

广州国际专业灯光、 音响展览会

Beyond lighting
and sound

视听无界 智造未来

www.prolightsound-guangzhou.com

prolight+sound
GUANGZHOU

27 – 30.5.2025

Areas A, B & D, China Import & Export
Fair complex

中国进出口商品交易会展馆A、B及D区

**Digital
Services**

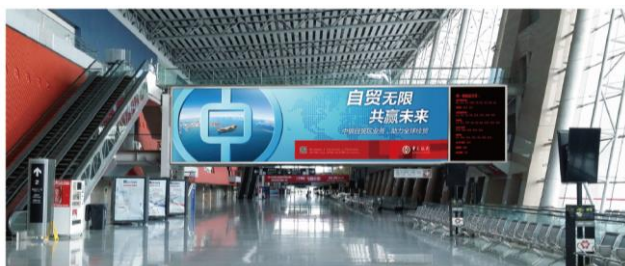
Digital exposure – LED banners at the exhibition hall

LED01 – LED04: LED banners at the exhibition hall

LED01: Area A Pearl River Promenade corridor LED

RMB 71,500 (15 seconds)

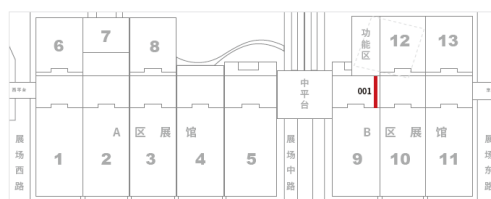
Size: 15m (W) x 4.8m (H)



LED02: Area B Pearl River Promenade corridor LED

RMB 71,500 (15 seconds)

Size: 15m (W) x 4.8m (H)



LED03: Area A main entrance indoor LED

RMB 27,500 (15 seconds)

Size: 9m (W) x 2.8m (H)



LED04: Area B main entrance indoor LED

RMB 27,500 (15 seconds)

Size: 9m (W) x 3m (H)



Please contact us:
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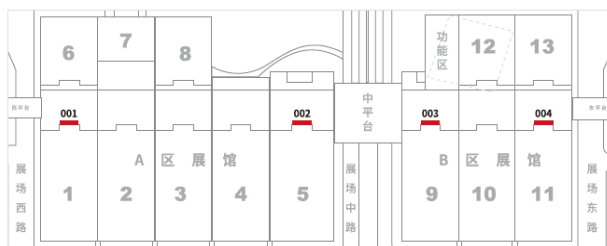
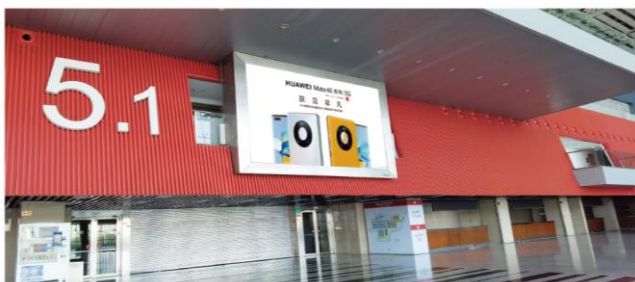
Digital exposure – LED banners at the exhibition hall

LED05 – LED07: LED banners at the exhibition hall

LED05: Area A & B Pearl River Promenade LED at south

RMB 8,800 / piece (15 seconds)

Size: Area A 001: 5.85m (W) x 3.29m (H)
Area A 002: 5.6m (W) x 3.17m (H)
Area B 003 & 004: 5.76m (W) x 2.88m (H)



LED06: Flyover LED banner at podium

RMB 22,000 (15 seconds)

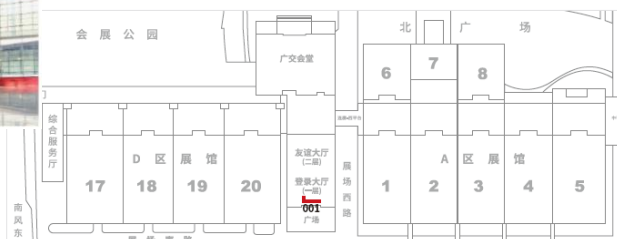
Size: 17.4m (W) x 3m (H)



LED07: Area D registration entrance indoor 3D-LED

RMB 88,000 (15 seconds)

Size: South panel – 37.8m (W) x 6.72m (H)
West panel – 11.5m (W) x 6.72m (H)



