



جامعة
الملك سعود
King Saud University



College of Sports Sciences and
Physical Activity

THE 5TH CONFERENCE AND EXHIBITION ON SPORTS SCIENCES AND PHYSICAL ACTIVITY

PHYSICAL ACTIVITY TO ENHANCE QUALITY OF LIFE

King Saud University
20-21 Shawwal 1445
April 29-30, 2024



Conference
Sponsorship



Participation in
the Exhibition



Conference
Website





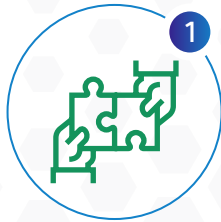
CONFERENCE WEBSITE

In light of the wise leadership's interest in sports in accordance with Vision 2030 and based on its national responsibility to develop sports at the local and international levels, the College of Sports Sciences and Physical Activity is organizing its fifth international conference for Sports Sciences and Physical Activity under the slogan: "Physical activity to enhance the quality of life," which will be held in April 29 - 30, 2024.

The conference discusses vital and recent issues related to the role of physical activity in enhancing the quality of life which are: physical activity for health and prevention of diseases caused by sedentary lifestyle for both genders, physical activity for special categories (People with chronic diseases, the elderly, the disabled, pregnant women), physical activity and sports for children and adolescents to enhance quality of life, integrating physical activity into health care goals to improve the efficiency of health spending, the adverse effects of sedentary behavior on health, artificial intelligence and automation of physical activity that enhances the quality of life, policies and regulations that support and enable the sustainability of physical activity, role of psychological and social aspects in sustaining physical activity, and the role of physical activity in improving sleep quality.



MAIN OBJECTIVES



1
Leveraging partnerships and bringing together local and international scientific and professional expertise interested in the field of physical activity to enhance the quality of life.



2
Highlighting the most prominent government policies and initiatives related to quality of life to ensure the sustainability of opportunities and options for practicing physical activity.



3
Developing strategies to increase physical activity and reduce sedentary behavior to enhance the quality of life for all age groups.



4
Developing the 24-hour National Movement Guidelines.



5
Highlighting the role of artificial intelligence in sustaining the promotion of physical activity for health.



6
Providing opportunities to enhance investment in projects that support practicing physical activity for better quality of life.



MAIN TOPICS

Physical activity for health and prevention of diseases caused by sedentary lifestyle for both genders.

Physical activity for people with special conditions (people with chronic diseases, the elderly, the disabled, pregnant women)

Physical activity and sports for children and adolescents for better quality of life.

Integrating physical activity into health care goals to improve the efficiency of health spending.

The adverse effects of sedentary behavior on health.

Artificial intelligence and automation of physical activity enhancing quality of life.

Policies and regulations that support and enable the sustainability of physical activity participation.

The role of psychological and social aspects in sustaining physical activity participation.

The role of physical activity in improving the quality of sleep.



CONFERENCE SPONSORSHIP

The conference and exhibition are sponsored
by His Highness the Minister of Sports

