

## 300 PLUS GLOBAL FEC AND THEME PARK INNOVATORS FROM 40 PLUS COUNTRIES HEAD TO DEAL 2023



Over 300 international FEC, theme park, and amusement industry exhibitors from across the globe are present at the 29th edition of the DEAL show (Dubai Entertainment Amusement & Leisure). Serious decision makers, buyers and investors, looking for opportunities in the amusement and entertainment sector have come to DEAL 2023 from across 100 plus countries. The largest show in its category in the Middle East and Africa region, DEAL was formally inaugurated by HE Dawoud Al Hajri, Director General of Dubai Municipality. Industry leading innovations in virtual reality, arcades, redemption, amusement rides, soft toys, inflatables, and themed entertainment are on display at the DEAL show.

## EXPERIENCE LEVEL 23 AT HALL 2 WITH ASI



Amusement Services International (ASI) is thrilled to elevate, engage, entertain and take the fun to a whole new level at the DEAL 2023. This year we have unlocked "LEVEL 23", that caters to a new experience economy.

Our carefully curated variety of new concepts and products will enable our clients to successfully meet the player's experiential demands. From the best in Attractions and VR to cutting edge Video, Novelty, Redemption, Kiddy and Carnival games, we have a plethora of brilliant products for our operators to choose from, catering to every category of operation and for new age competitive socializing and gastro gaming concepts too.

We remain committed to DELIVERING EXCELLENCE! Meet our team at the ASI pavilion (Hall 2) at Dubai World Trade Centre from 14th to 16th March - 10 am to 6 pm

## WOG ATTRACTS GLOBAL VISITORS



Your Premium Entertainment Partner since 2001. Warehouse of Games Ltd. is exhibiting the best & latest games line-up for 2023 at DEAL 2023 in Hall #3. Visit WoG to discover their services in quality amusement equipment supply, unique design solutions, professional technical support and reliable spare parts. They are exhibiting over 150+ arcade rides at the show.

## ICE CONNECTS WITH THE REGION YET AGAIN



Innovative Concepts in Entertainment (ICE) has been a manufacturer of the best amusement and arcade games since 1982. ICE is part of the DEAL show for close to 3 decades now. ICE has entered DEAL yet again with their latest entertainment concepts. From concept to production, the company's R&D team is involved in every step of the process. They are an innovator of coin operated amusement games, consistently manufacturing the highest quality redemption games, and have become an industry leading producer of sports games for the home, arcade, and office. Today, ICE carries one of the largest, most prolific product ranges in the coin operated industry. Visit their booth to meet the team and explore new business opportunities.

## CARNIVAL WHEEL ON A ROLL INTO DUBAI



The United Distributing Company brings the giant LED Carnival Wheel ticket redemption game to DEAL. Designed by Teamplay Inc, the game is on show on UDC's stand, presented as an impressively large 4-unit multi-player linked installation. The result is a large LED display with thousands of lights that dazzles visitors and players and displays interactive graphics. The game is simple, push down the handle to spin the wheel and win ticket prizes, and trigger special bonus features that keep players coming back for more. Meet the UDC team at DEAL to learn more.

## VIVATICKET IS THRILLED TO MEET YOU AT DEAL SHOW 2023



Come and join us at booth 2-B06 where you can try the real frictionless experience by Vivaticket. Discover how you can deliver an amazing contactless experience to your guests: not only gate access, but also retail, food and beverage and all other venue services. Additionally, the venue is not the limit: the customer can leverage the same account in different venues, not necessarily hosted in the same infrastructure, not necessarily belonging to the same tenant.

## ZAMPERLA BRINGS CREATIVE CONCEPTS TO DEAL 2023



Zamperla Group is synonymous with creative design and cutting edge technology. With a focus on fun and thrills, Zamperla's ability to innovate and entertain lies within its unique ability to bring a venue to life, from early design concept to final products. They are working on exciting projects in the Middle East, and you can visit them at booth 2-B107 at DEAL show.

## WORLD-CLASS WATER PROPULSION



The Dueling RocketBLAST®/FlyingSAUCER® 20 Water Coaster at Cyan Waterpark is powered by ProSlide's next-generation BLAST technology. This propulsion turns water into a powerful force capable of propelling boats up 100% steeper hills, moving 50% more capacity and delivering 60% more efficiency. This results in a ride that can push more riders faster and higher, all while using less power. With precisely positioned jets along the ride path, BLAST moves boats throughout the ride while also ensuring that not an ounce of water is wasted.



## DATA IN A DASH

Who says numbers shouldn't be fun? STATS is the game-changing business intelligence dashboard Embed jointly developed with Amazon; it will make your business insights and reports work hard so you won't have to. STATS is the game-changing business intelligence dashboard that will make business insights work hard for operators - so they won't have to. This Software as a Service (SaaS) solution is a response to an ever-growing challenge that FEC operators face in the industry's transition from coins to cashless; from traditional to digital. To get to know more about STATS and the rest of Embed's latest breakthrough innovations, visit them at the DEAL Show booth #3-C24 from March 14th - 16th for a demo!