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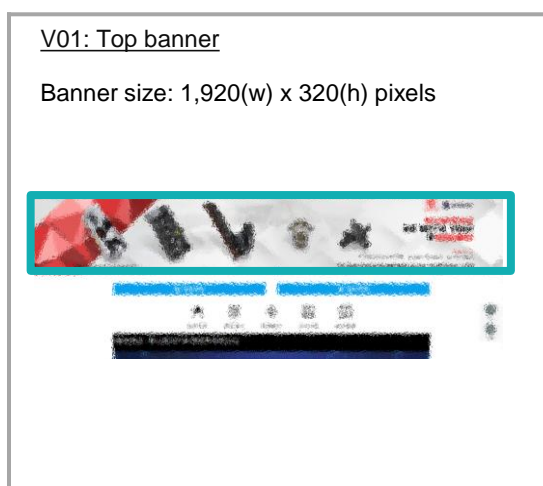
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Digital exposure – PLSG Live and Online (plsglive.com)

Whether there are conferences, in-depth interviews with industry leaders or live demonstrations, online participants can engage with onsite activities through the live channels. Users can also re-watch the videos after show. Items on plsglive.com shown as below are bundled with special packages, please contact Digital Business team in details.

V01: Top banner

An eye-catching banner is placed at the top of the platform's main page. There are maximum of five advertising spaces and the banners will be displayed as slide show. Each banner will link to a predetermined landing page.



V02: Bottom banner

It is exclusively placed prior to the Fair Organiser's contact information and offered for two exhibitors on a first-come-first-served basis. Each banner will link to a predetermined landing page.



V03: Featured videos and V04: Livestream events

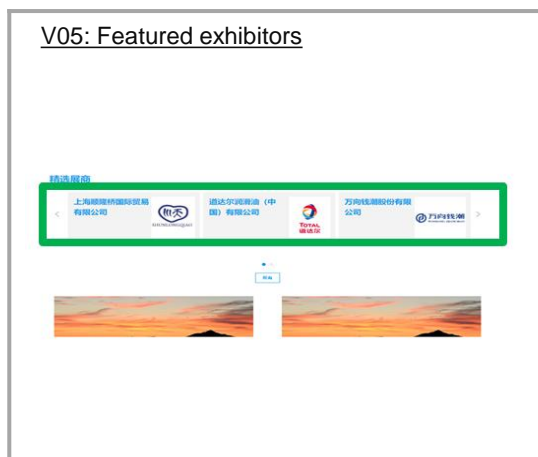
V03: Videos will be shown on rotation. You can display your corporate video or product promotional clips on that prominent space.

V04: It is fine to provide the pre-recorded video or your own livestreaming hyperlink for broadcasting.



V05: Featured exhibitors

Five logos will be shown in each row. It will link to your company page on fair's website.



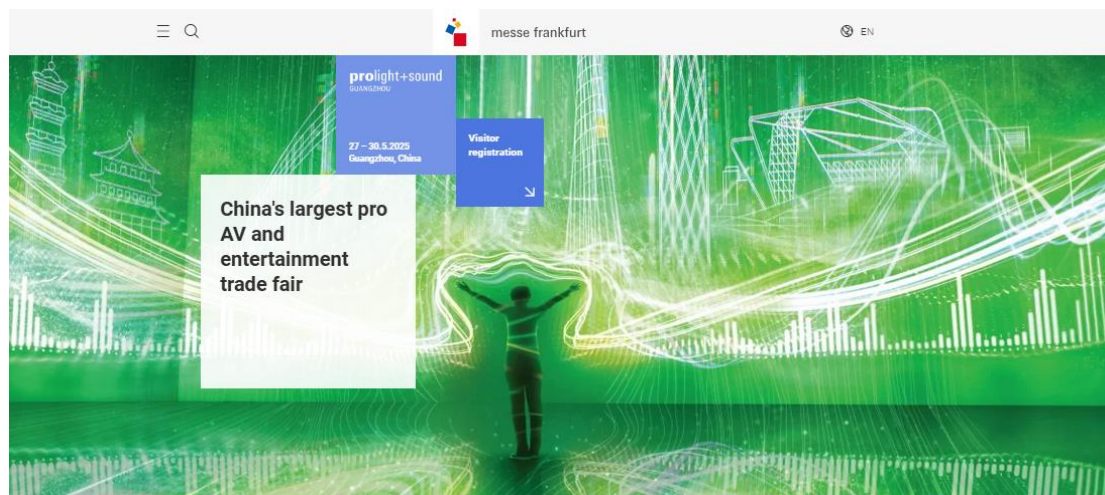
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Digital exposure – Fair’s website

D01: Online advertising banners

Show website www.prolightsound-guangzhou.com offers an exclusive spot to draw the attention from all attendees. Grab this golden advertising opportunity in no time!




