

LIGHTING DESIGN & TECHNOLOGY EXPO

9 - 11 September 2025

Riyadh Front Exhibition & Conference Center

POSITION YOUR BRAND AS A FORERUNNER IN THE LIGHTING INDUSTRY

SPONSORSHIP OPPORTUNITIES



Co-located with



Organized by

dmg::events

YOUR GATEWAY TO THE LIGHTING INDUSTRY IN SAUDI ARABIA

The Lighting Design & Technology Expo provides a collaborative platform for global lighting solution providers to showcase their innovative products and solutions, connect with key audiences and build meaningful relationships in Saudi Arabia's rapidly expanding market.

The event unites industry innovators and decision-makers, offering unparalleled opportunity to elevate your brand presence and stand out amongst competitors.



The event was well-organized, we were impressed by the high level of professionalism exhibited throughout. The attendee interaction was engaging, allowing us to connect with key industry professionals and potential clients.

Overall, the expo provided us with valuable exposure and reinforced our position in the market. We look forward to participating in future editions

Nathalie Abou Jaoude

Managing Partner - Abensal Lighting
2024 Exhibitor



KEY SHOW FIGURES



17,000+
TRADE VISITORS



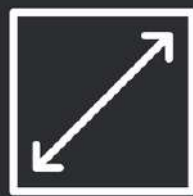
600+
EXHIBITORS



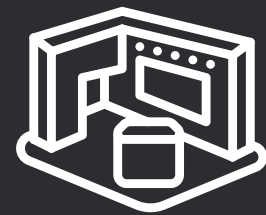
79
COUNTRIES IN
ATTENDANCE



1
WORKSHOP



38,450
SQM VENUE
SPACE



1
CO-LOCATED
SHOW

Co-located with



*Across the co-located shows



WHO ATTENDS THE SHOW

VISITOR PROFILE:



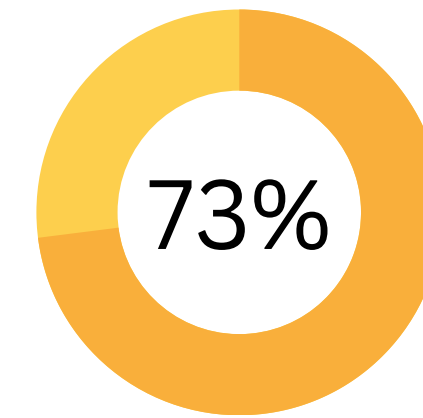
- 18% TRADERS, DISTRIBUTORS & RETAILERS
- 17% FIT-OUT CONTRACTORS
- 17% MANUFACTURERS
- 16% LIGHTING CONSULTANTS & INTERIOR DESIGN STUDIOS
- 15% ARCHITECTURAL FIRMS
- 9% SYSTEM INTEGRATORS, MEP & FACILITIES MANAGERS
- 5% PROJECT OWNERS & PROPERTY DEVELOPERS
- 3% TRADE ASSOCIATIONS

PURCHASING AUTHORITY:

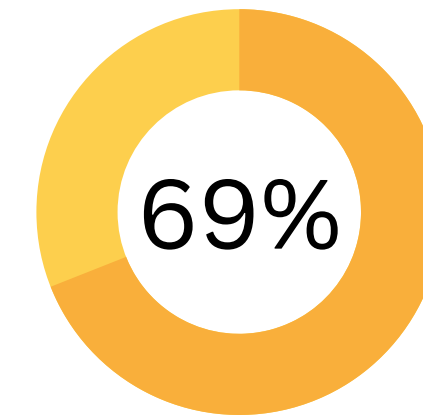


- 33% JOINT RESPONSIBILITY
- 22% SOLE RESPONSIBILITY
- 20% ADVISORY INFLUENCE
- 25% OTHERS

VISITOR FEEDBACK:



RATED SHOW AS AN IMPORTANT PLATFORM FOR THEIR BUSINESS



PLAN TO RETURN TO THE SHOW IN 2025

[DOWNLOAD TOPLINE REPORT](#)

TOP ATTENDING COMPANIES



WHY EXHIBIT?



