




SLS

SAUDI LIGHT & SOUND

expo

28-30 MAY 2023 RICEC, RIYADH

**TRANSFORMING THE ENTERTAINMENT
SECTOR IN SAUDI ARABIA**

 www.saudilightandsoundexpo.com

 sales@saudilightandsoundexpo.com

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 first and most essential trade event for professional lighting, live events, sound equipment and installation in Saudi Arabia.

WHY CHOOSE SAUDI LIGHT & SOUND (SLS) EXPO TO ENTER SAUDI ARABIA?

The Saudi Arabian government has stated its ambitions of becoming one of the **top-ten entertainment destinations in the world** to win back a share of the **US\$20 billion** that Saudi Arabian nationals spend on the overseas sector each year.

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 ambitious 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 all-time 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. SLS Expo offers a stage where people can stop, look and listen to the latest developments and illuminating innovations. A meeting destination where deals will be done, business relationships are formed, and the cutting-edge technology is uncovered.

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This show has bridged the gap between world-renowned AV brands and companies currently present in the ME and GCC market from one side and the Saudi market, which is in need of the brands' presence for local growth.

KEVIN BOUJIKIAN

General Manager, Provision AVL
Exhibitor - SLS Expo 2022

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WHY NOW?

Saudi Arabia has welcomed more than 46 million visitors attending entertainment, cultural and sporting events over the last 5 years.

The number of entertainment venues has increased from 154 in 2017 to 277 in 2020.

The number of visitable national heritage sites has increased from 241 in 2017 to 354 in 2019.

Source: Vision2030.gov.sa
READ MORE >

Saudi Arabia is expected to spend more in the next 10 years than it has done in the past 300 years.

Crown Prince Mohammed bin Salman says the local private sector will invest 5 trillion riyals (\$1.3 trillion) between now and 2030 as part of a new programme to help diversify the economy.

Source: Alarabiya.net
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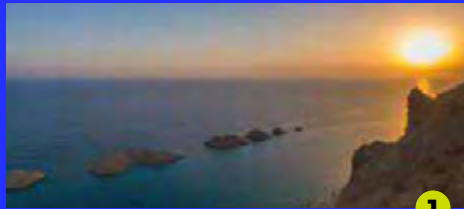
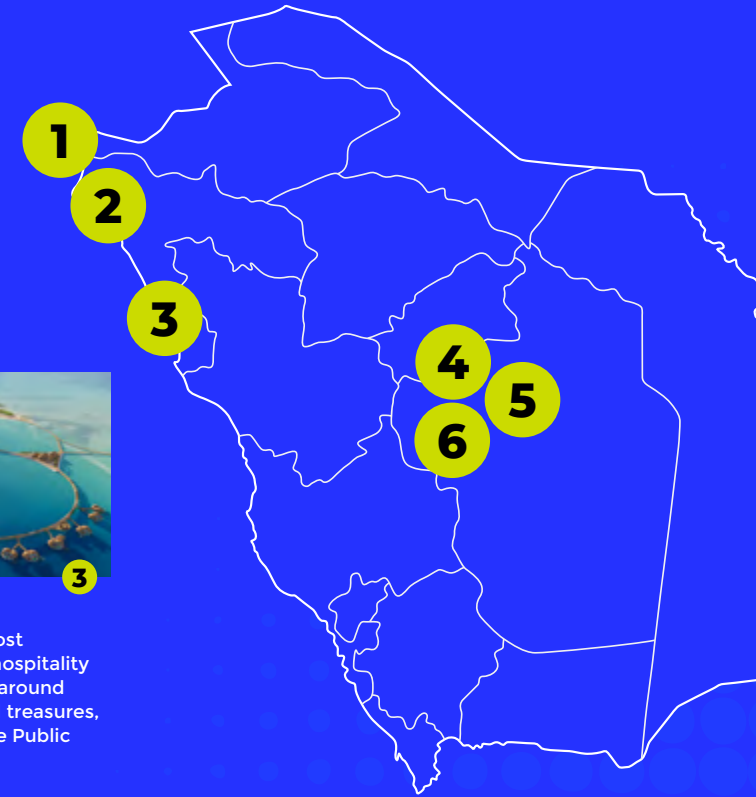
Tourism spending in Saudi Arabia to surpass UAE in 2025

Inbound tourism spending in Saudi Arabia is projected to hit US\$33.5 billion by 2025, higher than the figure for the UAE which stands at \$25.3 billion according to a report from Euromonitor International. It says tourism spending this year for the Middle East will rise by 40%, adding that inbound tourism spending would return to pre-pandemic levels by 2024.

Source: HotelierMiddleEast.com
READ MORE >



OPPORTUNITIES THAT LIE AHEAD FOR YOU



1

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.



2

JEDDAH CENTRAL PROJECT

Jeddah Central Project will provide an exceptional environment within which residents, workers and visitors can live, work and thrive. The project will include four landmarks - an opera House, museum, sports stadium and oceanarium.