ATTENDEES

His Excellency the President of the University and the Vice Deans

Presidents of sports federations

Officials and leaders of sport sectors

Sport clubs officials

Faculty members and specialists in sports and physical activity

.Researchers and the public



PARTICIPATING SECTORS AND ENTITIES

Ministries
and
government
agencies

Universities
and colleges

Sports clubs

Sports
academies

Sports
training and
rehabilitation

Sports
products
companies

Sports
medical
sector

Sports
investment

Sports
services

Sports and
health
food and
equipment

Sports
facilities

The
entertainment
sector

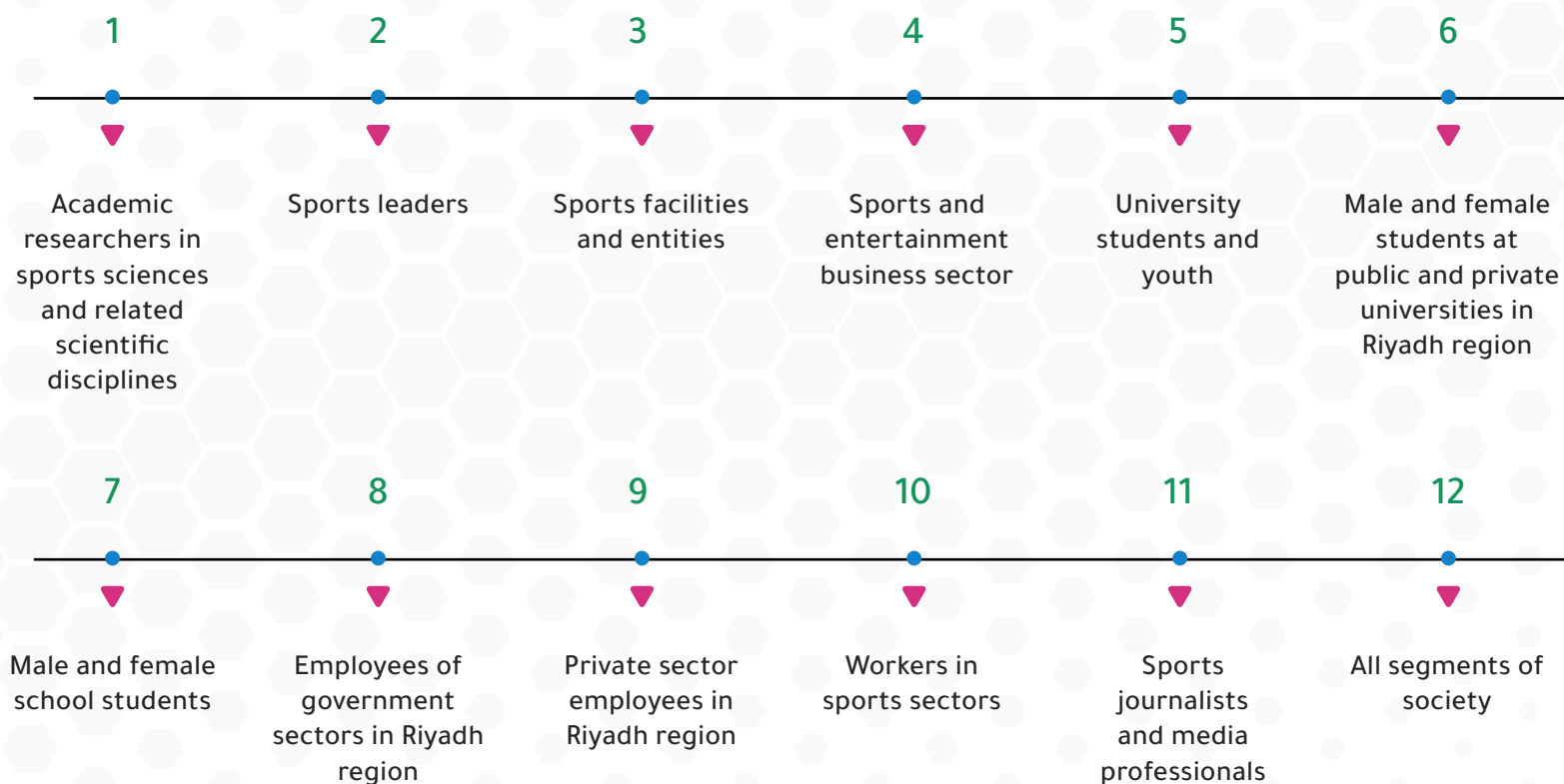
Research
and studies
centres

Sectors
interested
in quality
of life

Military
sectors

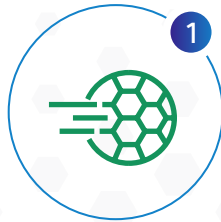


AUDIENCE AND ATTENDEES





MARKETING AND PUBLISHING



Promotion via sports celebrities



Promotion via social media celebrities



Promotion via Snapchat



Promotion through the accounts of participating entities



Promotion through university and college accounts and prominent academics



Focus and guidance for the beneficiary groups



Promotional and advertising campaigns aiming the target audience



Advertising coverage at the university level including university employees and students



