

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



The halls of Dubai World Trade Centre have been buzzing with energy since yesterday as DEAL 2025—the Middle East and Africa’s largest B2B event for the family entertainment, theme park, and amusement industries—officially opened its doors yesterday. The strong Day 2 turnout has kept exhibitors engaged and business conversations flowing, setting a vibrant tone for Day 3.

Inaugurated in a grand ceremony under the patronage of His Excellency Eng. Marwan bin Ghalita, Acting Director General of Dubai Land Department, DEAL 2025, has reaffirmed 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 attractions, next-generation 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 interest and steady footfall from decision-makers across sectors.

With one more day to go, the excitement is only building.

WOG fuels the action with TOP GUN Maverick & VR GLIDER



Warehouse of Games Ltd. is 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 partnership with Paramount Pictures. This game is action-packed and immerses 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-simulating motion platform that will draw a crowd of multigenerational fans.

For businesses looking to attract adventurers and thrill-seekers, the VR GLIDER holds the key and will have players 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 and family entertainment solutions.

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!

RAINBOW RECEIVES GOLD RECOGNITION AWARD!



Rainbow Productions are delighted to have been presented with a prestigious GOLD Recognition Award at last night's DEAL Recognition Night Gala Dinner!

The UK character and costume specialist has exhibited at DEAL for the last 20 years, and the award recognises Rainbow's long-standing partnership and invaluable contributions to the show since its inception.

Managing Director, Simon Foulkes attended the special evening to collect the award and commented on DEAL's importance in bringing industry professionals together and supporting Rainbow's growth in the region.

"Thank you and this is truly a great honour for my company. The old adage is that "success is not success unless it can be measured". And, over 20 years I can confidently say that Rainbow's success in the Middle East has in no small part been attributable to our association with DEAL. We've secured a tremendous market share in this region and DEAL isn't just an important date in our sales and marketing calendar, it is fundamental to our continuing growth strategy."

Rainbow Productions are a global leader in custom-made mascot manufacture, honoured to count LEGOLAND® Dubai Resort, Al Hokair Group and the World Aquatics Championships - Doha 2024 among its clients.

Simon and Licensing Director, Magdalena Foulkes, are available to meet in Hall 5, booth Z5-59.

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

We've all seen VR before. You want to see something truly exciting? Using the newest technology Heute-ist-Morgen Entertainment develop engaging Mixed Reality attractions Made in Germany that turn your venue into a virtual adventure your visitors will love. There is no limit to what can be built and there are no words to describe the excitement the mix of virtual elements and the real worlds can create - you have to experience it yourself! Come to booth Z6-51 and try out the Mixed Reality Lasertag Game "Laserlimbo" or the Mixed Reality trampoline experience "ARsome Trampoline". Be prepared to step into the future - because tomorrow is today.



UUS SHOWCASES CREATIVE EXPERIENCES



At UUS, we don't just design water features and shows - we create experiences that redefine destinations. From kinetic water sculptures to fully immersive, multimedia spectacles, our installations are crafted to spark wonder, elevate environments, and leave unforgettable impressions.

At UUS, we ensure you RETHINK what a water feature can be. We challenge convention, blending art, engineering, and storytelling to create signature moments that become icons of place. Working alongside developers, architects, and entertainment visionaries, we turn ambitious ideas into living, breathing spectacles of water, light, and sound.

As global destinations push the boundaries of visitor experience, UUS stands at the forefront of innovation - integrating cutting-edge technology, sustainable practices, and creative mastery. We don't follow trends; we set them, shaping environments that engage audiences and drive commercial success.

At DEAL 2025, we'll showcase how UUS transforms spaces into extraordinary experiences. Let's connect, collaborate, and explore what's possible. Together, we'll create destinations the world will talk about.

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



DUBAI WORLD TRADE CENTRE, UAE

31
YEARS of innovation
and growth

BEYOND LASER TAG - FULL VENUE INNOVATION

It's Day 2 at DEAL 2025, and the buzz around Helios3 is still going strong at booth Z5-19. Zone Group's flagship laser tag system delivers next-level gameplay with UV-reactive vests, dynamic lighting, touchscreen controls, and seamless game management. Built for high throughput and unforgettable player experiences, it's the heart of any competitive socialization venue. But our expertise doesn't stop there.

Zone Group also offers fully-themed mini golf, immersive lighting and decoration packages, Puzzle Games, and complete venue design services—helping operators build vibrant, high-impact entertainment centers from the ground up. Whether you're planning a laser tag arena, adding new attractions, or giving your space a glow-up, we've got you covered. With decades of experience and a global support network, we're not just your equipment provider—we're your long-term partner in success.

Swing by the Zone booth to see how we can help you create an unforgettable, fully integrated entertainment destination.





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DUBAI WORLD TRADE CENTRE, UAE

UDC UNVEILS INDUSTRY'S LATEST DURING DEAL



Stand Z5-84
8, 9, 10 APRIL 2025
DUBAI WORLD TRADE CENTRE

UDC's Mark Horwood is joined by Laura Verstraeten of Elaut to promote the E-Claw range of cranes on stand Z5-84. Elaut and UDC enjoy a close relationship forged over many years to bring the best cranes on the market to the Middle East at DEAL 2025.



DAY 2 | 09 April 2025

www.dealmiddleeastshow.com

Join us     



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

What an incredible start to DEAL 2025! We're thrilled to share that we've sold out of all the products we brought to the show – a true testament to the power of interactive play and the excitement our innovations spark.

At Universal Terminal System, we believe that learning and movement should go hand in hand with fun. Our unique line of interactive sandboxes, motion floors, and AR games is designed to do just that. And the star of the show? Our one-of-a-kind

IceHook – an AR-enhanced air hockey experience that's capturing hearts (and competitive spirits!) across the exhibition floor. If you didn't get a chance to buy during the first days – don't worry! We still have special offers available for our new partners and those who fell in love with our games. Stop by Booth Z6-160 to test the magic for yourself and chat with our team.

Let's bring the joy of movement and discovery to kids around the world – together!

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

