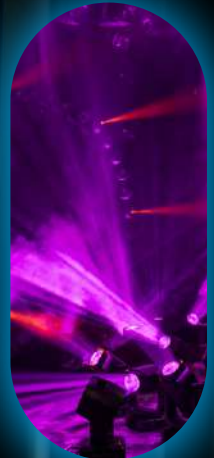




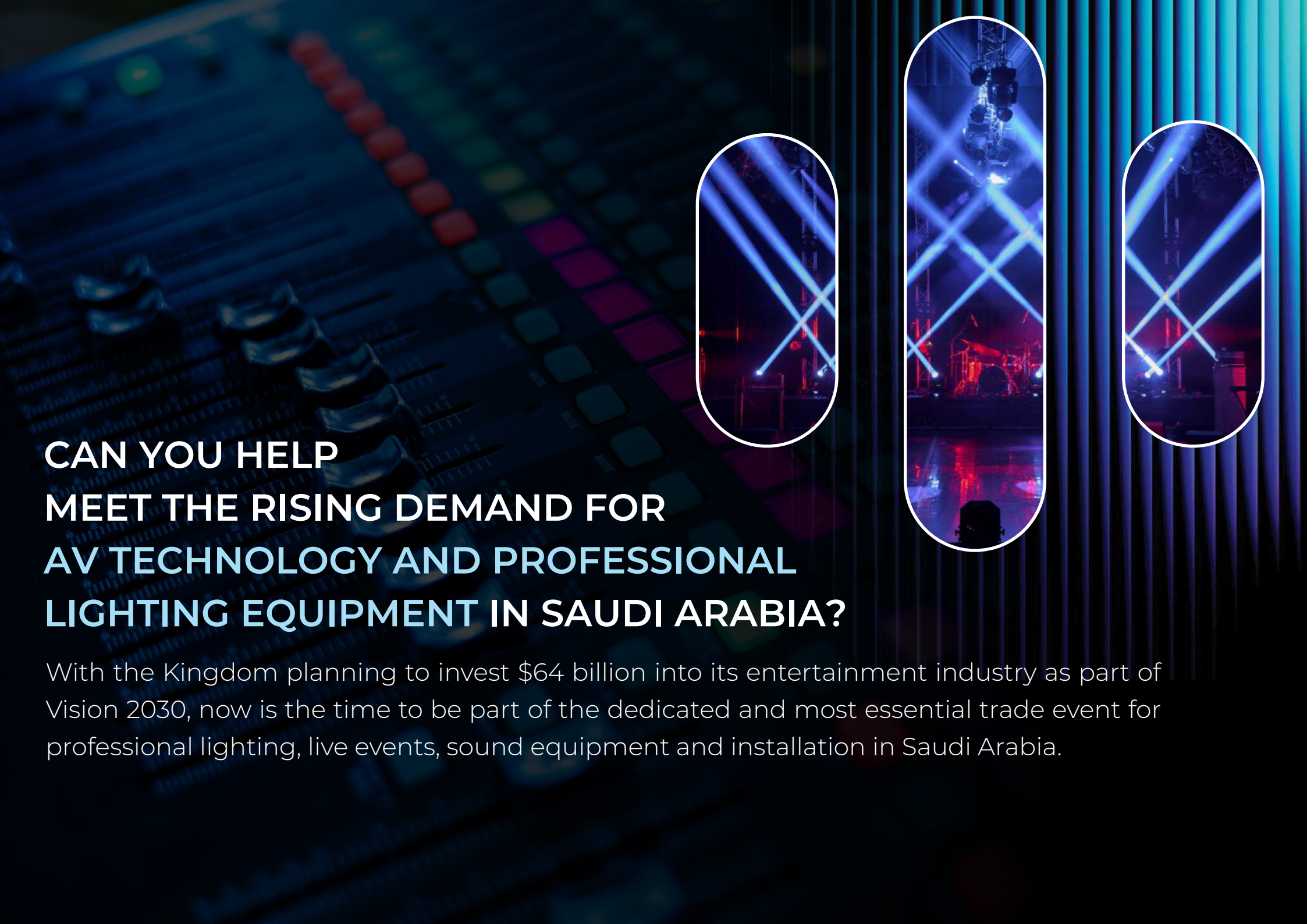
Shaping the Future of Saudi's Pro Light and Sound Industry

WWW.SAUDILIGHTANDSOUNDEXPO.COM



1 - 3 JUNE 2027

RIYADH FRONT EXHIBITION
& CONFERENCE CENTER

The background of the entire image is a dark, blue-toned photograph of a professional audio mixing console. The faders and knobs are visible, with some red buttons on the right side. Overlaid on the right side of the image are three vertical, rounded rectangular frames. Each frame contains a scene of stage lighting, showing bright blue and red laser beams crisscrossing in a dark space, likely a concert venue or stage.