Promotional campaigns covering the city of Riyadh and the sports sectors



MEDIA COVERAGE

Local and international press

Local, Gulf and international TV
stations

Official agencies

Specialized coverage and dialogues

a specialized and equipped
media center

Press and media interviews
and reports

Providing informational and
technical materials

AT THE PREVIOUS FOUR CONFERENCES

Local and international scientific
participations

Presenting recent and specialized
studies in sports science

Attendance of leaders of sports
and academic communities

Media coverage and press reports

Multiple sponsorships from
several sport entities

Wide public participation

More than 45 pavilions in the
previous exhibition from entities
working in sports services



TARGETS OF THE CONFERENCE AND EXHIBITION



The location is **the main lobby of the university**



Fifth Conference

25

main and
participating
sponsors

51

pavilions
in the
exhibition

34

specialized
scientific
research

12

knowledgeable
sessions

6

specialized
workshops

1,400

conference
attendees

65,000

visitors to the
exhibition

8

media
outlets

14

participating
sports entities

3

participating
sports clubs





CONFERENCE AND EXHIBITION PROGRAM



**Prof. Abdullah bin Salman
Al-Salman**

President of King Saud University



**HRH. Prince Abdulaziz Bin Turki
AL faisal**

Minister of Sport



**HRH Khalid bin Al-Waleed
bin Talal Al Saud**

President of the Saudi Sports
for All Federation



Prof. Tariq A. Alsalhe

The Chairman of the
Conference



Dr. Hany A. Jokhdar

Representative of Ministry
of Health



Dr. Adullah I. Elkuwaiz

Chairman of Council of Hiking
Trails & Trips Association (Darb)



Prof. Fahd M. Alkhudairy

King Faisal Specialist Hospital &
Research Centre



Prof. Khalid S. Almuzaini

King Saud University



Prof. Gustavo A. Nader

Pennsylvania state University



Dr. Bethany B. Gibbs

West Virginia University



Dr. Salih S. alansari



Prof. Ahmed S. Bahammam

King Saud University



Prof. Khaled A. Alrabian

SBAHC



Prof. Abeer A Almasri

King Saud University



Prof. Shaea A. Alkhtani

King Saud University



Dr. Kalid S. Aljaloud

King Saud University



Dr. Osama A. Aljuhani

King Saud University



Dr. Ghareeb O. Alshuwaier

King Saud University



Dr. Abdullah B. Alansare

King Saud University



DAY 1

Monday

29th April 2024



Hamad Al
Jasser Hall

King Saud
University



10:00am - 09:00am

Registration



10:40am - 10:00am

Opening Ceremony

Welcoming

Documentary about the College of Sport Sciences & Physical Activity

Speech by His Excellency the Dean of College of
Sport Sciences & Physical Activity, **Prof. Tariq A. Alsalhe**



DAY 1

Monday

29th April 2024



Hamad Al
Jasser Hall

King Saud
University



10:40am - 10:00am

Speech by His Excellency the President of King Saud University

Speech by His Excellency HRH **Prince Abdulaziz Bin Turki ALFaisal**

Distributing the Shields
Announcing the Beginning of the Conference



12:10pm - 10:45am

First Session

Physical activity, health and prevention Health benefits of physical activity for all ages



DAY 1

Monday

29th April 2024



Hamad Al
Jasser Hall

King Saud
University

 02:00pm - 12:45pm

Second Session

Physical activity for people with chronic diseases
(Diabetes, obesity, cardiovascular disease, osteoporosis....)