3

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.



4

TROJENA

Trojena is part of the country's \$500-billion high-tech mega-city Neom. Trojena will host the Winter Season, lake Season and Adventure Season which will consist of 9 months of sporting events, art exhibitions, music and cultural festivals.



5

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.



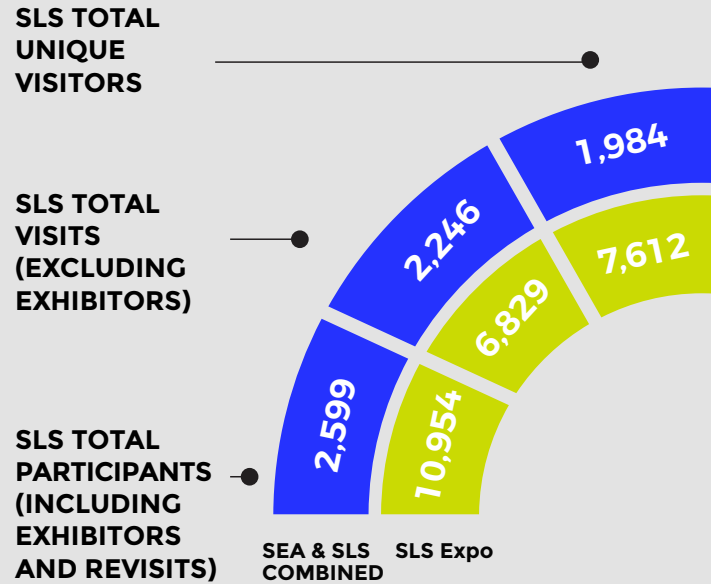
6

QIDDIYA PROJECT

Qiddiya, a Public Investment Fund project, is set to become the capital of entertainment, sports and arts. It will be a disruptive destination that offers innovative, immersive, and unparalleled experiences, all integrated on a scale never been seen before.

YOUR GATEWAY TO A HIGH-SPENDING NICHE AUDIENCE

2022 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



THE POWER OF ONLINE PRESENCE



A SNAPSHOT OF MEDIA COVERAGE

KEY MEDIA COVERAGE ONSITE



CNBC TV



MEKKAH
NEWSPAPER

ARAB NEWS

ARAB NEWS
NEWSPAPER

ASHARQ AL-AWSAT

ALSHARQ AL-AWSAT
NEWSPAPER



MIX FM RADIO

العربية
alarabiya

AL ARABIA TV



AL EKH BARIYA TV

الرياض

AL RIYADH
NEWSPAPER

21
MEDIA ATTENDED

OVER
65M
ESTIMATED
COVERAGE REACH

OVER
\$500K
PR VALUE



DIRECT ACCESS TO DECISION MAKERS OF 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.

3 million+
VISITORS

3,000+
EVENTS & ACTIVITIES



A PARTNERSHIP THAT LIGHTS UP

Saudi Light and Sound (SLS) Expo is co-located with Saudi Entertainment & 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 7,000 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.

“

The 4th edition of the SEA Expo trade show exceeded all expectations. High level, decision makers from all the major players in the entertainment industry make this a must attend show in the trade show calendar. The SEA is truly the biggest and best when it comes to the entertainment industry in the entire MENA region.

ROBERT CIRJAK

Founder/CEO

Wibit Sports GmbH

Exhibitor - SEA Expo 2020, 2021 and 2022

”



WHAT TO EXPECT AT SLS & SEA EXPO 2023



10,000 Visitors



350 Exhibitors



2x Summits



Live Features

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

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

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

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



Venuetech is glad to be a part of this rare and exclusive event for the key entrepreneurs in the region to share their experiences, lessons learned, and growth strategies. We were able to showcase our strengths and the powerful brands that we represent. We are thankful for the event management team behind SLS Expo 2022. All in all, the event was a great success and we connected with many potential leads during the event. We plan to be back for SLS Expo 2023!

ISMAT ASSAFIRI

Systems Architect & Audio Specialist, Venuetech LLC



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WHICH SECTORS WILL BE EXHIBITING?

- Pro Lighting
- Pro Audio
- Live Events
- Stage Technology & Trussing
- Laser Technology & Effects
- Projection & Display
- Virtual, Augmented & Mixed Reality
- Digital Signage
- Education Technology
- Content Creation
- Residential
- Security



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	US\$ 409 per sqm
Shell Scheme	US\$ 459 per sqm
Upgraded Shell Scheme (wood)	US\$ 489 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