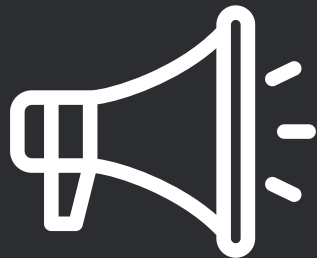
ELEVATE YOUR COMPANY'S BRAND POSITIONING

Elevate your company's profile beyond the exhibition stand - before, during and after the show. Seize key opportunities by making your brand the face of a dynamic industry transition.



DRIVE MORE SALES

Generate quality leads, connect with key audience actively looking for new products and foster pertinent relationships in the Kingdom's rapidly growing lighting market.



RAISE BRAND AWARENESS

Amplify brand messaging and access exclusive platforms at the new focal point for the region's interior design and lighting industry.



DEMONSTRATE THOUGHT LEADERSHIP

With our thought provoking conferences, deliver strategic messages and content, and be seen as the agent of positive change in the industry.



OPPORTUNITIES & INCLUSIONS



Floor space only:

Electric, walling, lighting, furniture, carpeting and any extras can be ordered from the services manual.



Every shell-scheme stand will receive:

Walling, fascia board with the company name in vinyl lettering, spotlights, carpet, 1 x plug point, 13-15 amps electricity plug points. Additional furniture can be ordered from the services manual.

Enquire at: sales@lightingdesign-techexpo.com

SPONSORSHIP OPPORTUNITIES

	DIAMOND	PLATINUM	GOLD	SILVER
Logo Placement	Collateral as per features	Collateral as per features	Mailers, website and onsite boards	Mailers, website and onsite boards
Interview placement	✓	✓	✓	✗
Speaking opportunity	✓	✗	✗	✗
Social Media post	✓	✓	✓	✓
Dedicated mailshot	✓	✓	✗	✗
Website	Home page	Home page	Home page	Banner

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FEATURES

DIAMOND

Branding & Visibility

- Prominent placement on website (prime positioning on the Home page)
- Prominent logo placement on welcome banner at venue
- Prominent logo on mailers, onsite boards, sponsor banner
- Acknowledgement in pre and post communication
- Quote in a pre-show or a post-show press release

PLATINUM

Branding & Visibility

- Prominent placement on website (prime positioning on the Home page)
- Prominent logo placement on welcome banner at the venue
- Prominent logo on mailers, onsite boards, sponsor banner
- Acknowledgement in pre and post communication

GOLD

Branding & Visibility

- Logo on welcome banner at the venue
- Logo on website, mailers, onsite boards
- Acknowledgment in pre and post communication

SILVER

Branding & Visibility

- Logo on welcome banner at the venue
- Logo on website, mailers, onsite boards
- Acknowledgment in pre and post communication

Digital Media

- Feature in e-newsletter (industry or product)
- Sponsored banner on exhibitor listing - Leaderboard banner: 728x90px
- 6 x social media posts (sponsor to provide content)
- Social media - Instagram Takeover
- 4 x Articles on website (content to be provided)
- 3 x Dedicated mailshot
- Interview placement

Digital Media

- Feature in e-newsletter (industry or product)
- Sponsored banner on exhibitor listing - Half Page banner: 300x600px
- 4 x social media posts (sponsor to provide content)
- 2 x Articles on website (content to be provided)
- 2 x Dedicated mailshot
- Interview placement

Digital Media

- Sponsored banner on exhibitor listing - Square page banner: 300x300px
- 3 x social media posts (sponsor to provide content)
- 1 x article on website (content to be provided)
- Interview placement

Digital Media

- 2 x social media posts (sponsor to provide content)

Content

- 45 min Keynote speaking slot

ADDITIONAL BRANDING OPPORTUNITIES

	DIAMOND	PLATINUM	GOLD	SILVER
Choose from one of the following add-on packages for greater visibility:	Registration Sponsor	Badge & Lanyard Sponsor	Headline Sector Sponsor	Conference Sponsor
	Advisory Board Sponsor	Conference Sponsor	Networking Event Sponsor	Food Truck/Catering Area Sponsor
All sponsorship packages exclude a mandatory marketing package per sponsorship.	Choose one of the high visibility sponsorship options listed	VIP Lounge Sponsor	Hosted Buyers Lounge Sponsor	Logo on Staff T-shirts
			Feature Sponsor	Flyers
			Logo on Show Bags	Fragrance Sponsor

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PACKAGE OVERVIEW

DIAMOND

Enhance your visibility by selecting one of the following add-on packages:

