

Press release

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Prolight + Sound Guangzhou to leverage its fringe events and online platforms to support industry recovery

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PLSG20_PR7_EN

The weeks are counting down before the rescheduled 2020 edition of Prolight + Sound Guangzhou (PLSG) opens its doors from 21 – 24 August. Following a challenging start to the year, industry stakeholders are searching for new channels to stimulate their businesses. With this in mind, the organisers of PLSG have been exploring novel ways of bringing the industry together, both offline and online.

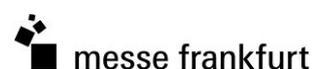
In the run up to the rescheduled event, the organisers have implemented a series of virtual tools that will deliver added business value for suppliers and buyers, whilst also supporting networking. This includes an exhibitor search function on the fair website, extensive promotions on social platforms, and a matchmaking service to facilitate onsite business meetings between exhibitors and visitors both before and during the fair.

Once the fair commences, a variety of fringe events will be held concurrently, highlighting new industry technologies and product development, while also addressing the challenges and opportunities resulting from technological convergence and digitalisation. For the first time, the organisers will be livestreaming the PLSG Annual Training Courses on their local social media platform, helping to unite, uplift and build the entertainment community amid this challenging and unprecedented time.

Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd commented on current industry trends: "Online resources have become a more important part of today's working practices, and they have even changed our lifestyle. The growing demand for online streaming and education over recent months has underlined the importance that intelligent communication systems and platforms are playing in the business world. To be more digitally engaged, Prolight + Sound Guangzhou will offer multiple online channels that provide business utility to anyone across the globe with an internet connection. We hope that the entertainment, media and AV industry will take full advantage of these tools to hasten a quick recovery."

With only two months remaining before the show opens its doors, industry stakeholders are looking forward to getting back to business.

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Mr Randell Greenlee, Director of Commerce and International Affairs of VPLT (The German Entertainment Technology Association) welcomes the new dates for the 18th edition of the Prolight + Sound Guangzhou. "The show in August will provide a chance for the event industry to reboot after the crisis. As one of the most influential trade fairs for professional lighting, audio, stage performance and system integration solutions in China, Prolight + Sound Guangzhou has always been the best place in the region to see the latest innovations and solutions for our industry. Since entertainment technology is the backbone of the event industry, it is only fitting that this show be one of the first to return to the international trade fair schedule."

In addition to being a renowned technological showcase, industry professionals hold PLSG in high regard for its programme of educational fringe events. With full support from global industry associations, the 2020 programme will focus on industry concepts related to digitalisation, system integration and future technologies.

Some highlights include:

PLSG Annual Training Course

Industry experts will share their expertise to help industry players respond to current trends and developments.

Topics include:

1. The Future of Professional Audio and Lighting: Networking Technologies

- Overview of AoIP Networking Technologies
- Dante Certification Training and System Application
- Light Beyond Lighting
- Next Level for Prolight + Sound: Media Systems and Solutions

2. Event Safety Workshop: Safety Planning & Management for Reopening Live Events

Outdoor Line Array

Stage structures and loudspeaker systems will be demonstrated at the outdoor areas of 1.0 and 4.0, providing an impression of how the equipment can be effectively deployed in outdoor settings.

Carving Art Exhibition by Jianshui Yang

Visitors will have the opportunity to enjoy the artwork of Mr Jianshui Yang, a well-known consultant of the Guangdong Association of Stage Art with over 50 years' experience in the art industry. He has been the stage art designer and lighting designer for more than 100 plays and has contributed to numerous carving art pieces.

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.

Prolight + Sound Guangzhou
Guangzhou, 21 – 24 August 2020

Other shows under the Prolight + Sound brand include:

Prolight + Sound Shanghai

28 – 31 October 2020, Shanghai

Prolight + Sound Middle East

24 – 26 January 2021, Dubai

Prolight + Sound

13 – 16 April 2021, Frankfurt

Prolight + Sound NAMM Russia

16 – 18 September 2021, Moscow

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

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With just under 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com