

Press Release

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## Prolight + Sound Guangzhou 2021 to spotlight “Tech meets culture” among its 15 thematic halls

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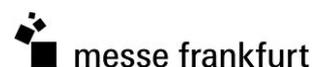
**The pro AV and entertainment fraternity is eagerly awaiting the 19th edition of Prolight + Sound Guangzhou (PLSG), which returns to areas A & B of the China Import and Export Complex from 16 – 19 May. With less than four months remaining before it opens its doors, exhibitor participation has exceeded expectations. The 2021 fair is set to surpass the scale of past editions, with 15 thematic halls spanning 150,000 sqm. Among many highlights on the show floor will be the “Tech meets culture” concept, which will take centre stage in hall 12.2.**

Technology continues to transform the pro AV and entertainment industry and is having a strong influence on the cultural sector. Ms Judy Cheung, Deputy General Manager, Messe Frankfurt (HK) Ltd, explains: “The application of more advanced AV equipment and technology in spaces such as museums, tourist attractions and concert halls is driving new audience engagement and creating fresh avenues for business. This has naturally become an area of focus for system integrators as well as equipment suppliers, and in recent years Prolight + Sound Guangzhou has positioned itself as an ideal place to keep pace with the relevant technologies. Through the dedicated area in hall 12.2 we aim to encourage closer collaboration between cultural and technology players.”

An extensive product array in hall 12.2 will be supplemented by on stage demonstrations of new formats in light, sound and visuals, delivering the highest levels of AV experiences to audience members. With a wealth of expertise in the fields of concert, audio and stage technology, Showplus Technology (Beijing) Co Ltd, a leading system integrations and collaboration technologies company, will demonstrate how to combine stage designs and exhibitor equipment for optimal effects and performances, even in a limited venue space.

Apart from stage tech demonstrations, Visual Jockey, an online media giant in China, will join hands with PLSG to provide visitors with an interactive multimedia display showcasing new media technologies. The company will also provide detailed analysis of the on-stage performances and equipment setups and share information on the latest industry techniques through a

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tailored seminar. Visual Jockey's industry influence, network and reputation in new media technology, performance and installation will attract a wider scope of visitors to PLSG, including more event organisers, system integrators and installers.

PLSG is the annual meeting place for face to face interactions and new business opportunities, and is an important platform for professionals to understand market trends in China. Among the companies that have already declared their participation are industry leaders such as Arttoo, BBS, BMB, Bose, D&B Audiotechnik, DMT, DJ Power, Eagle Truss, EZ Pro, Fidek, Fine Art, Fiontu, Gonsin, Haimej, Harman International, Hikvision, Long Join Group, Mode, PCI, SAE, SE Audiotechnik, Sennheiser, Showven, Shure, Soundking, Star-net, Taiden, Thudestone, Tricolor, Viashow, Yamaha, Yes Tech, Zhonghui and many more.

### **Topical industry issues covered at fringe programme**

With technological convergence continuing to be a hot topic in China, the signature PLSG Annual Training Course is enriching its coverage of the entertainment, live event production and commercial fields. The course aims to provide a comprehensive and high quality education platform for professionals, associations and media to explore the latest technologies, development trends and marketing strategies. Industry peers will be able to learn more about practical applications of the "Tech meets culture" concept through seminars, panel discussions and product demonstrations.

Topics that will be covered include:

- Professional Audio
- Media Systems and Solutions
- Communication and Conferencing
- Professional Lighting and Visual Art Design Technology
- Stage Equipment and Live Event Production

The PLSG Annual Training Course is now recruiting speakers specialised in the above fields to share their knowledge and research findings. Further information on becoming a speaker can be found at [https://prolight-sound-guangzhou.hk.messefrankfurt.com/guangzhou/en/programme-events/PLSG21\\_call\\_for\\_speaker.html](https://prolight-sound-guangzhou.hk.messefrankfurt.com/guangzhou/en/programme-events/PLSG21_call_for_speaker.html)

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE). The organisers will closely monitor the pandemic situation and will strictly follow the local government's protection guidelines. For more details about the show, visit [www.prolightsound-guangzhou.com](http://www.prolightsound-guangzhou.com) or email [plsgz@hongkong.messefrankfurt.com](mailto:plsgz@hongkong.messefrankfurt.com).

Other shows under the Prolight + Sound brand include:

#### **Prolight + Sound NAMM Russia**

16 – 18 September 2021, Moscow

#### **Prolight + Sound Shanghai**

Autumn 2021, Shanghai

## **Prolight + Sound**

26 – 29 April 2022, Frankfurt

## **Prolight + Sound Middle East**

September 2022, Dubai

### **Press information and photographic material:**

<https://prolight-sound-quangzhou.hk.messefrankfurt.com/quangzhou/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. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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](http://www.messefrankfurt.com)

\* preliminary figures 2020