteWater is the world's largest water park manufacturer, with a product range that includes water slides, interactive play structures, water rides, waver-generating equipment, FlowRider's, FlowSurf''s, incliess Surf pools, and Vantage attractions management platform.

offering the most extensive portfolio in the industry, we work with a large, established network of experts that have regional know-how From design to engineering, from greenfield parks or expansions. With vantage, we can even enhance your guest experience and optimize your operations. We serve clients of various venue types, including water parks, thotels and resorts, and mixed-use developments. Mejor clients include Miral, Atlantis, Qiddiya, Six Flags, SeaWorld, Carnival, MSC, LEGOLAND®, Marriott, Hyatt, just to name a few.

Explore your ideas with us at Booth #z5-182. Ask our team about how our products are designed to last and use less water and energy.

For more inforation, please visit the website: https://www.whitewaterwest.com/en/middle-east/



Eurogames, a leading manufacturer of battery-operated amusement rides, will be exhibiting its latest products at the DEAL show 2025. Eurogames will showcase a diverse range of amusement rides, including Mini Cars suitable for children aged 3 to 12 and Bumper Cars and Driving School Cars designed for children aged 6 and above. These rides cater to various project requirements and offer a comprehensive selection of amusement experiences

ZONE GROUP: POWERING THE FUTURE OF COMPETITIVE SOCIALIZATION

Zone Group returns to DEAL 2025 at booth Z5-19 with cutting-edge attractions designed to elevate your venue's entertainment value. At the heart of our showcase is Helios3, our flagship laser tag system featuring next-gen U-vreactive vests, immersive audio, and smart touchscreen functionality-built to wow players and operators alike.



But we offer more than just world-class laser tag. With turnkey solutions that include arena design, attraction integration, Mini Golf and puzzle games, we help venues create fully immersive, profitable entertainment spaces. Whether you're building from scratch or upgrading an existing site, Zone is your partner in crafting unlorgettable experiences.

As the demand for competitive socialization grows, Zone continues to lead the way with innovative, replayable attractions that keep guests coming back for more. Visit us at DEAL 2025 to experience the tech, creativity, and passion behind the brand trusted by entertainment centers in over 60 countries.

For more information please visit the website: https://lasertag.com



We operate three complementary businesses: AirTrack™, Superior Trampoline Manufacturing (STM), and XR Sports—together forming a global powerhouse of design and manufacturing excellence pushing the boundaries of athletics and play

design and manufacturing excellence pushing the boundaries of athletics and play The equipment we provide doesn't just fill space—it transforms it. With our innovative attractions and dedicated support, we help you create unforgettable experiences that elevate your business and inspire your community. Visit us at 25-106 and for more information please visit the website: https://www.truemovement.tech

it's getting emotional! Teddy Mountain the "Make a Bear" wholesaler are making hearts melt at the Deal Show.

The opening day of the Deal show in the Dubai world trade centre was how shall we put it a little emotional for the Teddy Mountain "Make a Bear" wholesale team.

wholesale team.
"We have been overwhelmed by the welcome we have received from the industry over here in the region" said Ryan Davies Owner MD of Teddy Mountain Nave been in business for a long time and we have attended many many trade shows but the buz at the Deal show has been terrific and visitors have loved our unique "Make a Bear" experiences.



The feedback from visitors who were taken through the "hands on" interactive bear Making experience was terrific and brought a tear to many peoples eyes, and it was wonderful to see people walking around the show with complimentary Teddy Mountain Deal show Bears in their Teddy Mountain branded backpacks.

The Teddy Mountain Team are looking to develop new relationships with all guest experience businesses in the area with a view to supplying their unique "Make a Bear" experiences.

You can visit their vibrant stand in Zone 5 Stand 186 - get in touch ahead of time by visiting the website www.teddymountain.ae or emailing Ryan@teddymountain.ae #teddymountain #Z5-186 #DEAL









Day 2 off to a great start as global visitors head to DEAL



he halls of Dubai World Trade Centre have been buzz-The halls of Dubal World Trade Centre have been buzz-ing with energy since yesterday as DEAL 2025—the Middle East and Africa's largest B28 event for the family entertainment, theme park, and amusement indus-tries—officially opened its doors yesterday. The strong Day 2 turnout has kept exhibitors engaged and busi-ness conversations flowing, setting a vibrant tone for Day 2.

naugurated in a grand ceremony under the patronage inauguratea in a gran a cerenory unace me paranoga of His Excellency Eng. Marwan bin Ghalita, Acting Director General of Dubai Land Department, DEAL 2025, has realfirmed its reputation as the region's most influential business platform for the entertainment sector. With participants from across the globe, the show is unveiling a future-forward showcase of cutting-edge attrac-eneration technologies, and transformative business opportunities.

