

prolight+sound

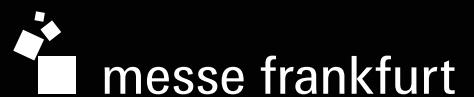
GUANGZHOU

10 – 13.5.2018

Area A, China Import and Export Fair Complex

www.prolightsound-guangzhou.com

Let's master it.





Build the blocks for your success in China's pro AV and lighting market

Huge prospects for the flourishing pro AV market

The global pro AV market is projected to expand rapidly from USD 178 billion in 2016 to USD 230 billion by 2022*. The major drivers of this growth include the transition from projections to displays, the rising control and lighting of integrated building systems, and the incorporation of cloud computing and SaaS in the pro AV industry. China, the country with the second largest market share in the global AV industry, will undoubtedly benefit from this thriving market.

Government initiatives stimulate numerous opportunities

China's 13th Five-Year Plan – a blueprint for the nation's development from 2016 – 2020, is decisive in strengthening the entertainment industry. As part of its proposal to enhance the technological edge of the cultural sector, the government has pledged to increase investment in applications and research and development purposes in the areas of audio, video, lighting, visual effects and artificial intelligent displays. In addition, the convergence of information technologies and the cultural industry is emphasised through promoting **digitisation, internet connectivity and smart technologies**.

*Source: InfoComm International 2017 AV Industry Outlook and Trends Analysis (IOTA)

Join us to gain unrivalled access to the growing Chinese market!

Let's master the evolving technological landscape

Prolight + Sound Guangzhou 2018 explores the possibilities of technological convergence

As the pro AV and IT industry continues to undergo a significant shift that is driven by technological convergence, integrated solutions applied in audio, lighting, KTV, communication and conferencing have become the mainstream. Numerous technology verticals, including artificial intelligence, Internet of Things (IoT), systems engineering, system integration, automation & control, convergent technology and media control will also make bigger inroads into the entertainment industry.

Staying at the forefront of the industry, Prolight + Sound Guangzhou (PLSG18) will continue to gravitate towards these market trends and illuminate enormous opportunities for your business. Capitalise on this industry shift by demonstrating your innovative solutions here!



Total Solutions



Put your business at the forefront of booming markets

Unique entertainment experience

Karaoke and home theatres

As more and more consumers pursue a personalised entertainment experience both at home and outdoors, the demand for multi-functional karaoke rooms and mini theatres is growing at a staggering rate. The Chinese karaoke market is expected to grow rapidly to RMB 7.01 billion (USD 1.045 billion) in 2018, an increase of 120.4% from last year.¹ In addition, it is projected that around 10,000 new mini theatres will be built in China in the coming three years.²

To help exhibitors capture the astounding growth across both residential and commercial entertainment markets, the special zone "Theatre K. Pub" will return with an innovative showcase of customised installations, high quality karaoke systems, home theatres and karaoke kiosks.

“ Apart from Chinese customers, we also met with a lot of visitors from Southeast Asia here. The advantageous geographical location of Guangzhou, coupled with the satisfying flow of customers, make us feel that the show is the right place for us. We are confident about the karaoke market in China and it represents a lot of business opportunities for our company.”

Ms Jixin Wang,
Director of Overseas Sales
Department, BIK Co Ltd,
Japan

Go live, go connected

Communication & conferencing

To further promote the spread of information, the Chinese government adjusted its "National Informationisation Development Strategy" in 2016 to include more specific guidelines on disseminating information resources widely and cost effectively. Since then, many local government agencies, educational institutions and enterprises have placed a stronger emphasis on cost optimisation, convenience and clarity in the transmission of real-time data and information through conference systems and networks.

PLSG18 will feature a whole array of conference systems, networks, as well as AV and communication systems that incorporate these changing industry requirements, enabling you to keep abreast of the latest industry advancements.

“ The visitor flow is excellent. As we get to see our existing clients here, PLSG has become an annual gathering platform for us. We also met with professional customers from the performance, conference and integration sectors who were very impressed with our event technologies and products.”

