

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



10, 11, 12 FEBRUARY 2026 | DUBAI WORLD TRADE CENTRE

**If You're in the Business of Fun, there's
Only One Destination this February...**

**Whether You're a Manufacturer,
Distributor or Innovator,
Your Booth at DEAL 2026 is Your
Launchpad to New Markets**

BOOK YOUR BOOTH NOW!

**DON'T MISS A THING!
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WELCOME TO THE FUTURE

32 YEARS OF LEGACY,
NOW **REINVENTED**

Welcome to DEAL 2026 — the Middle East and Africa's most influential B2B platform for the entertainment, amusement, and leisure industries. With a legacy spanning 32 years, DEAL has connected pioneers, investors, and innovators shaping the region's attractions industry.

Dubai is more than a host city — it's your launchpad to 3+ billion consumers across MEA and South Asia. With rising youth populations, rapid urbanization, and billions of dollars being invested into leisure and entertainment infrastructure, this is the market to be in. New family entertainment centers, edutainment venues, and mega attractions are being announced across the MEA region and beyond — and DEAL 2026 is where those projects begin their journey.

**From rides to robotics, DEAL is where
tomorrow's ideas come to life**

EXHIBITOR BENEFITS AT A GLANCE



Why global leaders book their booths at DEAL:

- ✓ Access to thousands of buyers from 112 countries – all decision makers
- ✓ Meet serious buyers with purchasing power
- ✓ Unmatched regional focus – 32 years of legacy and deal-making
- ✓ Innovation zones that attract buzz – AR/VR, AI, robotics, inflatables, edutainment
- ✓ Media exposure & brand visibility – get featured in our marketing campaigns, social media spotlights
- ✓ Dubai advantage – world-class venue, zero-hassle logistics, perfect base to meet buyers from Middle East, Africa and South Asia
- ✓ Exclusive licensing & IP opportunities – tap into the rising demand for character branding and immersive content

Where Visionaries Build Tomorrow's Attractions

PRODUCT & INNOVATION CATEGORIES

The Full Spectrum of Fun & Technology

FECs: Arcade games, redemption machines and compact rides that drive footfall

Theme Parks: Everything from rollercoasters to dark rides – crafted for thrills and unforgettable guest experiences

Waterparks: Exciting slides, splash pads, surf simulators and aquatic attractions

Edutainment & Inflatables: Safe, scalable, high-ROI solutions for family-friendly destinations

Virtual Worlds & Gamification: Dive into immersive technologies built for the next generation

AI, Robotics & Automation: Future-ready tools transforming operations, efficiency and guest interaction

Sustainable Amusements: Green innovations that go beyond energy savings

More Exciting Profiles to Explore:

- » ADMISSION SYSTEMS
- » AMUSEMENT & ENTERTAINMENT BRAND OWNERS & FRANCHISORS
- » COMPUTER SYSTEMS & SOFTWARE
- » CONSTRUCTIONS & CONSULTANTS
- » E-GAMING
- » FACILITIES, GROUNDS & PARTICIPATORY EQUIPMENT
- » FOOD & BEVERAGE
- » GAMES & DEVICES
- » GIFTS, NOVELTIES & SOUVENIRS
- » HIGH-TECH EQUIPMENT & EFFECTS

- » MUSEUM & GALLERY
- » PEOPLE MOVING EQUIPMENT
- » PHOTOGRAPHY
- » SECURITY & SAFETY
- » SHOW PRODUCTIONS
- » THEATRICAL EQUIPMENT & SUPPLIES
- » THEMED RETAIL & ENTERTAINMENT
- » TOURIST ATTRACTIONS
- » TRADE PUBLICATIONS & ASSOCIATIONS
- » WATER RELATED PRODUCTS & SERVICES



WHY DEAL 2026 STANDS APART

- ✓ 32 years of unmatched B2B deal-making in MEA region
- ✓ Held in Dubai, the global hub of leisure innovation
- ✓ Deep-rooted relationships with buyers from Middle East, Africa and South Asia

Booth at DEAL = Market Expansion + Brand Visibility + Revenue

The region's decision-makers all in one place



Operators



Investors



Developers



Designers



Consultants



Architects



Contractors



**Government
Entities**



Franchisees

UPCOMING MEGA PROJECTS IN THE MIDDLE EAST & AFRICA

The Middle East and Africa regions are rapidly becoming global hubs of innovation, driven by massive infrastructure and development projects.

Key developments in the region include:



Disneyland Abu Dhabi – Middle East's First Disney Theme Park Set to Open on Yas Island!



The enchanting wizarding world of Harry Potter is set to be revealed soon in Abu Dhabi!



Bahrain Economic Vision 2030: Bahrain continues to grow as a hub for financial services and digital innovation. Infrastructure developments, such as the Bahrain International Airport expansion and the Bahrain Metro project, offer substantial opportunities for exhibitors looking to enter this dynamic market.



Qatar National Vision 2030: Qatar is investing heavily in infrastructure, tourism, and technology as part of its long-term development strategy. Upcoming projects, such as Lusail City and the Doha Metro, offer significant opportunities for businesses in the signage and printing industry.



Oman Vision 2040: Oman is focused on diversifying its economy through investments in tourism, logistics, and manufacturing. Projects like Duqm Port and the new Muscat International Airport position Oman as a key market for exhibitors.



Egypt Vision 2030: Egypt is undertaking massive infrastructure projects, including the construction of a new administrative capital and the expansion of the Suez Canal. These projects are pivotal to the country's goal of becoming a regional hub for trade and innovation.



DUBAI:
YOUR LAUNCHPAD
TO THE WORLD

Strategically Positioned, Globally Connected

Dubai offers unmatched access to Africa, Asia and the Middle East. With world-class infrastructure, ease of doing business and government support for innovation, it's the ideal backdrop for global deals.

Key Drivers:

Dubai Economic Agenda (D33)
Regional tourism surge post-pandemic
Government incentives for FEC & attraction investment

Fly in. Set up your booth. Meet the world.

Don't miss out on the chance to influence the MEA market,
build connections and close deals that matter.

For more information, contact :

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