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GUANGZHOU

广州国际专业灯光、音响展览会

16 – 19.5.2021

Areas A & B, China Import & Export Fair Complex

Beyond Lighting and Sound

2021 Post-show report



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PLSG21 achieved a record breaking increase in visitors and exhibitors

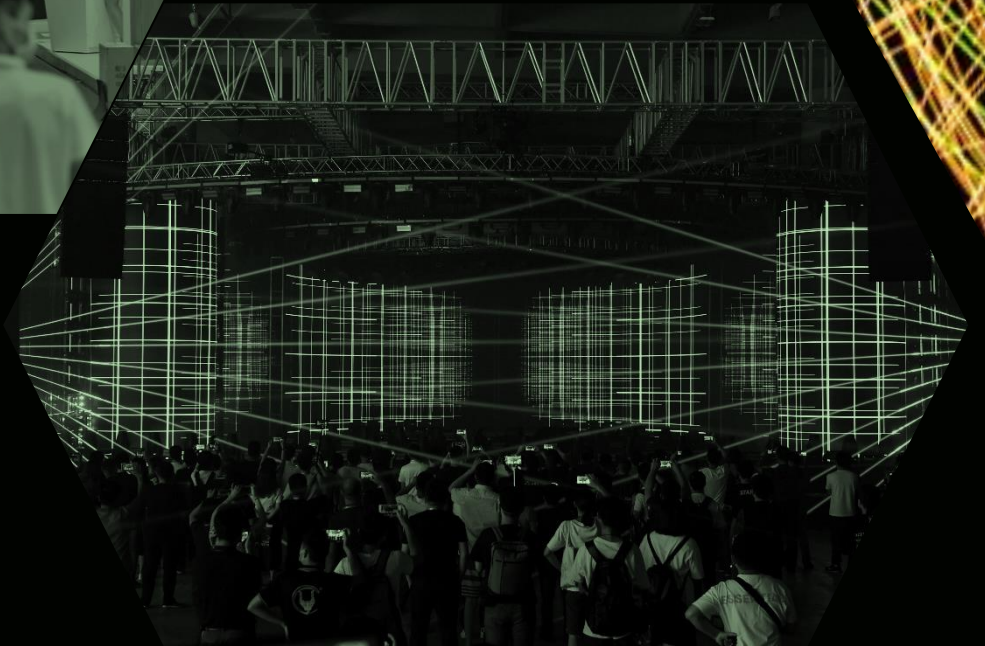
1,386 exhibitors

150,000 sqm exhibition space with **15** thematic halls

3 immersive experience zones

82,740 visitors

58 fringe events + **3** outdoor line array demonstration



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Captured market potentials with leading brands



Hear from first-time exhibitors

“As a well-known manufacturer of stage lighting equipment in China, we are making good use of PLSG to demonstrate the strengths of our brand. We believe the fair is the most influential industry platform in Guangdong and even the country. Our target customers are mainly theater groups, TV stations and some equipment rental companies, as well as local and overseas distributors. To meet their demands, we have displayed a wide range of lighting products to show our product diversity and technological prowess. Today we have met both old and new customers from all over the country, and as a result of this, many of them now have a much better understanding of our company.”

Mr Marco Chan, Marketing Manager, Golden Sea (Guangzhou Haoyang Electronic Co Ltd)

“We are the general agent of NEC’s projection products in the southern region. With cultural tourism becoming more diversified, we want to take this opportunity to connect with more lighting equipment manufacturers. The visitors we’ve met have come from everywhere in the country, not just South China. Many integrators and equipment leasing companies have visited us with clear intentions to purchase projectors. As one of the few projection brands at the exhibition, I think our first time participating at PLSG has been particularly effective when it comes to making a deeper impression on customer groups across different sectors. We are really impressed with the promotion of the fair, the show is well recognised and influential in the industry.”

