

SLS SAUDI LIGHT & SOUND expo TOPLINE REPORT 2022

TRANSFORMING THE ENTERTAINMENT SECTOR IN SAUDI ARABIA

Saudi Light and Sound (SLS) Expo co-located with Saudi Entertainment and Amusement (SEA) Expo took place from 16 - 18 May 2022, at the Riyadh International Convention and Exhibition Centre.

The two shows benefited from excellent crossover audiences, ensuring packed aisles of relevant customers throughout the three days at the largest gathering of the entertainment, leisure and pro light and sound industries in the region.

EVENTS AT A GLANCE



181
EXHIBITORS



41
EXHIBITORS



62
SPEAKERS



314
VIPs

“

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

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THE SLS SUMMIT

The SLS Summit is a major influencing conversation that contributes to evolving Saudi Arabia into a global powerhouse of entertainment. 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 and amusement industry.

The SLS Summit gathered some of the most eminent leaders from the sector to share experiences and provided insight on how the region's most successful game-changers are tackling the current situation, and where they foresee potential business opportunities.



WATCH: SLS EXPO EVENT HIGHLIGHTS

NEW DATES 28 - 30 MAY 2023
RIYADH INTERNATIONAL CONVENTION AND EXHIBITION CENTRE

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STAND NOW**

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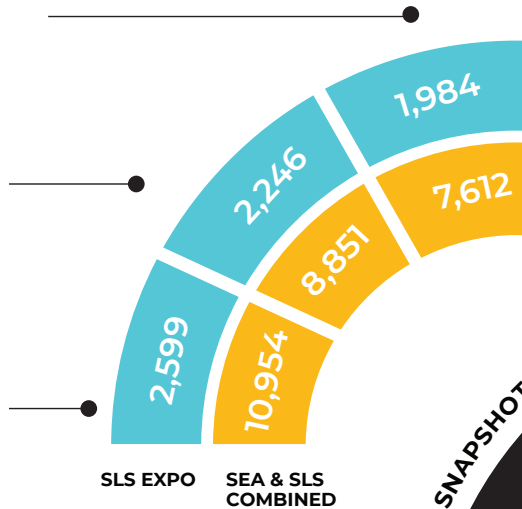
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ATTENDEE VOLUME BREAKDOWN SEA EXPO AND SLS EXPO

SLS TOTAL
UNIQUE
VISITORS

SLS TOTAL
VISITS
(EXCLUDING
EXHIBITORS)

SLS TOTAL
PARTICIPANTS
(INCLUDING
EXHIBITORS
AND REVISITS)



TOP THREE REASONS VISITORS ATTENDED



TO EXPLORE
NEWLY-LAUNCHED PRODUCTS
AND INNOVATIONS



TO MEET AND NETWORK
WITH OTHER INDUSTRY
PROFESSIONALS



TO IDENTIFY
NEW POTENTIAL
SUPPLIERS



“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 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 2023!

Ismat Assafiri
Systems Architect & Audio Specialist
Venuetech LLC



THE POWER OF ONLINE PRESENCE



580,117

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37,553

Website Users



91,943

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