

STRATEGIC PARTNER



ORGANIZED BY



SLS

SAUDI LIGHT & SOUND

expo

saudilightandsoundexpo.com

20 - 22 MAY 2025

RIYADH FRONT EXHIBITION & CONFERENCE CENTER

POST SHOW REPORT

RECOGNISING OUR VALUED PARTNERSHIPS



On behalf of the Saudi Light and Sound Expo and Saudi Entertainment and Amusement Expo teams, I would like to extend our deepest gratitude to Invest Saudi for your invaluable support and partnership during this year's editions.

As our Strategic Partner, Invest Saudi played a vital role in positioning the Kingdom as a global investment destination, and we are proud to be aligned with your mission of driving sustainable economic growth and opportunity across the entertainment and events sectors.

Your involvement underscores the Kingdom's commitment to nurturing creativity, innovation, and excellence.

This partnerships have contributed immensely to the success of the shows and to our shared goal of building a future-ready entertainment industry.

Thank you once again for your trust. We look forward to continuing this meaningful collaboration as we grow these platforms to better serve local and international stakeholders and support the Kingdom's ambitious vision.

Warm regards,
Sarkis Kahwajian
Associate Vice President
Saudi Light and Sound Expo

Saudi Light and Sound (SLS) Expo 2025 marked another milestone year, further strengthening Saudi Arabia's position as a driving force in the global entertainment and event technology sectors.

Our post-show report captures the standout statistics and impactful moments that shaped this year's edition—from record-breaking participation to the powerful energy across the show floor.

SLS Expo 2025 didn't just meet expectations, it exceeded them, reinforcing the Kingdom's continued investment in elevating professional light, sound, and production standards. As the region's only dedicated platform to experience live tech demos, build lasting partnerships, and close business deals face-to-face, SLS remains an essential fixture on the industry calendar.

