

Press release

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Prolight + Sound Guangzhou reveals 2020 roadmap at annual gala dinner

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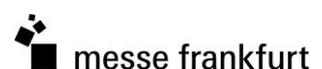
As a long-standing tradition and a token of gratitude, the night of 16 December was reserved for the Prolight + Sound Guangzhou (PLSG) annual gala dinner. About 600 exhibitors, supporting associations and media were cordially invited to the Westin Pazhou Hotel in Guangzhou to connect and enjoy the evening together. The organisers took the opportunity to announce the ground plan of the 16 halls and the highlights of this year's fair, and also to go into detail about the 'First International 3D Visual Lighting Competition' that will take place during the show.

The 2020 edition will be held from 19 to 22 February, with over 1,560 exhibitors gathering at Area A & B of the China Import and Export Fair Complex in Guangzhou. The show scale will expand to a record-breaking 160,000 sqm, which is a 23% increase compared to last year. The fact that this year's edition is expecting no less than 85,000 visitors, was another reason celebrate during the annual PLSG gala dinner.

The organisers recapped that since 2018, the show has leaned more towards technological convergence and system integration, striving to become an even more comprehensive pro AV platform. They also pointed out that during the upcoming edition, PLSG will encompass five direct and vertical market sectors: entertainment, building, commercial, cultural and tourism, and education. There will be an elaborate product offer, ranging from audio, communication and conferencing, digital media, KTV, media systems and solutions to professional lighting, projection and stage technology.

PLSG continuously monitors government initiatives and industry trends. With 'Tech meets Culture' as the highlight of this year's fair and the support of the 'International Organisation of Scenographers, Theatre Architects and Technicians' (OISTAT) and the 'Shenzhen Digital Creative and Multimedia Industry Association', the new Digital Media Lab at Area B will showcase a strong integration of technology and culture, offering an immersive multimedia experience to the PLSG audience. The annual gala dinner was the perfect occasion to announce that the show will also organise the 'First International 3D Visual Lighting Competition' for international professionals from the performing art, digital art, cultural, tourism and landscape sectors. This event aims to give industry

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stakeholders - from amateurs to professionals - the opportunity to showcase their work to the public. The preliminary selection contest will be held during the fair. The audience will be able to vote for its favourite contestants and the selected pieces will enter the final contest in Shenzhen on 25 – 31 March, 2020. The organisers expect the competition to add an extra dimension to the visitor experience at PLSG.

Apart from the enhanced show content, PLSG will also boost its fringe programme with a carefully selected string of events that responds to the trends and developments driving the industry. Fringe programme events will include:

- Intensive Course for Audio Professionals: Live Sound Reinforcement
- Overview of AoIP Networking Technologies
- Next Level for Prolight + Sound: Media Systems and Solutions
- Next Level for Prolight + Sound: Real Time Communication
- Event Safety and Management: Design and Planning
- Light Beyond Lighting

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

Other shows under the Prolight + Sound brand include:

Prolight + Sound

31 March – 3 April 2020, Frankfurt

Prolight + Sound NAMM Russia

17 – 19 September 2020, Moscow

Prolight + Sound Middle East

24 – 26 January 2021, Dubai

Prolight + Sound Shanghai

28 – 30 October 2020, Shanghai

Press information and photographic material:

<https://prolight-sound-guangzhou.hk.messefrankfurt.com/guangzhou/en/press.html>

Social media:

Facebook: Prolight and Sound China

LinkedIn: Prolight and Sound China

Wechat: @prolight-sound

Background information on Messe Frankfurt

Prolight + Sound Guangzhou
Guangzhou, 19 – 22 February 2020

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* preliminary figures 2019