As the Middle East and Africa continue to emerge as global entertainment hubs, DEAL 2025 is strategically positioned to drive industry momentum—fostering partnerships, championing innovation, and unlocking new paths for business expansion. The show floor is a dynamic reflection of that ambition, with exhibitors reporting strong rest and steady footfall from decision-makers across sectors

WOG fuels the action with TOP GUN Maverick & VR GLIDER



proud to showcase the new TOP GUN MAVERICK at DEAL 2025 – an adrenaline-fueled, gravity-defying flying experience based on the classic film franchise by Raw Thrills and Play Mechanix, in part-nership with Paramount Pictures. This game is action-packed and mmerses players in the heat of high-stakes air combat with a one-of-a-kind rotomold cockpit, a realistic flight stick and throttle control system and a flight-sim-ulating motion platform that will draw a crowd of multigenera-

ers soar across open fields, fantastical landscapes and incredible mountaintop views. The dynamic motion seats and high definition graphics will offer you a superb and thrilling paragliding experience you can't miss! Visit the WOG Pavilion at Za'abeel Hall 6 for more on the latest in exciting action and adventure arcade games

ASI at DEAL Show 2025 — LEVEL UP YOUR ARCADE!



Our latest arcade games and attraction lineup is here to level up your arcade. From crowd-pullers to revenue-boosters, we've got the hits your FEC needs

Visit the ASI stand and experience the future of arcade



UDC UNVEILS INDUSTRY'S LATEST DURING DEAL





DAY 2 09 April 202



We're Sold Out – But the Fun's Not Over Yet!

ICE CELEBRATES 31 YEARS AT DEAL AS IT SHOWCASES STATE OF THE ART PRODUCTS AND CONCEPTS



RAINBOW RECEIVES GOLD RECOGNITION AWARD!

HiM Entertainment lets you take a glimpse into the future with Mixed Reality





UUS SHOWCASES CREATIVE EXPERIENCES



BEYOND LASER TAG-FULL VENUE INNOVATION









Opportunities are closing fast – Be at DEAL 2025 today before it wraps the 31st edition!

The DEAL Show has been nothing short of electric over the past two days—and as we step into the final day, the energy has surged to new heights. From cutting-edge innovations to immersive experiences, the show floor is allie with meaningful conversations, ground-breaking tech, and serious business deals in the making. Exhibitors are drawing strong interest, industry leaders are networking at full throttle, and global buyers are locking in opportunities. The momentum has clearly picked up, with footfall increasing and curiosity turning into action.

If you haven't visited yet, now is the time. This is your last chance to experience the region's most influential entertainment, amusement, and leisure industry event—where ideas come to life and partnerships are forged. Come see the future unfold—live, loud, and larger than ever.



WOG presents redemption game showstoppers



Looking for fast-paced redemption game fun to brighten the atmosphere at your FEC? Warehouse of Games Itd. presents DUCK DERBY by Adrenaline as the redemption game frontruner that will incite a frenzy as up to 8 players race and competitively pump water as fast as they can to send their rubber ducks to the finish line! MINONS BULISPYE MANIA also shares the redemption game spotlight as the globally recognized IP is the theme for this new and unique game format that will have players aim, throw, and a poblanda swith rubber darts! Be sure to visit the WOG Pavillion Zardbeel Hall 6 for the utilimate lineup in redemption fun!

SPREE Interactive Unveils SPREE Play at DEAL Expo 2025



Zone Laser Tag brings it's powerful **UV-enhanced system**

TRADE EVENT AND LEISURE







Our powerful UV-enhanced system has drawn crowds all week-thanks to its visually stunning gear, immersive gameplay, and operator-friendly features. Built for competitive socialization and repeat play, Helios3 is the backbone of high-performing entertainment venues around the world.

But the real excitement? Many visitors have discovered that Zone offers far more than just laser tag. From UV mini golf and arena theming to turnkey venue design and support, we're helping operators build complete experiences that keep guests engaged and coming back.

If you haven't stopped by yet—this is your last chance so lets see you at Z5-19! Let's talk about how Zone can help bring your next attraction to life.

Phygital Games redefines location based entertainment

Phygital Games is a leading developer of interactive solutions for the entertainment solutions for the entertainment industry with our phygital attractions populating children's playzones and entertainment centers from the Middle East to North America.