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

2 Create and reinforce leadership in the Saudi Arabian market.

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

4 Launch new products, initiatives and segments

5 Open new market opportunities especially geographically

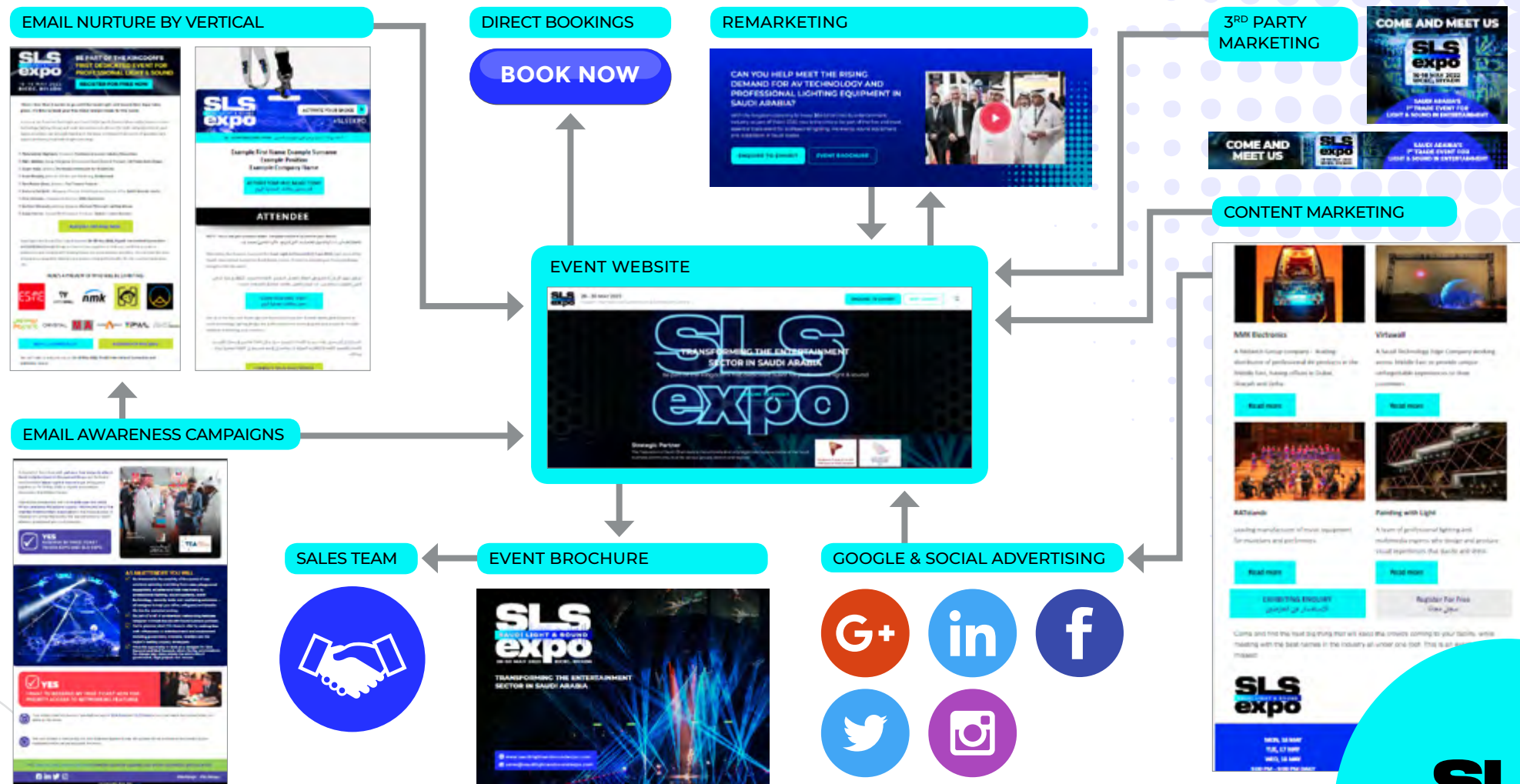
6 Market, prospect, sell

7 Establish partnerships and collaborations

8 leverage from our extensive marketing campaign

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



AN EXPERIENCED ORGANIZER YOU CAN TRUST

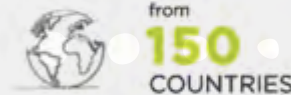
dmg :: events

Headquartered in Dubai, UAE since 1989 with operations in Saudi Arabia, Egypt, Singapore, Canada, South Africa and the UK, dmg events is an international exhibitions and publishing company. We attract more than 425,000 visitors to our portfolio of 84 exhibitions each year.

We have expanded our operations to achieve impressive growth in emerging and mature markets by the strategic acquisition of complementary businesses and by geocloning our flagship events, where we adapt our core event brands to work across new countries and cultures.

Our 300 member team nurture professional communities for diverse industries including Construction, Energy, Coatings, Transport, Hospitality & Interiors. Our events are a focal point, supported by conferences, certified workshops, technical seminars and industry publications.

Through all of this work our aim is simple. We want to accelerate business through face-to-face events, which is why we work so hard to bring people together, creating opportunities for them to network, learn and do business.



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

Say hello to the team to find out more:



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