Advisory Board Sponsor

- Logo on all Advisory Board invitations and communication
- May send two representatives to the Advisory Board meeting
- Inclusion in the Advisory Board and a chance to influence the overall programme
- Logo on signage during Advisory Board meeting
- Branding on the Advisory Board page on the website
- Opportunity for one-on-one meetings with Advisory Board members

Registration Sponsor

- Exclusive branding of onsite registration desks
- Branding banners within registration area
- Logo on visitor and VIP registration form, and automated emails
- Logo on all participants badges
- All attendees must go through registration

PLATINUM

Enhance your visibility by selecting one of the following add-on packages:

Badge & Lanyard Sponsor

- Limited physical lanyards and printed badges issued onsite (approx. 4000)
- Branded lanyards
- Branded name tag (physical and digital)
- All attendees will be issued a name badge

Conference Sponsor

- Physical branding of the Conference stage
- A 45-minute speaking slot (including Q&A)
- Expert help from our content team in preparing, curating and delivering your content and presentation
- Your logo, brand name, stand number and presentation on the digital screen
- A listing and details of your content in the show guide and on the website
- Video at conference screens between sessions

VIP Lounge Sponsor

- Physical branding within the VIP lounge
- Logo on all VIP invitations, communication and signage
- Dedicated mailshot to confirmed VIP's attending the event
- May provide a VIP gift for distribution (sponsor to provide gifts)
- May suggest clients or stakeholders to receive VIP passes to the event

PACKAGE OVERVIEW

GOLD

Enhance your visibility by selecting one of the following add-on packages:

Headline Sector Sponsor

- Identified sponsor logo on website and preview guide
- Highlighted stand onsite
- 100-word content block in the preview guide in your zone's section
- Your logo featured on the zone directional signage
- 2 x floor tiles directing visitors to your stand in your zone's area
- 2 x social media posts
- Special feature in the monthly newsletter about your company, product innovations, and industry insights relevant to our audience

Networking Event Sponsor

- Logo on all invitations and communication
- Dedicated mailshot
- May erect own branding for the function

Hosted Buyers Lounge Sponsor

- Logo branding at Hosted Buyers lounge in the venue
- May provide gifts for hosted buyers
- Logo to appear on invitations to Hosted Buyer Lounge attendees
- Logo on the hosted buyer recruitment page of the website

Feature Sponsor

- Your logo, brand name, stand number and presentation on the digital screen
- Logo on the awards submission page of the website
- Logo on all communication and marketing collateral

Logo on Show Bags

- Extensive brand recognition online and onsite
- Sponsor to produce and provide the bags for all three days of the event
- Bags will be placed at each of the entrances for visitors to collect

PACKAGE OVERVIEW

SILVER

Enhance your visibility by selecting one of the following add-on packages:

Conference Sponsor

- A 30-minute speaking slot (including Q&A)
- Expert help from our content team in preparing, curating and delivering your content and presentation
- Your logo, brand name, stand number and presentation on the digital screen
- A listing and details of your content in the show guide and on the website

Frangrance Sponsor

- Extensive brand recognition online and onsite
- Product placement at the registration area and conference areas
- Gifts to the speakers/seat drop
- VIP lounge placement

Food Truck/Catering Area Sponsor

- Sponsor logo will be incorporated into the design of the show catering area
- Branded napkins and menu cards
- Sponsor can provide t-shirts for staff to wear
- QR codes on tables/ped

Flyer

- Flyers - seat drops at conference seats
- Flyers - distribution/handout by staff

Logo on staff t-shirts

- Co-branded company branding on all onsite support staff t-shirts
- Identified sponsor logo on website

BESPOKE EXPOSURE OPPORTUNITIES



SIDE EVENT

Opportunity to host your own function, briefing or demo.

Tailored packages available according to your requirements.

Hosted side events will be advertised on all show agendas, website and in pre-event marketing.

Sponsor may invite their own clients to the event.

Note: Price dependent of function to be quoted.