## DOING BUSINESS JUST GOT EASIER

InterCard's MENA expert Alberto Borrero will be demoing the company's cutting-edge technology including the sales-boosting E-commerce platform for entertainment centers. This software enables guests to buy services online and redeem them at a kiosk with a printed QR code, eliminating a trip to the center's front desk to check in. InterCard will also introduce the iTeller PlusXL, the latest addition to its best-selling line of rugged, durable kiosks for FECs and route operations. It's the most advanced kiosk in its class, with a 32-inch touch screen monitor, reporting flexibility, reward options and new upselling features with unlimited combinations to increase guest spending.



## HAMAC DEBUT AT DEAL 2023

Hamac Trading offer Europe's Largest complete range of Realistic Life Size Models and Seasonal Props to help create the perfect display or event. We are also the Sole distributor in the Middle East for Hansa Creation who are recognised as the "World's most Realistic" brand of Plush Animals.

Along with all of that we also have a substantial Garden Lifestyle Portfolio, including water features resin animals and signature GRC Pots and Urns.

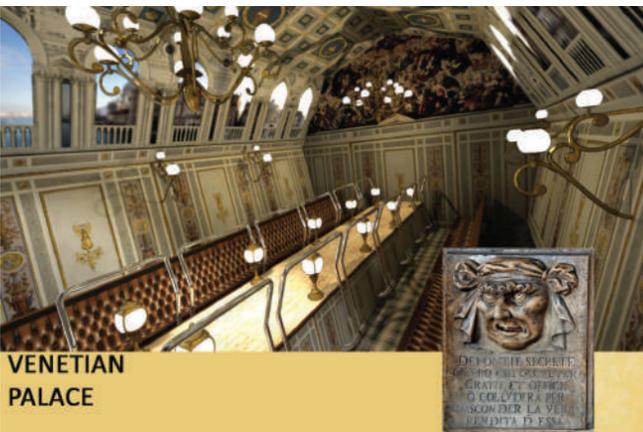
Come meet the team and have a look at what we have to offer at Booth 1-A152

## WORLD'S LEADING VR PLAYER AT DEAL 2023



WARPOINT is the most successful turnkey multiplayer VR system in the world. It perfectly fits the bill as the game-changing attraction in entertainment centers around the world. Players are transported into the immersive world of virtual reality, where they'll face off against other players in epic battles. WARPOINT is a First-Person Shooter game, where players battle it out in a virtual arena, similar to laser tag. Our large, open space transform into an active map, that can change every time you play. Elevates the classic FPS by immersing the player fully into a game that is both active and virtual.

## LUNA PARK BRING'S THEIR GLOBAL EXPERTISE TO DEAL



The Italy-based company Emiliana Luna Park is celebrating its 57 years in the amusement business. Their rides have become a must-have for all parks in the world. Rides such as Dancing fly, the Enterprise, Polyp, Tagadisko are synonymous with reliability and success. Fried Frogs game is a really big hitter. Blast off, Mexican dance, Mad House, and the new series of compact rides for indoor add thrill and a kick-start to the range of products. So, add them to the list of exhibitors you absolutely don't want to miss! They are waiting for you at booth No. 3-C06.

## RCI ADVENTURE PRODUCTS SHOWCASES THE BEST ADVENTURE PRODUCTS AT DEAL 2023



RCI is looking forward to meeting you at DEAL 2023. Visit Booth 2-B151 for the top adventure products in the industry. Since 1989, RCI Adventure Products has sold thousands of innovative adventure products worldwide and continues to be committed to thrilling participants of all ages through its product lines of Ropes Courses, Sky Trail®, Sky Rail® and Canopy Tour aerial attractions, Clip 'n Climb® climbing walls, Amaze'n Mazes™ adventures and Adventure Trail netplay. Our focus is creating an outstanding customer experience, plus, RCI products are an investment delivering years of return on investment. RCI's team of professionals is what makes RCI the leader in the industry and can exceed expectations with regards to quality, safety and service. Tens of millions of participants around the world experience an RCI attraction annually.