CAN YOU HELP MEET THE RISING DEMAND FOR AV TECHNOLOGY AND PROFESSIONAL LIGHTING EQUIPMENT IN SAUDI ARABIA?

With the Kingdom planning to invest \$64 billion into its entertainment industry as part of Vision 2030, now is the time to be part of the dedicated and most essential trade event for professional lighting, live events, sound equipment and installation in Saudi Arabia.

WHY CHOOSE SAUDI LIGHT & SOUND (SLS) EXPO

The Saudi Arabian government has stated its ambitions of becoming one of the top-ten entertainment destinations in the world and is expecting to attract over 150 million visitors by 2030.

The commitment includes significant entertainment investments including staging of live music concerts, sporting events, themed attractions, hundreds of entertainment centers, cinemas, and theme parks already under construction, not to mention the mega projects.

The one thing that all of these transformative projects have in common is a demand for professional light and sound. Consequently, the demand for suppliers and manufacturers that cater to the AV technology industry in Saudi Arabia is at an alltime high and only looking to grow in the coming years.

SLS Expo brings together manufacturers, distributors, buyers and professionals from around the world to Saudi Arabia to meet this demand. This event offers a stage where people can stop, look and listen to the latest developments and illuminating innovations. This is your meeting destination where deals will be done, business relationships are formed, and cutting-edge technology is uncovered.

"It gets better every year! SLS is the one and only platform that provides all types of technology under one roof. End users, partners, and visitors are more familiar with their identity for exploring all kinds of advanced technology in lighting and sound!"

Khalil Ajouz

KSA director, Unilumin Group



WHY NOW?

Saudi Arabia has welcomed over 120 million attendees at entertainment, cultural, and sporting events in the past five years.

The number of entertainment venues has skyrocketed—from 154 in 2017 to 4,188 registered arts and entertainment entities, plus 6,108 amusement park activities, as of early 2025.

The entertainment market itself is a powerhouse—valued at USD 2.6 billion in 2024, with expectations to more than double to USD 6.1 billion by 2033.

Meanwhile, Saudi Arabia is steadily expanding its cultural credentials: heritage destination visits are on the rise, supported by a USD 5.12 billion heritage tourism market in 2024 and still climbing—forecast at USD 5.33 billion in 2025, with a 6% annual growth through 2033.

Explosive Growth in Event Tech & AV Solutions

Growth is fueled by the rise of digital infrastructure, AI/VR integration, and smart ticketing tools—44% of revenue is generated through digital ticket platforms.

Annual tech investment includes a \$34.6 billion Quality of Life Program, a key driver behind infrastructure enabling large-scale tech-driven events.

Source: mordorintelligence

Unprecedented Visitor Spending & Tourism Wealth

In Q1 2025, international visitors spent USD 13.16 billion—a 10% YoY increase—and inbound tourism hit USD 40.95 billion in 2024 (13.8% YoY). Total travel & tourism contributed SR 498 billion (USD 133 billion) to GDP in 2024, representing 12.5% of GDP. Riyadh alone drove 33% of Q1 tourism spending, translating to over SR 5.8 billion in economic activity.

Source: arabnews.com

Saudi entertainment authority unveils 29 investment opportunities

Vision 2030 aims to transform Saudi Arabia's entertainment sector by increasing household spending on recreation from 2.9 percent to 6 percent by 2030.

Source: arabnews.com

OPPORTUNITIES THAT LIE AHEAD OF YOU



NEOM CITY

NEOM is a bold and audacious dream of a New Future, an accelerator of human progress that will embody the future of innovation in business, livability and sustainability. NEOM is one of the Public Investment Fund's projects.



JEDDAH CENTRAL PROJECT

Jeddah Central provide an exceptional environment within which residents, workers and visitors can live, work and thrive. Enhancing lives for the better.



RED SEA DEVELOPMENT

The Red Sea Project is the world's most ambitious and exciting tourism and hospitality project: a luxury destination created around one of the world's last hidden natural treasures, it is one of the projects backed by the Public Investment Fund.



THE MONOLITH (PROJECT W)

This project envisions a series of colossal, interconnected structures that integrate residential, commercial, and recreational spaces into a single, cohesive ecosystem employing cutting-edge green technologies.