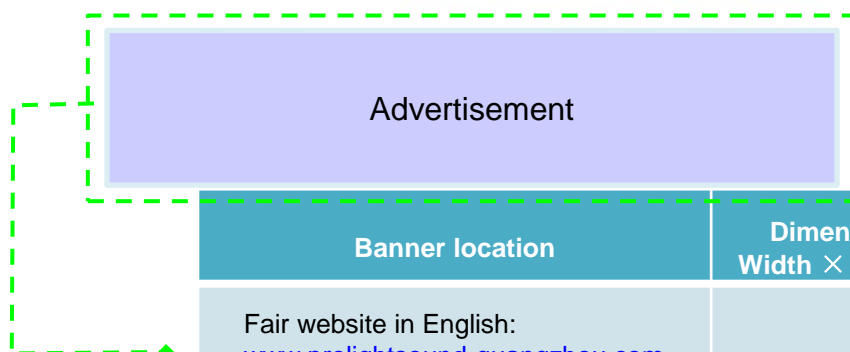
Welcome to Prolight + Sound Guangzhou

Overseas Buyer Sponsorship Programme

Get RMB 800 travel sponsorship during your visit between 27 – 29 May 2025

[PROGRAMME DETAILS](#)





Banner location	Dimension Width × Height	RMB
Fair website in English: www.prolightsound-guangzhou.com Online banner at homepage 4:1	1,140 x 285 px	6,500
Fair website in Simplified Chinese: www.prolightsound-guangzhou.com.cn Online banner at homepage	1,920 x 238 px	

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Digital exposure – online platform

D02: Logo on EDM

Advertise in EDM by showing your company logo (4-colour) with web link. EDM will be emailed to over 290,000 potential visitors before the show opens.

D02: Company logo

RMB 1,000

- Only company logo and website are needed
- Good cost performance

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Digital exposure – Official WeChat Account – Show photo album

D03 – D04: Online advertising banners at show photo album

This official WeChat account provides the latest fair information to exhibitors and audience. To facilitate more exposure of exhibitors' brands and products via WeChat, two online banners of show photo album at prominent positions are offered which can draw high attention to the audience.



Online banner in the splash screen of show photo album



Online banner in the main page of show photo album



Official WeChat Account

	Banner location	Dimension Width × Height	Price (RMB)
D03	Online banner in the splash screen of show photo album – 3 seconds	1,242 x 2,209 px	20,000
D04	Online banner in the main page of show photo album – 3 seconds	4,417 x 2,074 px	10,000

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Digital exposure – Lead generation

D05: Targeted lead generation

(a) Cost per Delivery – Cross-exhibition exposure

The exhibitor's brand and products will be promoted to the target visitors through our networks (emails / SMS). A contact request form can be included to convert data into contacts. Charges are based on the delivery volume.

(b) Cost per Visitor – In-show promotion model

Promote the exhibitor's brand and products using our official marketing networks, which include telemarketing, e-DM, and SMS, to target potential buyers in the Prolight + Sound visitor database. Charges depend on data volume.

(a) Cost per Delivery – Cross-exhibition exposure	(b) Cost per Visitor – In-show promotion model
Basic plan: RMB 2,500 (Original price RMB 5,000)	Basic plan: RMB 2,500 (Original price RMB 5,000)
Additional delivery: RMB 500 per 1,000 extra deliveries	Additional delivery: RMB 5 per extra data
<p>The basic plan includes 5,000 domestic deliveries within Mainland China. For overseas deliveries, please contact us.</p> <p>Insert contact request form: RMB 500, free of charge for now.</p> <p>Delivery channels*:</p> <ul style="list-style-type: none"> ✉ e-DM ✉ SMS <p>*The basic plan includes one delivery option; additional channels require further discussion.</p> <p>The promotion seeks to increase traffic to exhibitors' websites and social media. Any collection of personal information or meeting invitations will require further discussion.</p>	<p>The basic plan provides 500 visitor data from the organiser. Maximum of 1,000 visitors per product category and under 5,000 total data promotions.</p> <p>Promotion channels (including all of the following):</p> <ul style="list-style-type: none"> 👤 Telemarketing x 1 ✉ e-DM x 1 ✉ SMS x 2 <p>Promotion targets encourage buyers to visit the exhibitor's booth. A report will be provided after the campaign to show the number of show-ups among the promotion data.</p>