We entered DEAL Expo with the assumption that our interactive children's attractions would demonstrate value to a range of different businesses; from activity parks to restaurants. We did not expect that the application and potential use case would go even further

This year's DEAL Expo has signalled to us that the Middle East and the industry of location-based entertainment continues to innovate and grow.

We're grateful to our current Were grateful to our current partners that stopped by our booth and new clients that saw the value in our interactive table and "digital painter" attractions that we showcased this year. We noticed a balance between existing and new projects where these could be a good fit.



On day 2 we also showcased new content that we're we received interesting ideas for customization for separate IPs. working on and

We're entering day 3 with optimism and leaving this year's DEAL Expo with new friends, colleagues and a hunger to come back next year

A big thank you to the organizers that made it a wonderful event!











DAY 3 2ND EDITION | 10 April 2025

Ushering in DEAL 2026 - legacy, vision, and a bold new chapter

On Tuesday, 8th April, the DEAL Recognition Evening brought the industry together for a night of reflection, celebration, and renewed purpose. It was more than just an event—it was a tribute to the tireless commitment, creativity, and pioneering spirit of our exhibitors who continue to shape the future of the entertainment, amusement, and leisure sectors.

From legacy partners who've walked this journey with us for years, to visionary first-time participants lighting the path ahead, every exhibitor has left a mark on the DEAL story. Their passion fuels the ecosystem, and their innovation kens it evolving.

One of the most powerful moments of the evening was the unveiling of the new DEAL logo—a bold emblem that captures our essence and ambition. It stands as a promise to honour our roots, champion innovation, broaden our horizons, and co-create the future of the industry, hand in hand.

Taking this vision further, we proudly also announced the launch of the DEAL Advisory Board—a forward-thinking, action-driven collective designed to cotalyze regional growth. With representatives from Morocco, Tunisia, Libya, Egypt, Algeria, and Sub-Scharan Africa, this is not a ceremonial body, it's a powerhouse of strategy, connection, and progress, focused on opening new markets and influencing industry policy across borders.

As we turn the page to a dynamic new chapter, DEAL remains grounded in its legacy, powered by collaboration, and inspired by the limitless possibilities ahead. Tagether, were not just imagining the future—were building it. We look forward to welcoming the world during DEAL 2026.

DEAL 2025 GOLD AWARDEES



SILVER AWARDEES



A truly global showcase of first-time exhibitors

DEAL 2025 welcomed a dynamic mix of first-time exhibitors from around the world, further cementing its status as the leading global platform for the entertainment, amusement, and leisure industries. From Europe, Southeast Asia, and Latin America to emerging markets across Africa, these new participants brought fresh energy, breakthrough concepts, and a spirit of curiosity to the show floor. Their offerings ranged from innovative arcade technologies to sustainable play solutions, sparking meaningful conversations and new commercial possibilities. Their presence not only added diversity but also opened doors to new cross-border collaborations.







AR and VR took centre stage



Immersive technology dominated the spotlight at DEAL 2025, with AR and VR attractions drawing long queues and widespread attention throughout the event. From high-octane VR simulators and multiplayer gaming a ones to educational AR experiences, exhibitors demonstrated how technology is reshaping the very concept of interactive play. Buyers showed particular interest in systems with modular design and revenue-sharing models, making it clear that immersive content is more than a trend—it's becoming a must-have. The AR/VR section proved to be a hotbed of innovation, excitement, and serious business.

Inflatables made a big bounce back

Vibrant, playful, and endlessly versatile—inflatables made a bold return at DEAL 2025, charming visitors with their sheer scale and creativity. From themsed obstacle courses and interactive zones to glont mascots and imaginative playgrounds, the inflatables category had something for every type of venue. Many exhibitors reported heightneen interest from indoor play center developers, mail operators, and event planners who were on the lookout for cost-effective, high-impact attractions. With new sofely standards, durable materials, and striking designs, inflatables are clearly back in business.



Spotlight on the U.S. and China pavilions



The U.S. and China pavilions stood out as two of the most dynamic zones on the DEAL 2025 show floor. Packed with industry glants and up-and-coming innovators, these dedicated spaces showcased a wide spectrum of products—from advanced arcade systems and motion platforms to smart payment solutions and turnkey part designs, attendees flocked to these pavilions not only to experience cutting-edge products but also to network with seasoned professionals and explore international partnerships. The pavilions served as a reminder that DEAL is truly a global meeting point for the industry's best and brightest.