TROJENA

Trojena the first major outdoor skiing destination in the GCC. Located in the kingdom's highest mountain range, it is part of the country's \$500-billion high-tech mega-city Neom.



AD DIRIYAH

Located on the outskirts of Riyadh, Ad Diriyah is set to become a major tourist destination. The USD 17 billion development will encompass several luxury resorts, including major international hotel brands, as well as more than 100 dining and entertainment options.



KING SALMAN PARK

King Salman Park is being developed into Riyadh's green lung, becoming an inviting and colorful destination, rich in nature and joy and is accessible to all. It will be a hub to imagine, innovate, collaborate and create a new world of possibilities and experiences.



AMAALA

A global wellness and ultra-luxury destination, Amaala aims to blend its pristine environment with unparalleled luxury experiences. With sustainability at its core, Amaala promises an eco-conscious haven for travelers seeking rejuvenation, cultural enrichment, and sophisticated leisure in a serene and breathtaking setting.

OPPORTUNITIES THAT LIE AHEAD OF YOU



QIDDIYA CITY

An ambitious entertainment and cultural destination under development near the capital, Riyadh. Qiddiya City will feature a wide range of attractions, including theme parks, sports facilities, cultural events, and recreational activities, designed to offer both residents and international visitors unique and memorable experiences.



THE MUKAAB

Defining Riyadh's new skyline, The Mukaab will attract visitors from across the world with its 80 incredible state-of-the-art entertainment, dining and retail venues. The world's largest modern downtown inner-city building of over 19km² is set to be big enough to hold 20 Empire State buildings.



THE RIG.

Envisioned to transform a decommissioned offshore oil platform into a vibrant hub of adventure, The Rig spans over 150,000 sqm and features a range of attractions, including hotels, restaurants, and thrill-seeking activities such as bungee jumping, skydiving, and extreme water sports.



SAUDI ENTERTAINMENT VENTURES (SEVEN)

Seven, a wholly owned unit of the Public Investment Fund, is investing \$13.3 billion to develop 21 integrated entertainment destinations in 14 cities in Saudi Arabia. The new destinations will be developed in partnership with major international brands such as Clip 'n Climb, Warner Bros Discovery, Mattel and Hasbro.



HAICHANG OCEAN PARK HOLDINGS

Asia's largest ocean park owner and operator is expanding to the Middle East with the planned development of the kingdom's first large-scale ocean theme park. It will comprise family entertainment centres, water parks, zoos and safari parks, and will attract 100 million visitors by 2030.

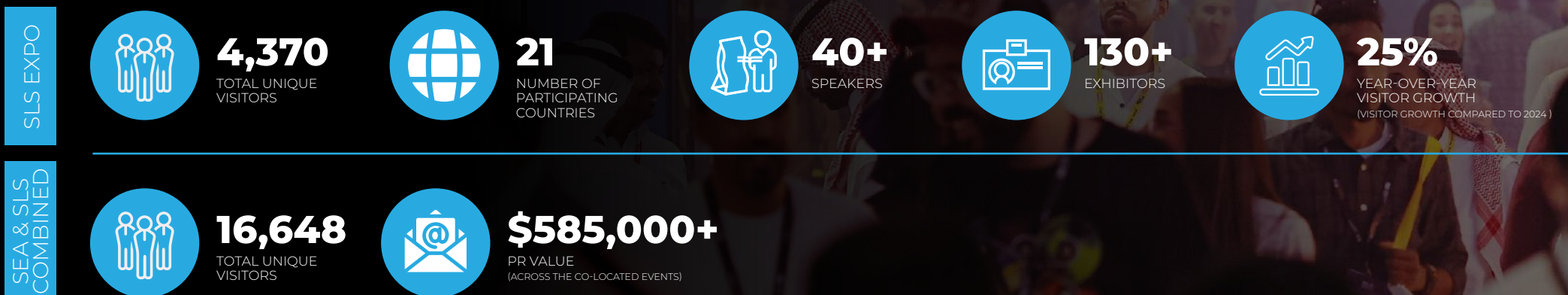


SAUDI DOWNTOWN COMPANY

With 12 projects located in 11 regions across Saudi Arabia, Saudi Downtown Company is redefining urban lifestyle through vibrant downtown destinations. As a master and lead developer, the company delivers unique and diverse opportunities in the commercial, recreational, and residential real estate sectors, while embracing the culture and heritage of that region.