Mr Dezhi Luo, General Manager, Shenzhen Liugema Information Technology Co Ltd

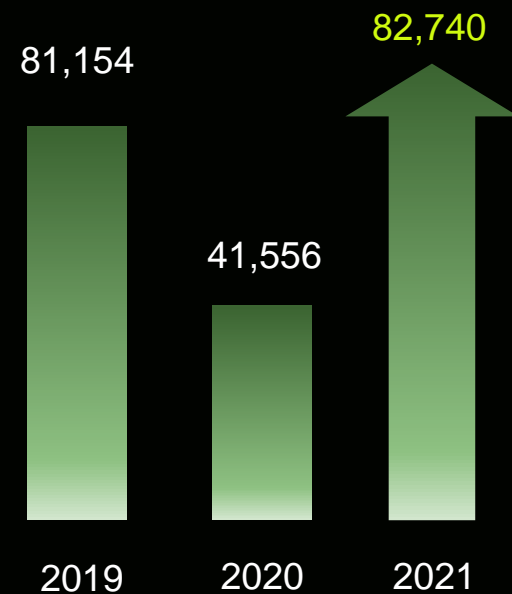


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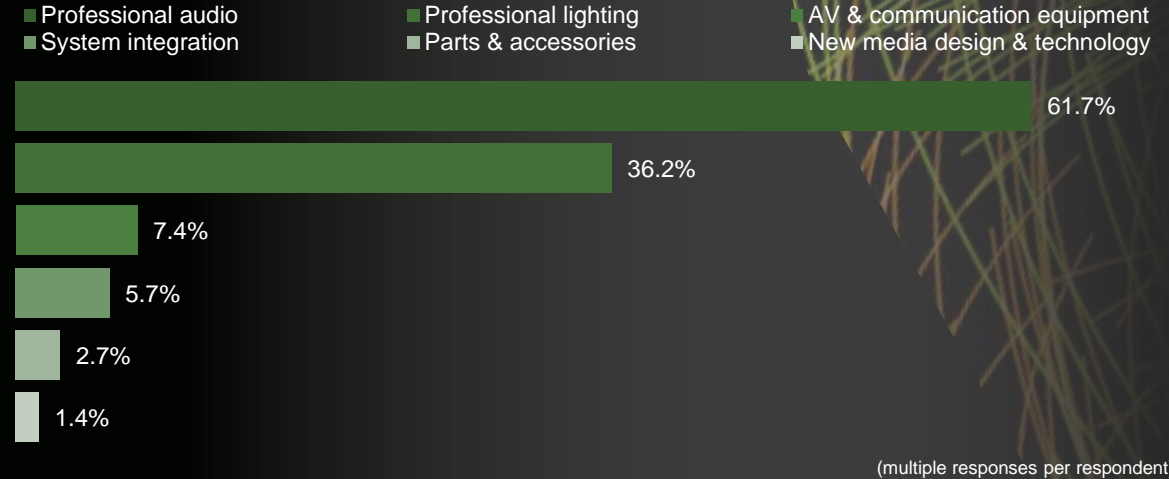
Visitor overview

