

# SLS

SAUDI LIGHT & SOUND

# expo

16-18 MAY 2022 RIYADH, KSA

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# 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**.

One thing all these ambitious projects have in common is a demand for **professional**

**light & 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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# 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*  
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## **Saudi Arabia 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 new programme to help diversify the economy.

*Source: Alarabiya.net*  
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## **Tourism spending in Saudi Arabian 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 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*  
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# OPPORTUNITIES THAT LIE AHEAD FOR YOU



1

## NEOM CITY

This mega project worth USD500 billion, will have a new megacity on the Red Sea near Saudi Arabia's northeast border with Egypt and Jordan and cover an area about thirty-three times the size of New York City. The first phase is expected to be completed by 2025.



2

## AMAALA

Dubbed the 'Riviera of the Middle East', the development will consist of 2,500 hotel rooms and 700 private residential villas along with a retail area with 200 outlets. The 3,000 square kilometre development, which will be spread across the three sites, will have its own airport and target luxury travellers and entertainment and leisure facilities and is expected to be completed in 2028.



3

## RED SEA DEVELOPMENT

This mega project encompasses an archipelago of more than 90 pristine islands, miles of sweeping desert and dramatic landscapes that include volcanoes, and canyons. It has been designed with a strong focus on heritage, culture and conservation and will provide 8,000 new hotel rooms once completed.



4

## 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.



5

## KING SALMAN PARK

At four times the size of New York City's Central Park, Riyadh's King Salman Park will stretch over a 13.4 square kilometre area and will include a sports complexes and 12,000 residential units, 16 hotels with 2,300 rooms, a food and retail area stretching over a 500,000 square metre area and libraries.



6

## AL-QIDDIYA ENTERTAINMENT CITY

The launch of an entertainment city almost as big as Las Vegas located southwest of Riyadh, is a major development that will include theme parks, resorts, hotels and residential units. The first phase of the 334-sq.km City is due to open to the public in 2022.

# 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 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

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# A PARTNERSHIP THAT LIGHTS UP

## SLS Expo is co-located with SEA Expo

SLS Expo will be co-located with Saudi Entertainment & Amusement (SEA) Expo. Having grown for 3 consecutive editions, even through a global pandemic – there has been an increasing demand to offer a separate event purely for the professional light and sound market.

**Audience:** SEA Expo brings over 7,000 venue owners and senior decision

makers through it's doors each year – guaranteeing the volume of credible audience coming to SLS Expo, despite it's launch status.

**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 2022**



**10,000 Visitors**



**300 Exhibitors**



**2x Summits**



**Live Features**

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# SETTING THE STAGE: INTRODUCING THE SLS SUMMIT

The first edition of SLS Expo will also feature the first SLS Summit – destined to be 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

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

cities of entertainment, the Kingdom is on the roller coaster journey to advance as a global tourism destination.

The first SLS Summit will gather 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. This guarantees the event will attract the right people in the room for this very first edition.

**For sponsorship opportunities associated with the SLS Summit: [sales@saudilightandsoundexpo.com](mailto:sales@saudilightandsoundexpo.com)**



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# 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



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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 a 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

## BE A LAUNCH PARTNER

This is an event created to meet demand, it offers an unrivalled opportunity to give your company direct access to a hard to reach and lucrative market.

We thank every partner who is committed to work with us in the launch edition, to thank all SLS Expo launch event participants, the additional benefits will be offered to year 1 exhibitors & sponsors:

**- US\$ 25 off per sqm costs for 2022**

**Deadline for the discounted participation: 31st December 2021**

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](mailto:sales@saudilightandsoundexpo.com)

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# AN EXPERIENCED ORGANIZER YOU CAN TRUST

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 geo-cloning 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.



# PUTTING YOUR SAFETY FIRST



## COVID-19 PROTOCOL

At dmg events, our commitment to delivering exceptional live in-person events that support economic growth and recovery, will be reinforced by a four-point framework designed to protect our colleagues, exhibitors, visitors, delegates and contractors.

Our programme of enhanced measures will ensure the health and wellbeing of our participants is prioritized and provide reassurances to all who visit our events, that they are in a safe environment.

In collaboration with leading industry associations (AEO - Association of Event Organizers, UFI - The Global Association of the Event Industry and AAXO - The Association

of African Exhibition Organisers), the dmg events All Secure framework provides a detailed set of enhanced health and safety measures that are practical, effective and widely considered to be best practice for the events industry.

These guidelines will work in conjunction with advice from Public Health Authorities and venues to ensure our events are operating in accordance with local rules as well as meeting international standards.

We are eagerly anticipating welcoming you back, as we continue to keep businesses informed and connected, creating vibrant marketplaces and accelerate their business through face-to-face events.



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

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