YOUR GATEWAY TO A HIGH-SPENDING NICHE AUDIENCE

PREVIOUS EDITION IN REVIEW



TOP 3 REASONS VISITORS ATTENDED



TO EXPLORE
NEWLY-LAUNCHED
PRODUCTS AND
INNOVATIONS



**TO MEET AND
NETWORK**
WITH OTHER INDUSTRY
PROFESSIONALS



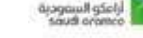
TO IDENTIFY
NEW POTENTIAL
SUPPLIERS

A SNAPSHOT OF BRANDS THAT EXHIBITED AT AND VISITED THE EVENT

EXHIBITORS



ATTENDEES



A SNAPSHOT OF MEDIA COVERAGE

21

MEDIA ATTENDED

100M

ESTIMATED COVERAGE REACH

\$195,000

PR VALUE



TV INTERVIEWS



NEWSPAPERS

WEBSITES

EXPLORE SAUDI SEASONS

Saudi Seasons was launched in March 2019 driven by the Saudi Commission for Tourism & National Heritage (SCTH) and the General Entertainment Authority (GEA) consisting of a major events programme. This programme is a year-round entertainment festival, which is held across multiple locations and features a wide variety of entertainment and cultural experiences for both domestic and international audiences.

Saudi Seasons consists of 11 different festival periods in a different province each period. This event based festival has relied heavily on 'transformative placemaking' to deliver human-centric destinations, while activating historical sites, vacant lands and existing real estate assets. Furthermore, Saudi Seasons has witnessed the development of both temporary and permanent revenue-generating entertainment assets, which serve to enhance the attractiveness and footfall of the developments in proximity to festival locations beyond the Saudi Seasons period.

19 MILLION+ VISITORS
4,200+ EVENTS & ACTIVITIES



A PARTNERSHIP THAT LIGHTS UP

Saudi Light and Sound (SLS) Expo is co-located with Saudi Entertainment and Amusement (SEA) Expo

SLS Expo will once again be co-located with Saudi Entertainment & Amusement (SEA) Expo, the largest and most influential entertainment and leisure event in the region.

Audience: SEA Expo brings over 12,000 venue owners and senior decision makers through its doors each year – guaranteeing that SLS Expo benefits from excellent crossover audiences, ensuring packed aisles of relevant customers throughout the three days.

Authority: SEA Expo is known by government and local operators as a successful event, delivering quality products and insights – trusted as an essential platform to do business.

WHAT TO EXPECT AT SLS & SEA EXPO 2027



22,000+
VISITORS



2X
SUMMITS



500+
EXHIBITORS



LIVE
EXPERIENCES

“SLS Expo is the only event or exhibition that really gives you a chance to talk to all the different channels, whether it be pro or consultants or even end users and this is actually what we're looking for because as you can see it's a mix. We value this mixed target audience and I think it's a very unique platform in the region.”

Menna El Zeiny
Marketing Manager
SONOS

A woman with dark hair, wearing a black jacket, is seated and speaking into a microphone. She is looking towards the camera. To her left, a man in a blue blazer is seated, looking towards her. The background is dark with some blue lighting. A blue rounded rectangle contains white text in the top right corner.

SO, HOW CAN YOU COMPETE
WITH THE EVER-EXPANDING
LANDSCAPE OF NEW
VENUES AND ATTRACTIONS?

THE SAUDI LIGHT AND SOUND SUMMIT

SLS Expo features the SLS Summit – a major influencing conversation that contributes to evolving Saudi Arabia into a global powerhouse of entertainment through advancing professional light and sound. The Kingdom of Saudi Arabia is leading the way in encouraging collaboration and action that will lead to a strong and sustainable future for the entertainment industry. With billions of dollars of planned investment pipelines to create futuristic and seamless cities of entertainment, the Kingdom is on the roller coaster journey to advance as a global tourism destination.

The SLS Summit gathers some of the most eminent leaders from the sector to share insights and experiences so that you can learn how the region's most successful game-changers are tackling the current situation, and where they foresee potential business opportunities.