 03:00pm - 02:05pm

Third Session

Physical activity for special health conditions
(children, women, elderly)

 09:00pm - 05:00pm

The accompanying exhibition / sports entities in the public and private sectors
Exhibition headquarters - main lobby - King Saud University



DAY 2

Tuesday

30 April, 2024



**Hamad Al
Jasser Hall**

**King Saud
University**



10:40am - 09:30am

First Session

Policies and Regulations to support the sustainability of physical activity



12:10pm - 10:45am

Second Session

The role of psychological and social aspects in sustaining physical activity



02:00pm - 12:45pm

Third Session

Physical activity to promote a healthy lifestyle Nutrition - sleep - stress management



DAY 2

Tuesday

30 April, 2024



**Hamad Al
Jasser Hall**

**King Saud
University**



02:30pm - 02:15pm

Recommendations and Conclusion



09:00pm - 05:00pm

The accompanying exhibition / sports entities in the public and private sectors
Exhibition headquarters - main lobby - King Saud University



SPONSORING THE CONFERENCE AND EXHIBITION

Conference Sponsorship





THE CONFERENCE AND EXHIBITION TARGETS



TO SPONSOR THE EXHIBITION AND CONFERENCE

To sponsor the conference and exhibition and contribute to the success of the exhibition and the Fifth International Conference on Sports Sciences and Physical Activity.

Governmental and private agencies working in the sports and entertainment field seek to sponsor conferences to achieve the goals and aspirations of national sports development.



SPONSORS

Governmental
entities

Universities
and
educational
sectors

Sports
federations

Sports clubs

Sports
academies

Sports
medical
sector

The
entertainment
sector

Sports
products
companies

Sports
investment

Sectors
interested in
quality of life



SPONSORSHIP CATEGORIES

Conference Sponsorship





Strategic Sponsor

500,000 riyals

Highlighting the entity's logo and name as a strategic sponsor

presenting one of the conference sessions.

Place the sponsor's logo on platforms in the various conference platforms.

Announcing the sector as the official sponsor of the conference.

Displaying all of the sponsor's products on the conference website.

Adding the sponsor's logo and name to all advertising and promotional products.

Expressing thanks and appreciation to the sponsor by the conference president at the beginning and conclusion of the conference.

Distributing the sector brochures at the conference.

Providing the sponsor with the opportunity to speak at key conference sessions and present workshops.

Allocating a space in the accompanying exhibition of 36 square metres

Printing the sponsor's name and logo on all publications as a strategic sponsor.

Honoring The sponsor by the conference president at the opening ceremony.

Providing 50 invitations to the sponsor to the conference



The Main Sponsor

250,000 riyals

Highlighting the logo and name of the entity as the main sponsor.

Adding the sponsor's logo and name to all advertising and promotional products.

Expressing thanks and appreciation to the sponsor by the conference president at the beginning and conclusion of the conference.

Providing 25 invitations to the sponsor to the conference

Allocating an area of 18 square meters in the accompanying exhibition.

Printing the sponsor's name and logo on all publications as the main sponsor.

Honoring The sponsor by the conference president at the opening ceremony.

Providing the sponsor with the opportunity to speak at key conference sessions and present workshops.

presenting one of the conference sessions.

Place the sponsor's logo on platforms in the various conference platforms.

Announcing the sector as the official sponsor of the conference.



Participating Sponsor

100,000 riyals

Highlighting the logo and name of the entity as a partner sponsor.

Allocate a space in the accompanying exhibition of 9 square metres.

Adding the sponsor's logo and name to all advertising and promotional products.

Printing the sponsor's name and logo on all publications as a partner sponsor.

Place the sponsor's logo on platforms in the various conference platforms.

Honoring The sponsor by the conference president at the opening ceremony.

Providing 15 invitations to the sponsor to the conference.



Media Sponsor

Highlighting the logo and name of the entity as a media sponsor.

Adding the sponsor's logo and name to all advertising and promotional products.

Place the sponsor's logo on platforms in the various conference platforms.

Honoring The sponsor by the conference president at the opening ceremony.

Providing 10 invitations to the sponsor to the conference.

Hospitality Sponsorship

Highlighting the logo and name of the entity as a hospitality sponsor.

Adding the sponsor's logo and name to all advertising and promotional products.

Place the sponsor's logo on platforms in the various conference platforms.

Honoring The sponsor by the conference president at the opening ceremony.