2025 IN NUMBERS

139

Exhibitors

7100+

Visitors


35+

Speakers



VISITOR PROFILE

TOTAL NUMBER OF VISITORS

7,100+ 

TOP 5 VISITING COUNTRIES



Saudi Arabia



United Arab Emirates



United Kingdom



Bahrain

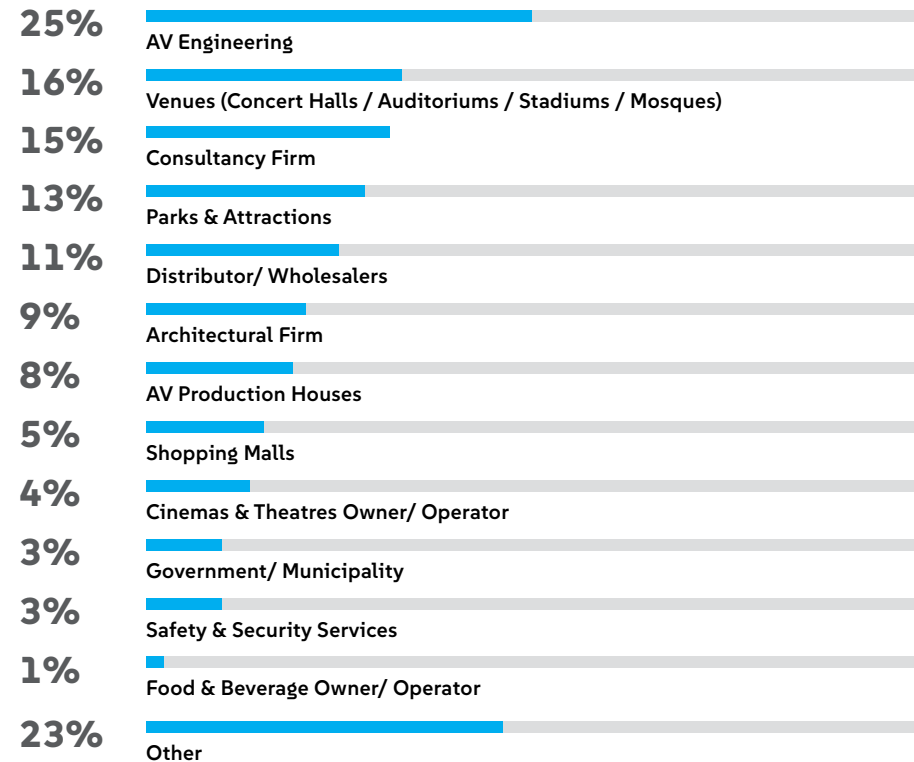


Qatar

KEY BUYERS THAT ATTENDED IN 2025



ATTENDEES NATURE OF BUSINESS



EXHIBITOR PROFILE

139

Number of exhibitors



TOP 5 EXHIBITING COUNTRIES



SNAPSHOT OF LEADING BRANDS THAT EXHIBITED IN 2025



SLS SUMMIT

A dedicated knowledge platform bringing together top-tier speakers, technical experts, and creative leaders to explore the latest in lighting, sound, and entertainment tech. The summit sparked vital conversations and showcased emerging trends shaping the future of the industry in Saudi Arabia.



Nyck Murphy
Executive Creative
Consultant
VinWonders



Thomas Naylor Davis
Senior Development
Director
**Diriyah Gate
Development
Authority**



Diya Ahmed Azzony
Support & Coaching
Manager
Music Commission



**Olivier Monod
du Froideville**
Chief Executive
Officer & Partner
**360 Experience
Group**



Antoine Metais
Co-Founder & Chief
Executive Officer
WB



Jon Lee
Founder & Principal
Consultant
Focus Acoustics



Andreas Lejholm
Technical Director,
Specialist Engineering
WSP Middle East



Travis Kline
Product Development
Director - Destination
Development
**Royal Commission
for Al-Ula**



**Ahmed Hussien
Gouda**
Senior Design &
Projects Manager
**Al Othaim
Entertainment**



Phil Marlowe
Managing Director
**Middle East
AVI-SPL**



Mark Jan Kar
General Manager, &
SVP - Entertainment,
Content and
Programming (MENA)
**Coca Cola Arena &
ASM Global**



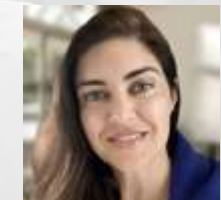
**Khoulood Ben
Khalifa**
General Manager
**Rotana Music
Company**



Santiago Olea
General Manager
**KAFD Conference
Center**



Sumantro Ghose
Artistic Programming
Director
**The Royal
Commission for
AlUla**



Angela Selkirk
Senior Advisor- CEO
**King Salman Park
Foundation**



It was my pleasure to attend the Saudi Light and Sound (SLS) Expo, where I had the opportunity to explore the latest market developments and cutting-edge technologies in this field. A huge thank you to the sponsors and speakers who made this event a remarkable success. Your efforts and insights were truly invaluable.

Ahmed H
Quality Assurance Manager
Norconsult Telematics
LS Visitor

EVENT FEATURES

SLS Expo 2025 delivered a packed programme of standout features that elevated the visitor experience and added real value for industry professionals across the board.



SET Awards

An exclusive evening celebrating excellence in entertainment technology. The SET Awards honoured the standout projects and professionals powering Saudi Arabia's thriving events scene—shining a light on innovation, execution, and impact in live event production.



Shure Wireless Workshop

A hands-on technical workshop hosted by industry leader Shure, offering attendees an in-depth look into wireless audio solutions. With limited seats and high engagement, it served as a practical learning opportunity for audio professionals and enthusiasts alike.



Drone Show by Cyber Drone

A breathtaking outdoor visual performance that lit up the night sky. The drone show wowed audiences with choreographed precision and creative storytelling—an unforgettable highlight that brought the energy of the show outside the halls.

BENEFIT FROM OUR MARKETING REACH

162,000+

Website visits

500,000+

Social media reach

8,400,000+

Digital campaign reach

171,900+

Email reach

\$ 585,000+

PR value

WATCH THE 2025 HIGHLIGHTS HERE



THANK YOU TO OUR SPONSORS AND SUPPORTERS

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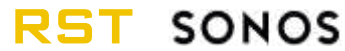
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DRONE SHOW SPONSOR



INSIGHTS PARTNER



MEDIA PARTNERS



Show Up. Stand Out. SLS Expo 2026 Awaits.

4 – 6 May 2026

Riyadh Front Exhibition & Conference Center

CO-LOCATED WITH



4 – 6 May 2026

Riyadh Front Exhibition & Conference Center

BOOK A STAND

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