For sponsorship opportunities associated with the SLS Summit: sales@saudilightandsoundexpo.com

SNAPSHOT OF PREVIOUS SPEAKERS AT SLS SUMMIT



Mark Jan Kar
General Manager
ASM Global (MENA)



Mr Kourosh Salehi
Global Design Principle
LWK + Partners



David Gilbey
Light Design Director
Diriyah Gate Company



Mr Phil Marlowe
Managing Director, Middle East
AVI-SPL



Mrs Angela Selkirk
Senior Advisor - CEO Office
The King Salman Park Foundation



Mr Rohan Ramadorai
Associate
WSP Middle East



Jon Lee
Founder & Principal Consultant,
Focus Acoustics



Sumanthro Ghose
Artistic Programming Director for Arts and
Creative Industries, Royal Commission for AlUla



MEET THE WHO'S WHO OF THE SAUDI ARABIAN MARKET

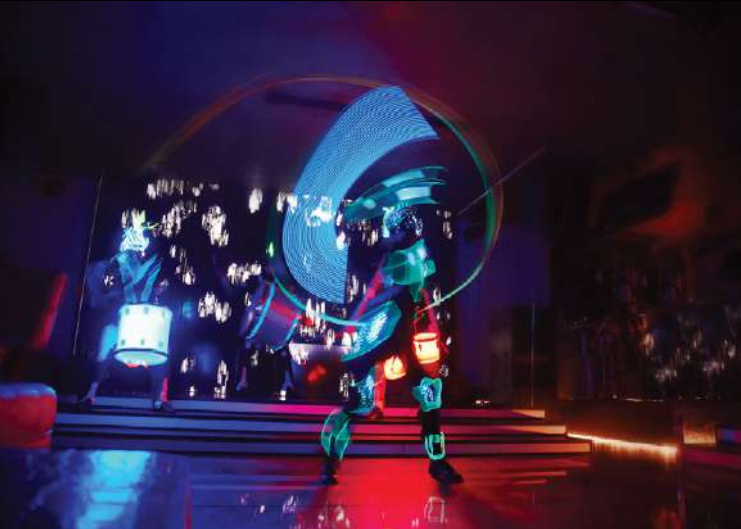
- System integrators & AV installation companies
- Distributors, wholesalers and retailers of lighting, sound & AV products
- Service providers such as lighting designers, audio engineers and acoustical consultants
- AV rental companies
- AV Production Houses
- Venues, Installers and End Users such as hotels & restaurants, offices, theme parks & amusement parks, entertainment & concert venues, stadiums, auditoriums, airports, educational facilities, retail outlets & shopping malls, religious venues
- Real Estate Developers & Project Owners
- Theatres & Cinema Operators
- Event Organisers
- Government, Municipal Authorities & Trade Associations
- Investors

“Great energy, great conversations, and a clear signal: the future of workspaces is smart and sustainable. We proudly represented Spantrek at Saudi Light and Sound (SLS) Expo 2025 alongside our partner Innovation Platform Solutions (IPS), showcasing how smart, integrated solutions can truly transform the modern workplace.”

Charbel Aoun
Co-founder & CEO, Spantrek



WHICH SECTORS WILL BE EXHIBITING?



- Pro Lighting
- Pro Audio
- Live Events
- Stage Technology & Trussing
- Laser Technology & Effects
- Virtual, Augmented & Mixed Reality
- Projection & Display



- Digital Signage
- Education Technology
- Content Creation
- Residential
- Security



"The Saudi Light and Sound Summit was really well organized, with thoughtful attention given to curating meaningful panel discussions with some powerful industry contributors. The team were highly professional and collaborative throughout and it was a pleasure to be involved. Looking forward to future editions!"

Jon Lee
Founder & Principal Consultant
Focus Acoustics

IT'LL BE MUSIC TO YOUR EARS...

WHAT ARE THE BENEFITS?

- An opportunity to meet your customers and do business, showcasing your latest technology and products at an in-person event
- An ideal opportunity to target new customers in the world's fastest growing market
- An affordable solution that significantly reduces your resource, requirements and expenditure on stand build/design
- Opportunity to be part of the extensive marketing and PR campaign delivered by SLS Expo

PRICES & INCLUSIONS

OPTIONS	PRICE
Space only	from \$449 per sqm
Shell Scheme	from \$519 per sqm
Upgraded Shell Scheme (wood)	from \$559 per sqm

POPULAR BRANDING OPPORTUNITIES:

Visitor lanyards branding:

US\$ 10,000

Visitor badge branding:

US\$ 10,000

Visitor registration form and desk branding:

US\$ 12,000

Feature build:

price on quotation

These are some of the most popular opportunities available, book early to secure these opportunities.