99% Increase in visitors from 2020 to 2021

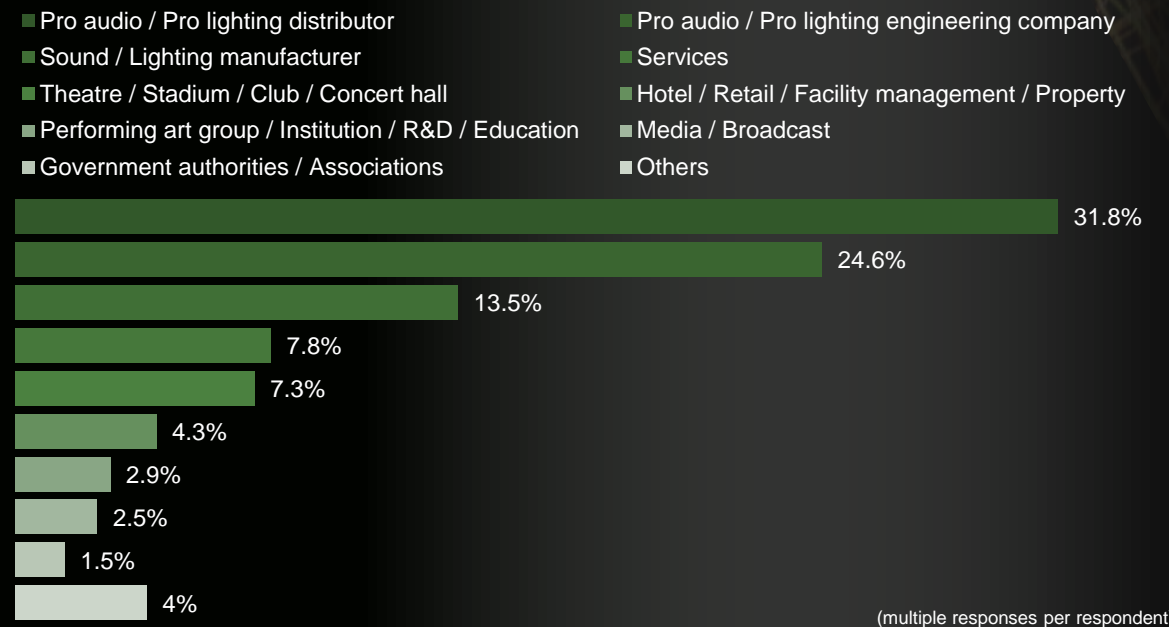


* 2021 participant survey

Visitors' main area of interest by product group*



Visitors' nature of business*

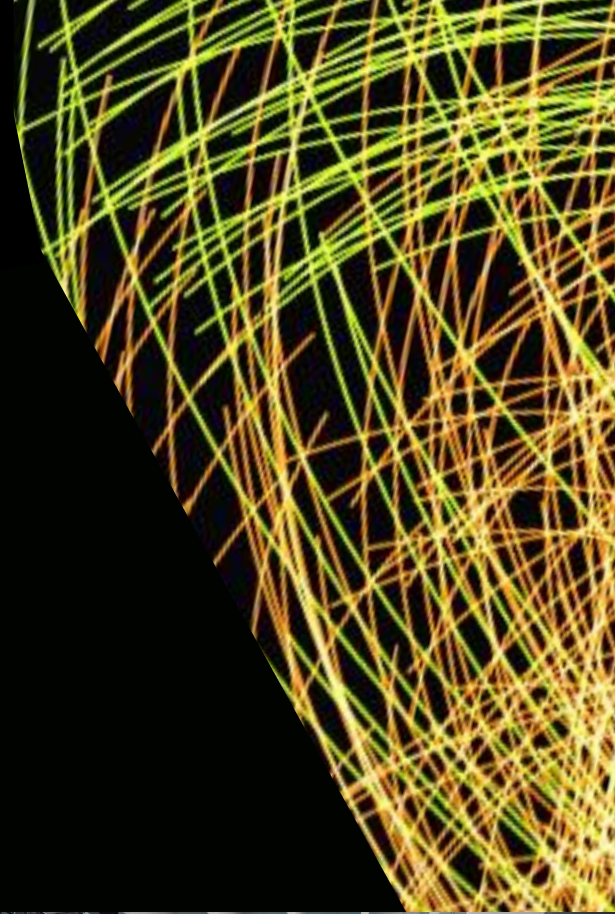


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“Tech meets culture” continued to gain attention

2021 was a year of many firsts for PLSG, with the organisers introducing three new “Immersive Experience Zones” in Halls 12.2 and 13.2 to demonstrate how lighting, sound technologies, stage machinery and digital media can be deployed in cultural and entertainment venues.



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Online + offline channels helped participants stay tuned with the industry

Both exhibitors and buyers benefitted from the newly launched “PLSG21: Live and Online” digital platform which ran in tandem with the physical fair to create business opportunities both online and at the fairground in Guangzhou. As part of the initiative, the organisers cooperated with renowned industry media HC360.com and Mega Stage to provide live coverage of the exhibition including seminars, onsite activities and interviews with company representatives.



[Review onsite moments](#)



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Fringe events received overwhelming responses

This year's fringe programme had something in store for visitors from all corners of the industry. With seminar and training themes aligned and located according to the hall arrangements, visitors could source, create business connections and learn about the latest technical trends with ease. Many new topics and applications were covered this year, including AVoIP, conferencing systems, Dante networking technology, Depence² application, lighting control, lighting design, live event planning and live sound systems, just to name a few.



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40+

Media outlets



190

Countries/regions

Messe Frankfurt
worldwide network



350,000+

Impressions

Social media campaigns
(Domestic + overseas)



165,000 views

PLSG21: Live and Online on all digital channels



LIVE

270,000+

recipients

Email marketing



130,000+

followers

Social media platforms

Year-round

Telemarketing activities



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Continued to step up the worldwide promotion



More supporting media: www.av-china.com

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Unwavering support and recognition from the industry pushed us forward



More supporting associations: China Illuminating Engineering Society: Stage, Film and TV Lighting Specialists Committee

20th

Beyond lighting and sound

See you next year!

25 – 28.2.2022

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