## SWEET ROBO TASTE THE FUTURE

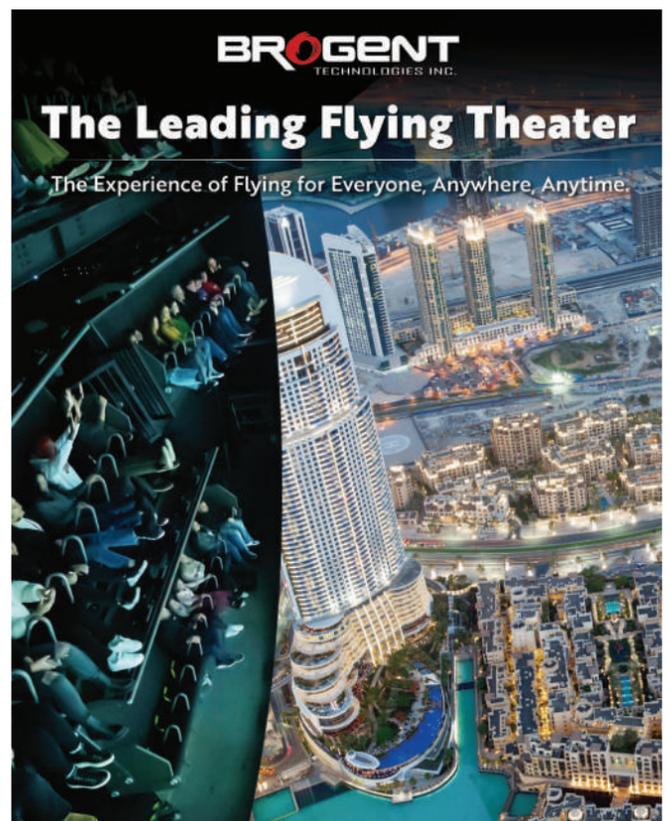


Welcome to SweetRobo, a global leader in robotics and entertainment. We harness the power of futuristic technology to deliver treats that dazzle and inspire. We manufacture innovative, robotic vending machines — the power of automation just got a little sweeter.

Kickstart a sleek, dazzling new business or bolster your existing business with little to no startup capital. Our business model is designed to increase your revenue in the most cost-effective, low-maintenance fashion possible.

Malls, arcades, movie theaters and restaurants are among just a few possible locations to let your new machine's success soar. Sweet Robo Taste The Future. Meet them at DEAL.

## BROGENT TECHNOLOGIES TO UNVEIL UNIQUE CONCEPTS AT DEAL



Brogent Technologies Inc., a leading manufacturer of media-based attractions, will showcase the latest product updates and cutting-edge technology this year at DEAL show. The company has been collaborating with experienced LED manufacturers to make a huge improvement in flying theater products. Moreover, o-Ride, the newly launched flying theater product will also be introduced at the show. Attendees are welcome to discover the newest real-time controllable racing simulator – miRide, and other media-based attractions such as RiseUP VR airship rides, t-Ride immersive tunnel, the interactive walkthrough experience, and more. Come and visit booth number 1-A173 to find out more!

## SELA GROUP BRINGS THE BEST IN BUMPER CARS



Sela Group is excited to present their new Mini Jet Jumbo with parents' driving console. This new battery mini bumper car is suitable for children from 2.5 to 4 years of age and can be controlled remotely by parents who are actively involved in the game. It is the perfect attraction for shopping malls, FEC's and playgrounds but it may well fit into small and large outdoor parks. It doesn't require a big space; 4 Jumbo can fit in 4 x 4 m track. Come to discover their latest news at their booth 3-C25, they are waiting for you!

# SANDERSON GLOBAL | DELIVERING WORLD CLASS CREATIVE DESIGNS IN THE MIDDLE EAST

Sanderson Global, the international consultancy firm is planning, designing, and delivering world-class leisure and entertainment projects and destinations across the Middle East. The team is proud to have recently won multiple creative international design competitions for prestigious projects.

Recognized as a true industry pioneer. Sanderson Global with 30+ years' experience has evolved into one of the biggest names in the industry, widely recognized for delivering projects for Expo 2020, Emaar Entertainment, Warner Bros. Disney, Universal Studios, DreamWorks, Nickelodeon, Dubai Parks & Resorts among many others.

Sanderson Global welcomes the opportunity to showcase their creativity, capability, and quality at DEAL booth 2-B35.



## UNCOVER THE LATEST IN WATER SLIDE INNOVATION AT WHITEWATER BOOTH B-132



Leading water park designer and manufacturer WhiteWater have a full team in Dubai ready to help turn your dreams into a reality. Shortlisted for Best Supplier at this year's MENALAC Awards, the WhiteWater team are recognized for standing alongside their customers from concept to completion of award-winning attractions, from slides to water rides and everything in between.

Visit the WhiteWater team at booth B-132 in Hall 2 during DEAL to discuss the latest innovations in water slide technology or sustainable solutions your park can be making to save money on water and energy usage.

## SPREE INTERACTIVE LAUNCHES NEW 4-PLAYER VR PLAYGROUND AT THE DEAL EXPO WITH FAMILY-FRIENDLY VR SHOOTER



SPREE Interactive captures the attention of DEAL attendees at booth 2-B29, with the launch of the newest version of their multiplayer free-roam VR Arenas, the VR Playground, along with the latest kid-friendly VR shooter game, Splish Splash.

With varying sizes and enticing arena spaces, the VR Playground and its family-friendly games library can be tailored to the budgets and demands of any venue space. Available in 10-player, 6-player and now 4-player configurations, the VR Playground offers a footprint as small as 30sqm (340sqft).

Partnered with ASI, visit SPREE booth 2-B29 to have a demo and receive an exclusive in-show discount.

# INSIDER CONNECTED PINBALL CHALLENGE

SCORE 9 MILLION  
POINTS & WIN  
EXCLUSIVE STERN  
MERCHANDISE

ASI PAVILION (HALL 2)  
DUBAI WORLD TRADE CENTRE  
15<sup>TH</sup> MARCH, 2023  
11 AM TO 5 PM