VENUE BRANDING OPPORTUNITIES

GLASS BRANDING



SEE-THROUGH GLASS STICKER VIP LOUNGE (TOP)



VENUE BRANDING OPPORTUNITIES

FOYER BRANDING



Quantity: 7

Size: 26.7mW x 4.9mH

EXIT BANNER



Quantity: 3

Size: multiple sizes available

PILLAR BRANDING



Quantity: 52

Size: 80cm + 90cmW x 4.65cmH &
122cm + 80cmW x 4.65cmH

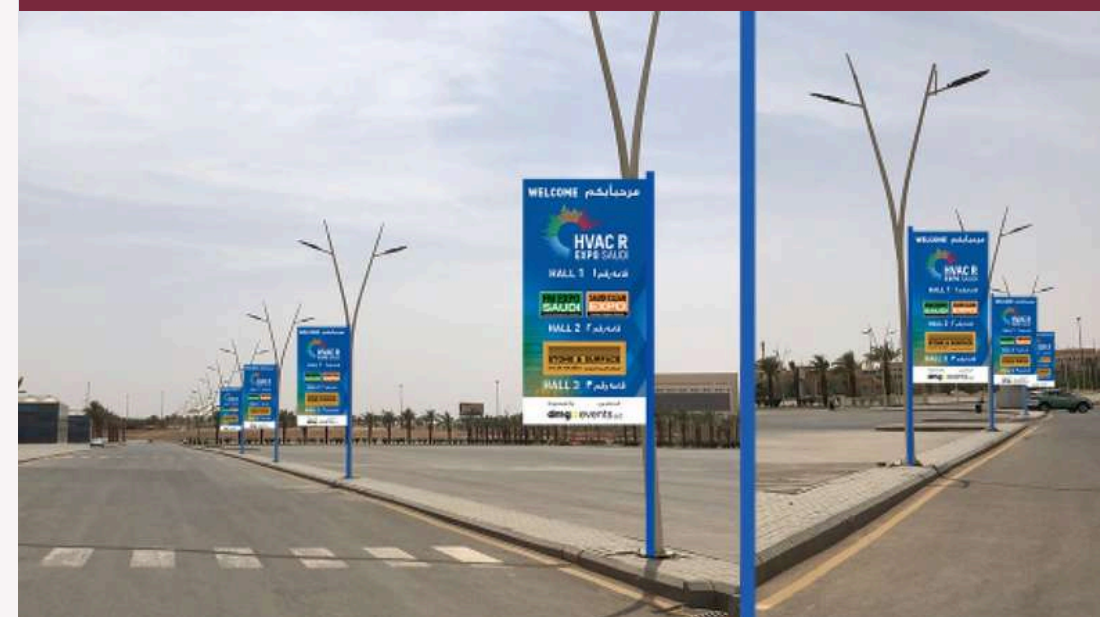
VENUE BRANDING OPPORTUNITIES

OUTDOOR FLAGS



Quantity: 40
Size: 1mW x 3mH

LAMP POST FLAGS



Quantity: 12
Size: 1mW x 2mH

FREESTANDING BOARDS



Size: 2mW x 2mH

VENUE BRANDING OPPORTUNITIES

OUTDOOR FLAGS



Quantity: 8

Size: 1m x 1m x 1m

LAMP POST FLAGS



Quantity: 8

Size: 1.5mW x 3mH

FREESTANDING BOARDS



Quantity: 8

Size: 1.5mW x 2mH

VENUE BRANDING OPPORTUNITIES

TOTEM SCREEN



Size: 1mW x 2mH

INDOOR FOREX BRANDING



Quantity: 24
Size: 1.2mW x 1.8mH

FLOOR TILES



Size: 1.5mW x 1.5mH

VENUE BRANDING OPPORTUNITIES

INDOOR BANNER - BACK OF HALL



Quantity: 8

Size: 14mW X 3mH

HANGING CUBE - 5 SIDED



Size: 1.5m x 1.5m x 1.5m

HANGING BANNER - DOUBLE SIDED



Size: 2mW x 3mH & 5mW x 3mH

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Join the conversation!



WANT TO KNOW MORE? LET'S TALK!

Lighting Design & Technology Expo offers a range of bespoke packages that work with your budget and your business goals. Whether you're looking to increase brand awareness, generate quality leads or position yourself as an industry thought leader, we've got the goods to engage you with and convert your target customer pre-show, on-site and post-show.

Tell us your goals, and together we'll devise a tailored strategy to help you make them happen!

T: +971 4 438 0355

E: sales@lightingdesign-techexpo.com

W: www.lightingdesign-techexpo.com