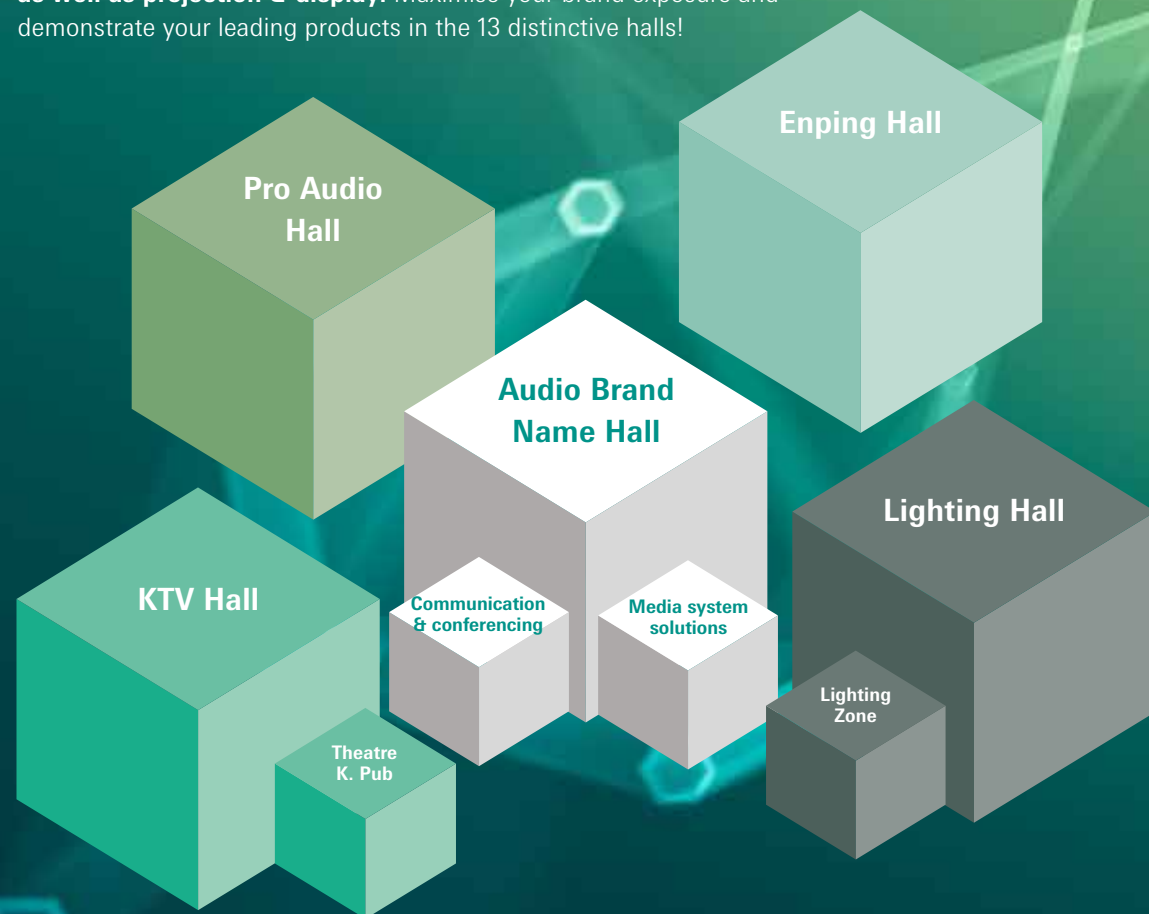
Mr Weijian Zhou
Director of Marketing
Department, MIPRO,
Taiwan



Source:
1. China's offline mini KTV analysis report 2017
2. China Micro Cinema / K Theatre Industry Summit 2016

Connecting the entire supply chain

PLSG18 will continue to uphold its position as a comprehensive industry platform through featuring a whole spectrum of products from the sectors of **pro audio, lighting, stage equipment, KTV, parts & accessories, communication & conferencing, as well as projection & display**. Maximise your brand exposure and demonstrate your leading products in the 13 distinctive halls!



“Joining PLSG marks our first and important step to China as it enables us to explore its diverse market. As one of the biggest shows in the world, this is the right platform for us to promote our products to the Chinese audience. This is a very organised and professionally managed show.”

**Ms Gabriela König, CEO,
König & Meyer
GmbH & Co. KG,
Germany**



Meet with the right visitors to maximise your gains

PLSG18 continues to build on its attendance figures year on year! The last edition concluded with an overall attendance of **73,986** visitors from **100** countries and regions, representing an **8.1%** surge from 2016. With a diverse audience from every corner of the world, this is the ideal business platform for you to meet your targeted clients.

To further enhance business matching opportunities, high-calibre buyers with full purchasing authority from prestigious industry associations and organisations will be invited through the Club PRO Membership Programme and Overseas Buyer Programme. Join us to meet over **1,700** professional buyers who are invited through these programmes!

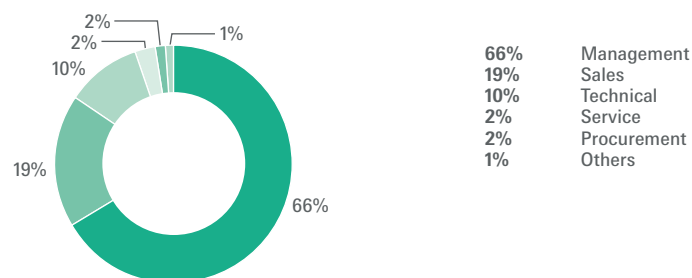
Multiply your networks and expertise

PLSG18 continues to make full use of its extensive partner networks to host technology-oriented sessions that keep participants informed of the latest market trends. The four-day event features an exhaustive list of training courses, seminars and live demonstrations for you to gain cutting edge knowledge from numerous industry veterans.

2017 visitors by business nature

Business nature	Percentage
Pro audio and lighting distributors	83%
Pro audio and lighting contractors / rental companies	5%
Pro audio and lighting manufacturers	5%
Performance groups	4%
Media	1%
Theatres / stadiums / clubs / opera houses	0.9%
Trade associations / government	0.4%
TV or radio stations / studios	0.3%
Hotels / shopping malls / parks / real estates	0.3%
Institutes / R&D centres / academies	0.1%

2017 visitors by job function



Show dates

10 – 13 May 2018

Venue

Area A, China Import & Export Fair Complex

Booth types


- Package stand (minimum 9 sqm with basic furniture and electricity)
- Raw space (minimum 36 sqm, space only)

Organisers

- Messe Frankfurt
- Guangdong International Science & Technology Exhibition Company (STE)

Stay connected all year round



Prolight and Sound China | 



www.prolightsound-guangzhou.com

Contact

Messe Frankfurt (HK) Ltd

Ms Leanne Yee

Tel: +852 2238 9931

Email: plsgz@hongkong.messefrankfurt.com

Messe Frankfurt (Shanghai) Co Ltd

Mr Red Ke

Tel: +86 21 6160 8551

Email: plsgz@china.messefrankfurt.com

Guangdong International Science & Technology Exhibition Company (STE)

Tel: +86 20 8360 4329

Email: sound@ste.cn