Oculeap took flying cinema to new heights



Oculeap, the world-renowned flying cinema pioneer, delivered one of the most talked-about attractions at DEAI 2025. Their latest immersive theotre experience combined dynamic motion seats, cinematic visuals, and multisensory 4D effects to simulate the thrill of soaring through isonic landscapes. The result? An unforgettable ride that blurred the line between film and flight. Operators and investors were porticularly impressed with Oculeap's customizable formats and scalable designs, making their solutions to both maps theme points and boudque attractions are supported to the product of the production of the productio

Redemption games struck a winning streak



Redemption games proved once again that they're the heartheat of any arcade. At DEAL 2025, exhibitors brought out their A-game—displaying new concepts that balanced still, excitement, and rewarding gameplay. From nostalgic tilles with a modern twist to innovative, tech—integrated machines with real-time analytics, these games attracted serious attention from arcade owners and entertainment center managers. Many vendors also introduced enhanced prize systems, mobile app integrations, and cashless payment options, ensuring a seamless experience for both players and operators. The result was clear: redemption remains a cornerstone of arcade profitability.

Say cheese! Photobooths made a picture-perfect comeback



Photobooths drew smiles, laughs, and lots of snapshots at DEAL 2025, making a powerful comeback as an experiential must-have. Exhibitors reimagined these crowd favorites with smart technology—Al filters, green screen environments, social media integration, and even customized branding features for events and venues. Photobooths were particularly popular among FECs, event planners, and retail developers looking to add interactive, shareable moments that also double as marketing tools. Whether retro or futuristic, the booths delivered fun with flair—and plenty of photo-worthy memories.

Roller coasters delivered adrengline and innovation



Thill took a front seat—literally—as roller coasters captivated attendees at DEAL 2025 with their daring designs and engineering marvels. From family-friendly compact coasters to high-speed, looping giants, exhibitors showcased models that were as visually stunning as they were mechanically advanced. Several manufacturers highlighted features such as Al-based maintenance tracking, magnetic braking, and energy-efficient systems, reflecting a shift toward smarter, safer, and more sustainable rides. Park operators and investors were drawn to the seamless integration of tech with thills, making roller coasters one of the most buzzworthy categories at the show.



Behind every great attraction at DEAL 2025 was a layer of intelligent software making operations smarter, smoother, and more scalable. From integrated POS systems and ticketing platforms to real-time analytics dashboards and Al-driven customer engagement tools, software exhibitors demonstrated how technology is reshaping the business side of enterchainent. Solutions focused on automation, data insights, remote management, and personalized guest experiences were among the most sought-after. Operators showed strong interest in cloud-based systems that streamline operations across multiple locations, reduce downtime, and drive profitability. The message was clear: smart software is no longer optional—it's essential.

Arcade games brought back the buzz



Arcade games lit up the show floor at DEAL 2025, drawing crowds with their classic charm and cutting-edge upgrades. From racing simulators and rhythm-based games to multiplayer challenges and esports-ready stations, exhibitors show-cased an impressive range of options catering to every age and interest. There was a strong focus on immersive game play, intuitive controls, and social competition—factors that continue to drive arcade resurgence globally. Operators showed particular interest in machines with low maintenance, modular design, and cloud-based performance tracking. The vibrant sounds, flashing lights, and sheer excitement reminded everyone why arcades remain at the heart of family entertainment centers.

RCI brought one of the latest immersive environments to DEAL

For over 38 years RCI has been at the a trusted staple in Themed Enterdiament, Museums, and Amusement Parks industries with our theming,
and exhibits expertise. In addition, RCI Studios which is home to a
world-class foundry with a state of the art facility that can accommodate large scale projects of any size or complexity with regards to
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create fully immersive themed environments from design to production
Including Rockwork, Immersive Environments, Themed Environments
and Custom Models. Finally our Exploration Exhibits, which specializes in
creating exhibits of the most valuable paleontological specimens
around, to be seen all across the world. RCI also maintains a full-time
project management staff and takes responsibility for all aspects of
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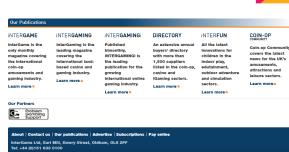
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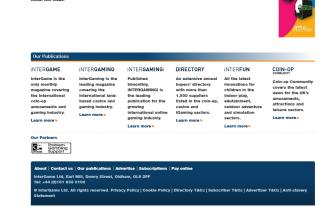
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