

Press

Prolight + Sound Guangzhou
Guangzhou International Professional Light and Sound Exhibition
Area A, China Import & Export Fair Complex
Guangzhou, China, 10 – 13 May 2018

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Gloria Tai
Tel. +852 2230 9230
gloria.tai@
hongkong.messefrankfurt.com
www.messefrankfurt.com
www.prolightsound-guangzhou.com

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Prolight + Sound Guangzhou 2018 gala dinner concluded with success

Strategic co-operation presents new frontiers for the pro audio, lighting and broadcasting sectors

Extensive support from industry associations stimulates dialogue and information exchange

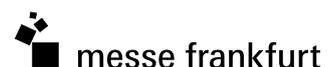
The Prolight + Sound Guangzhou 2018 gala dinner was held on 18 January at the Westin Pazhou Hotel in Guangzhou, as a token of appreciation for the unwavering support of industry peers to the show's upcoming 16th edition. Around 500 guests including exhibitors, association representatives and media gathered to learn about the new developments of the show. The event also provided an invaluable opportunity for guests to inquire about the distinctive product categories and complete list of exhibiting brands at the show.

This year, the fair continues to expand in scale, reaching 130,000 sqm of exhibition space across 13 halls and the Y-Channel in Area A of the China Import and Export Fair Complex, Guangzhou. Besides the signature Audio Brand Name Halls, Pro Audio Halls, Lighting Halls, KTV Hall and Enping Microphone Hall, Prolight + Sound Guangzhou will also highlight technological convergence in the pro AV and IT sectors. This will be demonstrated by a showcase of cutting-edge solutions in audio, lighting, communication, conferencing and KTV in Halls 2.2 and 5.2. The 2018 edition is expected to accommodate over 1,250 exhibitors and 75,000 visitors to explore new dimensions in the cultural and entertainment industry.

Strategic co-operation presents new frontiers for the pro audio, lighting and broadcasting sectors

To promote cross-industry collaboration between the pro audio, lighting and broadcasting sectors, the "Guangzhou International Radio, Film & Television Exhibition and 4K Television Technology Exhibition" will debut

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong



concurrently with Prolight + Sound Guangzhou in Area B of Hall 12.2. This inaugural event will unveil advanced HDTV equipment and technologies for 4K, 8K and HDR. The synergy created by both shows will generate strong impetus for the entire 4K technology supply chain, hence benefitting film and television companies, transmission solution providers, equipment manufacturers, image signal processors and integrators.

Ms Judy Cheung, Deputy General Manager for Messe Frankfurt (Shanghai) Co Ltd, is pleased with the benefits brought about by the strategic co-operation: "This is a significant milestone for our show in expanding our product range and reaching a broader spectrum of customers. As the organiser, we endeavour to foster an environment conducive to the thriving development of the pro audio, lighting and broadcasting industries. The collaboration will not only offer cross-industry opportunities for our peers, but also help bring together the sectors for entertainment equipment, content production and network transmission."

Extensive support from industry associations stimulates dialogue and information exchange

In addition to a comprehensive showcase and prestigious line-up of participating brands, Prolight + Sound Guangzhou strives to improve the quality and internationality of its fringe programme to keep the audience ahead of the curve in event safety management, live event planning and applications in audio equipment. To this end, the show will continue to work with its vast network of industry associations worldwide to feature high quality seminars and buyer delegations. New partnerships with leading associations in this edition include:

- Entertainment Equipment & Digital Communications Technology Association (EEDCTA), Taiwan
- Event Safety Alliance, the USA
- Taiwan Electrical and Electronic Manufacturers' Association (TEEMA), Taiwan
- The German Tonmeister Association (VDT), Germany

With over 30 enlightening seminars, conferences and demonstration sessions, industry peers can gain an insider look into the fast-moving entertainment and broadcasting industry. Further details of the fringe events will be announced in upcoming press releases.

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE). For more details and information about the show, please visit www.prolightsound-guangzhou.com or email plsgz@hongkong.messefrankfurt.com.

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Other shows under the Prolight + Sound brand include:

Prolight + Sound

10 – 13 April 2018, Frankfurt

Prolight + Sound NAMM Russia

13 – 15 September 2018, Moscow

Prolight + Sound Middle East

23 – 25 September 2018, Dubai

Prolight + Sound Shanghai

10 – 13 October 2018, Shanghai

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

* preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de