



RIYADH EDITION

29
NOV 2026

Riyadh Marriott Hotel

Co-located with

SMART BUILT
ENVIRONMENT
FORUM RIYADH EDITION

STRENGTHENING SAUDI ARABIA'S CLEANING, HYGIENE & SOFT FM ECOSYSTEM

Visit Our Website



CLEAN
MIDDLE EAST



MEDIA FUSION
PUBLICATIONS • EVENTS • SERVICES

THE PLATFORM BEHIND THE KINGDOM'S CLEANING & SOFT FM MOMENTUM

Saudi Arabia's cleaning, hygiene and soft FM landscape is changing fast. New demands, higher expectations and a growing market are putting more pressure on the people running today's operations.

CMEC Riyadh puts those people at the centre of the conversation.

From cleaning, hygiene and laundry to soft FM, food safety and healthcare hygiene, the conference brings together the decision-makers, operators, experts and solution providers tackling the real issues across the Kingdom.

Expect straight conversations, practical ideas and perspectives that go beyond the obvious, covering performance, compliance, innovation, technology and service standards.

One focused day. The issues that matter. The people who matter.

This is where Saudi Arabia's industry comes to talk business, challenge thinking and move forward.

THE 2025 EDITION, BY THE NUMBERS

250+

Attendees

18+

Expert Speakers

04+

Networking Hours

THE ROOM IS BUILT AROUND DECISION-MAKERS

Who you'll find at CMEC Riyadh

- Laundry professionals
- Senior housekeeping professionals of hotels
- Soft FM service providers
- Healthcare and infection control professionals
- Food hygiene and safety professionals
- Educational institutions
- Shopping malls
- Sustainability experts
- Cleaning industry associations and organisations
- Regulatory authorities
- Industry consultants and experts
- Hospitality professionals
- Airports
- Cleaning chemical and equipment manufacturers and distributors



THE DAY, MAPPED OUT

12:00 PM – 12:45 PM	Networking and Lunch	
1:00:00 PM	Opening Address	
1:05:00 PM	Keynote address	
1:15 PM - 2 PM	Panel discussion	Supply Chain Resilience - The Future of Cleaning and Soft FM
2:05 PM - 2:20 PM	One-on-One Interview	Commercial Laundry and the Supply Chain Uncertainty
2:20 PM - 2:30 PM	Audience Activity	
2:35 PM - 3:15 PM	Panel discussion	The Housekeeping Paradix: Do More, With Less - Without Compromising The Guest Experience
3:15 PM to 3:45 PM	Networking Break	
3:20 PM - 4:05 PM	Panel discussion	One Standard, Three Worlds: What Can Hotels, Healthcare and FM Learn From Each Other?
4:10 PM - 4:30 PM	One on One Interview	Does Green Conflicts with Clean: Making ESG Decisions Without Compromising Health, Safety & Compliance
4:35 PM - 5:20 PM	Panel	Who Owns the Guest Experience? The New Battle Between FM, Operations and Service
5:30:00 PM	Felicitation Ceremony	



Exhibition Space & Booth Rates

Turnkey shell scheme stands,
ready for you to make your mark.



Shell Scheme Package

Built-up space 9 sqm

- ✓ Octanorm/Madma shell scheme construction in white infill panel, 2.5 m ht
- ✓ Fascia name
- ✓ Expo table x 1
- ✓ Chairs x 2
- ✓ Waste basket x 1
- ✓ Track spotlights
- ✓ Power socket x 2
- ✓ Seamless branding



BUILT-UP SPACE SHELL SCHEME

9 sqm. Stand

9 sqm shell scheme with
branding

SAR 2.000/sqm x 9 sqm

SAR 18,000 +VAT

Sponsorship Packages



Premium tiers that put your brand at the centre of the conversation.

DIAMOND SPONSOR

EXCLUSIVE

SAR 45,000

Strengthen brand leadership, showcase innovation and gain powerful exposure.

- Includes 9 sqm booth
- Opening Address
- Exclusive email announcement
- Sponsorship announcement on social media
- Full-page colour advert in CME Magazine
- Logo on all marketing emailers
- Company logo on the conference backdrop
- Logo on indoor signages at the venue
- Logo on the show website from signing till show end
- 2-minute video on loop during session breaks

GOLD SPONSOR

SAR 40,000

- Includes 9 sqm booth
- Exclusive email announcement
- Sponsorship announcement on social media
- Half-page colour advert in CME Magazine
- Logo on indoor signage at the venue
- Logo on the show website from signing till show end
- Logo on all marketing emailers
- Company logo on the conference backdrop
- 1-minute video on loop during session breaks

SILVER SPONSOR

SAR 35,000

- Includes 9 sqm booth
- Sponsorship announcement on social media
- Logo on the show website from signing till show end
- Logo on all marketing emailers
- Logo on indoor signage at the venue
- 30-second video on loop during session breaks

Lanyard Sponsorship

SAR 25,000

Strengthen brand leadership, showcase innovation and gain powerful exposure.

- Logo on website from signing till show end
- Sponsorship announcement on social media
- Logo on all marketing emailers
- Company logo on the conference backdrop
- Exclusive visitor lanyard branding
- Logo on indoor signage at the venue

CONFERENCE SPONSOR

SAR 20,000

Strengthen brand leadership, showcase innovation and gain powerful exposure.

- Logo on website from signing till show end
- Sponsorship announcement on social media
- Logo on all marketing emailers
- Company logo on the conference backdrop
- Dedicated speaking slot at the conference
- Logo on indoor signage at the venue

F&B Sponsorship

SAR 20,000

Strengthen brand leadership, showcase innovation and gain powerful exposure.

- Branding in the lunch and coffee networking area
- Sponsorship announcement on social media
- Logo on website from signing till show end
- Logo in the Forum advert in Clean Middle East magazine
- Logo placement in relevant marketing collaterals

Badge Sponsorship

SAR 20,000

Strengthen brand leadership, showcase innovation and gain powerful exposure.

- Logo on website from signing till show end
- Sponsorship announcement on social media
- Logo on all marketing emailers
- Company logo on the conference backdrop
- Exclusive badge sponsor
- Dedicated speaking slot at the conference
- Logo on indoor signage at the venue

Session Sponsorship

SAR 12,000

Strengthen brand leadership, showcase innovation and gain powerful exposure.

- Logo on the session slides
- Company mention before and after the session
- Sponsorship announcement on social media
- Logo on website from signing till show end
- Logo in the Forum advert in Clean Middle East magazine
- Logo placement in relevant marketing collaterals

They Were There. Here's What They Took Away.



"The audience became more participative, more professional and more dynamic, with interesting questions throughout the panel sessions."

Abdul Samad

Regional Laundry Division Manager, Reza Hygiene



"It was a very interesting session in Riyadh, bringing hospitality professionals, soft service managers, FM and hospital sector professionals together."

Shujat Ali Khan

Consultant – Housekeeping & Laundry Operations, NEOM

CONTACT US

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