Application form 2025

Item			Price (RMB)	Qty
LED01	Area A Pearl River Promenade corridor LED		71,500	
LED02	Area B Pearl River Promenade corridor LED		71,500	
LED03	Area A main entrance indoor LED		27,500	
LED04	Area B main entrance indoor LED		27,500	
LED05	Area A & B Pearl River Promenade LED at south / piece		8,800	
LED06	Flyover LED banner at podium		22,000	
LED07	Area D registration entrance indoor 3D-LED		88,000	
V01	Top banner		Please contact the organiser for details	
V02	Bottom banner			
V03	Featured videos			
V04	Livestream events			
V05	Featured exhibitors			
D01	Online banner at Fair’s website		6,500	
D02	Logo on EDM	Per edition	1,000	
D03	Official WeChat Account	Online banner in the splash screen of show photo album	20,000	
D04	Official WeChat Account	Online banner in the main page of show photo album	10,000	
D05	Targeted lead generation	(a) Cost per Delivery: first 5,000 domestic deliveries. Delivery channel (please choose one): <input type="checkbox"/> e-DM <input type="checkbox"/> SMS	2,500	
		Cost per Delivery: additional delivery (per 1,000 delivery)	500	
		(b) Cost per Visitor: first 500 delivery points	2,500	
		Cost per Visitor: additional delivery (per each data set)	5	
Total				

Application form 2025

We hereby accept the Terms & Conditions and sign below

Company name (English) : _____

Company name (Chinese) : _____

Contact person : _____ Booth No. : _____

Tel / Cell phone : _____ Fax : _____ E-mail : _____

Signature (with company stamp) : _____ Date : _____

Terms & Conditions:

1. Subject to and conditional upon all sums due and payable by each exhibitor having been fully settled. Search, Information and Link Add-Ons are only available upon purchase of an upgraded media package.
2. Application for acceptance as a member at the platform must submit a completed and signed application form with company stamp.
3. Full payment should be rendered upon receipt of the invoice, the remittance should be faxed / e-mailed to the Organiser.
4. Orders without payment or have not submitted remittance will not be processed.
5. Reservation of advertising space will be arranged on a 'first come first served' basis.
6. The Organiser is not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
7. Late arrival will be liable for omission of the advertisement and the cost paid will not be refunded.
8. If the exhibitor withdraws his application for whatever reason, after payment received by Organiser, any subscription fee paid will be forfeited.
9. Exhibitors are responsible for providing the Organiser with all company logos and materials before deadline, and that all company logos and materials are subject to approval by the Organiser.
Details of specification of advertisement or all required materials will be notified to exhibitor once Organiser accepted the application.
10. The above order form must be accompanied by full payment to
Bank of China, Shanghai Branch, Nanjing Road (West) Third Sub-branch
A/C No.: 448159241206
A/C Holder: Messe Frankfurt (Shanghai) Co., Ltd
A/C - Type: US\$
Swift code: BKCHCNBJ300
11. All bank charges are borne by the exhibitor.
12. The Organiser reserves the right to decline any advertisement.
13. The exhibitor warrants that the information, logo and pictures thereof and the related publicity materials do not in any way whatsoever violate or infringe any third party's rights including trademarks, copyrights, designs, names and patents whether registered or otherwise. The descriptions and photos for fair websites transmitted by the exhibitor may not infringe the rights of third parties either. The exhibitor indemnifies Messe Frankfurt against all claims asserted by third parties in this connection. The Organiser has the right to refuse participation of members found guilty of infringement of intellectual property rights.
14. The rules and regulations are bound by the General Terms and Conditions (which are available at: www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html). Upon this signed application, clients agree to comply with both the General Terms and Conditions, as well as the terms and conditions listed on this application form.
15. The publication of exhibitor information on the event website starts with the first day of the trade fair, to which the exhibitor has registered, and ends with the exhibitor search of the next event is available.

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