Providing 10 invitations to the sponsor to the conference



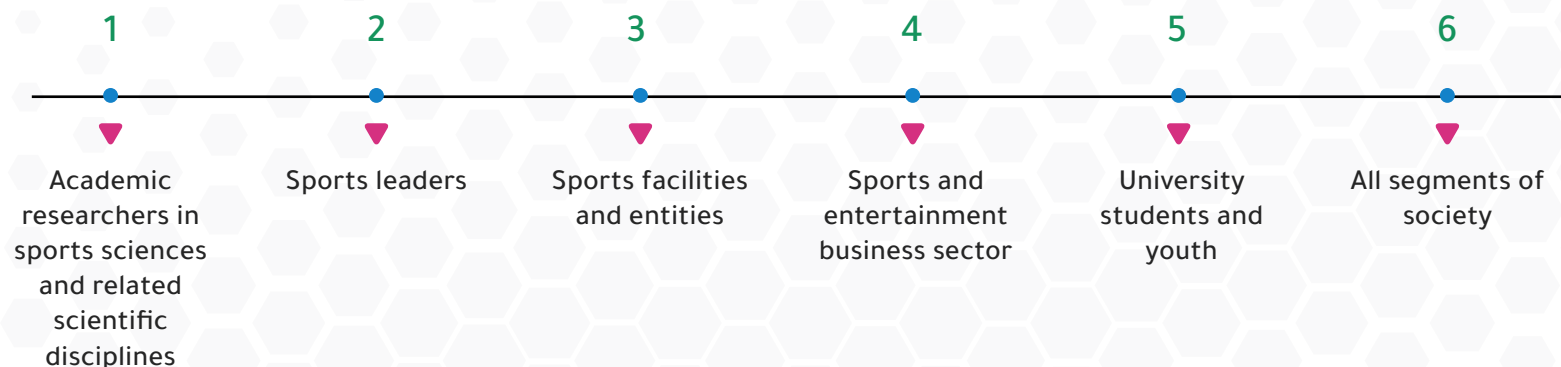
EXHIBITION THE MAIN UNIVERSITY LOBBY

Conference Sponsorship





THE CONFERENCE AND EXHIBITION TARGETS



TO PARTICIPATE IN THE EXHIBITION

King Saud University was represented by the College of Sports Sciences and Physical Activity

An exhibition accompanying the Fifth International Conference includes more than 45 pavilions of different sizes

The exhibition participant has the opportunity to introduce his services and present special offers (within the relevant regulations)



EXHIBITION HEADQUARTERS

The exhibition will be in the main lobby of the university

BENEFICIARIES OF THE EXHIBITION

Governmental
and academic
agencies

Sports
federations

Sports clubs

Sports
academies

Sports
products
companies

Sports
medical
sector

The
entertainment
sector

Sports and
entertainment
investment



EXHIBITION HEADQUARTERS





مخطط المساحات والمعرض

An illustrative model of
the wings and spaces

المكان: البهو الرئيسي
29 و30 أبريل 2024
9:00 صباحا - 6 مساء



Previous Conferences

2018



First International Conference on Sports and Physical Activity Sciences

The role of sports
sciences and
physical activity
in achieving the
Kingdom's Vision
2030

2022



Third International Conference on Sports Sciences and Physical Activity

Sports industry

2020



Second International Conference on Sports Sciences and Physical Activity

Governance and
compliance to
promote integrity
in the sporting
community

2023



4th International Conference on Sports Sciences and Physical Activity

Sports and
adventure tourism -
an economic vision



Candidates to Participate

جهات مشاركة



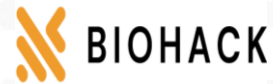
برنامج جودة الحياة
QUALITY OF LIFE PROGRAM



الاتحاد السعودي للإعلام الرياضي
Saudi Sports Media Federation



PHYSIOTHERABIA
Advanced Rehab & Wellness





The 5th International Conference on Sport Sciences & Physical Activity | لمؤتمر الدولي الخامس لعالم الرياضة والنشاط البدني



College of Sports Sciences and Physical Activity

Conference Sponsorship



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