For the full list of available sponsorships:
sales@saudilightandsoundexpo.com

8 REASONS WHY THIS IS A GREAT MARKETING OPPORTUNITY

01

Get your brand in front of thousands of decision makers from the entire leisure and entertainment industry

02

Create and reinforce leadership in the Saudi Arabian market

03

Meet and partner with the best entertainment and leisure companies in the region

04

Launch new products, initiatives and segments

05

Discover new market opportunities especially geographically

06

Market, prospect, sell

07

Establish partnerships and collaborations

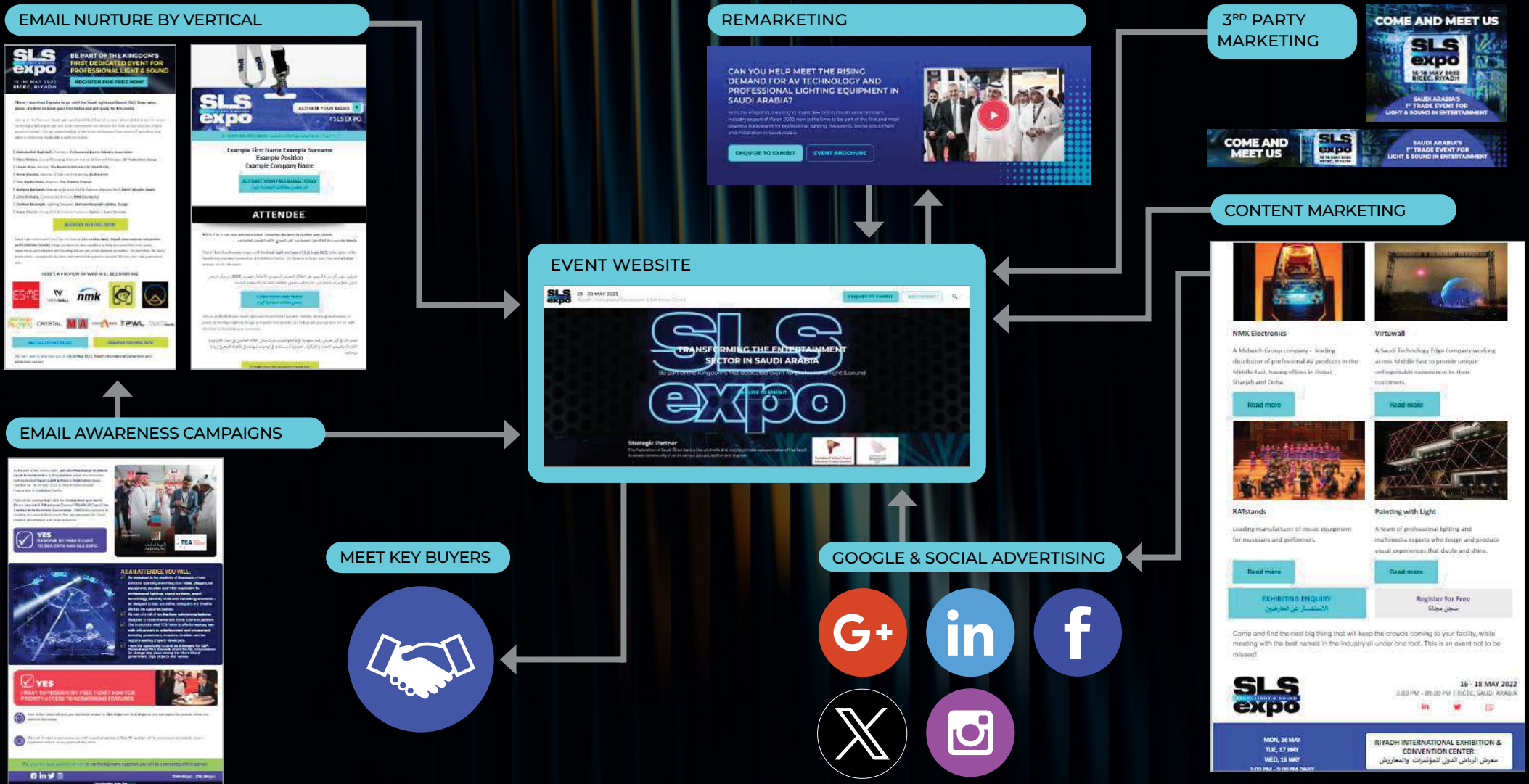
08

Rapidly expand your database of sales leads



POWERFUL MARKETING CAMPAIGN TO ATTRACT THE RIGHT AUDIENCE

Saudi Light and Sound (SLS) Expo benefits for a year round marketing campaign offering extensive online and offline exposure





WE'RE HERE TO SHINE
THE LIGHT ON YOU...

SAY HELLO TO FIND OUT MORE...



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