



20 MAY 2026, SLS EXPO, RFECC, RIYADH

**Media Pack 2026**

[www.thesetawards.com](http://www.thesetawards.com)



# Introduction

**SET Awards**  
**20 May 2026**  
**SLS Expo, RFECC**  
**Riyadh**

From the curators of TPiMEA, TPi and MONDO-DR Magazines, we are delighted to present our latest event for the entertainment technology industry, **The Saudi Entertainment Technology Awards**.

**The SET Awards** aims to celebrate and promote projects with the best use of technology across live events and entertainment installations within the Kingdom of Saudi Arabia.

**The SET Awards** have 14 categories, including: Large Scale Festival, Sporting Event, Celebration Ceremony, Theme Park, Hotel, and Immersive Experience. Two categories are reserved to support sustainability initiatives within Saudi Arabia, while the Rising Star category is designed to promote Saudi Nationals who have immersed themselves in the entertainment industry, nominated by their peers based on their skill and work ethic.

## DATES FOR YOUR DIARY

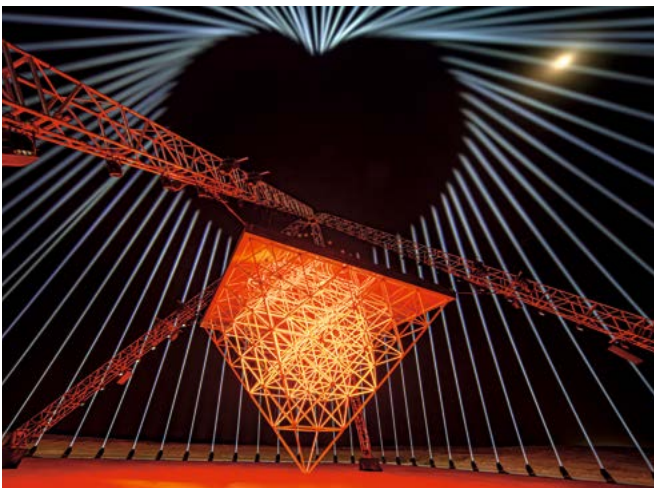
**Entries Open: Wednesday 28 January**

**Entries Close: Wednesday 25 March**

**Shortlist Announced: Wednesday 22 April**

**Event Date: Wednesday 20 May**

For more information contact:  
[f.begaj@mondiale.co.uk](mailto:f.begaj@mondiale.co.uk)  
[www.thesetawards.com](http://www.thesetawards.com)



AXION, Noor Riyadh



Epicon Hotel, NEOM (render)



# Categories

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- Celebration Ceremony
- Conference
- Large Scale Festival
- Small Scale Festival
- Sporting Event
- Hotel
- Immersive Experience
- Museum
- Performance Venue
- Retail & Leisure
- Studio
- Theme Park & Attraction
- Rising Star  
*Sponsored by The Event Verse*
- The Green Award

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SIRO Olaya Riyadh (render)



Trayam, NEOM (render)



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# Sponsorship

All prices quoted are in GBP

## Headline Sponsorship: £15,000

Premium Sponsorship opportunity providing maximum exposure & visibility with unparalleled advantages and elevated branding

Company logo worked into the main SET Awards logo

Company logo on all presented awards trophies

Company logo on onsite branding for opening content, throughout the awards presentation and post awards networking

Headline branding on all marketing pre, during and post show, including emails, social media channels, print and digital

Personal campaign around the awards including 1 x pre awards print advert, 1 x pre awards eblast & social media posts and Double page spread in the digital awards supplement

## Networking Refreshment Sponsorship: £8,000

Company logo on the second tier of sponsors guaranteeing extensive exposure on all marketing, pre, during and post-show, including emails, social media channels, print and digital.

Company logo on onsite branding for opening content and post awards networking  
Branded collateral for the refreshments and networking, including but not limited to drink coasters and napkins

Full Page in the digital awards supplement

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## Category Sponsorship: £5,000

Company logo on the second tier of sponsors with guaranteed brand exposure on all marketing, pre, during and post-show, including emails, social media channels, print and digital

Company logo on onsite branding for opening content

Company logo on sponsored category content

Company name on the sponsored trophy

Company representative to announce the winner and present the trophy

Half page advert in the digital awards supplement

## Supporter Sponsorship: £2,000

Company logo on the third tier of sponsors with brand exposure on all marketing, pre, during and post-show, including emails, social media channels, print and digital

Company logo on onsite branding

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Trojena, NEOM (render)



MDLBEAST



# SLS Expo

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Riyadh

Your central hub for the audiovisual event technology industry.

- 8,000-plus visitors
- 100-plus speakers
- 500-plus exhibitors
- 2 summits

Embarking on its fourth edition in the vibrant city of Riyadh, Saudi Arabia, **SLS Expo** is set to unfold alongside its flagship event, the Saudi Entertainment and Amusement (SEA) Expo. This dynamic occasion stands as a truly international gathering, spotlighting cutting-edge innovations driving the evolution of a flourishing market – all conveniently housed in a single venue.

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The meticulously crafted event ensures that every aspect finds its place, offering you the chance to forge valuable connections and elevate your business to unprecedented levels. Immerse yourself in the world of professional light and sound, leaving your indelible mark on the industry.



SLS Expo, RFECC



# 2025 Winners

The first edition of the **SET Awards 2025** accepted projects that had been completed in the years, 2023, 2024 and up to March 2025. The winner of each category was announced at the Awards Ceremony which was held on 20 May at **Saudi Light & Sound Expo**, Riyadh Front Exhibition & Conference Center.

For more information on the **SET Awards 2026** please contact Justin Gawne at [j.gawne@mondiale.co.uk](mailto:j.gawne@mondiale.co.uk) or Fran Begaj at [f.begaj@mondiale.co.uk](mailto:f.begaj@mondiale.co.uk).

## CELEBRATION CEREMONY

### WINNER

RCRC Founding Day  
Celebration

## CONFERENCE

### WINNER

New Global Sport Conference  
ESports Awards 2024

## LARGE SCALE FESTIVAL

*Sponsored by Rock-It Cargo*

### WINNER

MDLBEAST Soundstorm

## SMALL SCALE FESTIVAL

*Sponsored by Saudi Light & Sound Expo*

### WINNER

A Thousand And One

## SPORTING EVENT

### WINNER

Longines Global Champions  
Tour Final 2024

## HOTEL

### WINNER

Four Seasons Riyadh

## IMMERSIVE EXPERIENCE

*Sponsored by Tazweed*

### WINNER

KSA Pavilion EXPO 2025

## MUSEUM

*Sponsored by BeWunder*

### WINNER

King Fahad Cultural Center  
(KFCC)

## PERFORMANCE VENUE

*Sponsored by Shure in association with NMK*

### WINNER

Onyx Arena

## RETAIL & LEISURE

*Sponsored by Tazweed*

### WINNER

Solitaire Mall

## STUDIO

### WINNER

NES Studio

## THEME PARK & ATTRACTION

*Sponsored by Saudi Light & Sound Expo*

### WINNER

Harry Potter:  
A Riyadh Season Adventure

## RISING STAR

### WINNER

Mutasim Ibrahim

## THE GREEN AWARD

### WINNER

The Red Sea Film Festival 2024



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