

Press

Prolight + Sound Shanghai
International Exhibition of Technologies and Services for Events,
Installation and Production
Shanghai New International Expo Centre
Shanghai, China, 10 – 13 October 2018

Hong Kong
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Prolight + Sound Shanghai 2018: most sought-after entertainment technologies zones to highlight Asia's growing market opportunities

Diverse Club PRO benefits stimulates rise in visitor numbers

Prolight + Sound Shanghai 2018, the leading trade fair for Asia's entertainment and event industry, will reward new and returning exhibitors and visitors with a series of highly anticipated themed product zones for recording, production, AV entertainment solutions, stage machinery and theatre technologies, as well as a whole host of tailor-made Club PRO benefits.

Held from 10 – 13 October in Shanghai, the 2018 fair is expected to host over 650 companies and brands which will utilise over 48,000 sqm of exhibition space to showcase their most in-demand entertainment products and solutions. The fair welcomed 29,604 professional visitors, ranging from manufacturers and product suppliers to distributors and end-users from around the globe in 2017.

Following an astounding response from previous editions of the show, the three product zones will once again come under the spotlight at Prolight + Sound Shanghai 2018. Each zone will showcase a wide spectrum of the latest entertainment technologies and solutions from leading international and domestic brands. The three zones for this year's show are as follows:

- **Recording and Production Zone (Hall N1)**
Demonstrating a full range of recording, audio processing and monitoring equipment
- **AV Entertainment Solution Zone (Hall N2)**
Highlighting audio products, KTV kiosks, mini theatre systems, VR and AR technologies

Messe Frankfurt (HK) Ltd
35/F China Resources Building
26 Harbour Road
Wanchai, Hong Kong

- **Stage Machinery and Theatre Technology Zone (Hall N4)**
Featuring the most innovative lighting, stage and technology products

Ms Summer Liu, Chief Operating Officer of Beijing Synthax Technology Co Ltd praised the continued zoning of exhibitors ahead of the show: “Prolight + Sound Shanghai has become more and more influential over recent years. As the Recording and Production Zone matches with our product profile, we decided to exhibit there this year to better serve our distributors and customers. I think the organiser is doing a good job in isolating interference with other products from this special zone.”

According to a statistical report from the China Audio Industry Association, in 2017, the total output value of Chinese electronic audio market was expected to be RMB 294.1 billion, up 7.3% compared to 2016¹. Together with China’s promising market conditions, the fair’s individual zones complement the market’s needs by converging the current trends and products. This also allows the show’s international visitors to delve into the Asian market much more efficiently.

Diverse Club PRO benefits stimulates rise in visitor numbers

The strong visitor figures from last year’s show (29,604, up 11.6%) reaffirmed that Prolight + Sound Shanghai has become an industry hotspot for influential decision makers in the region.

To better serve the buyers’ needs at Prolight + Sound Shanghai and its sister show in Guangzhou, the Club PRO membership is set to offer premium buyers a VIP sourcing experience. This membership connects senior management buyers in decision-making levels directly with their target exhibitors through networking and business-matching sessions. Participants also receive exclusive lounge access and other tailor-made arrangements throughout the course of the show.

The premium membership also entices high quality visitors in return, thus is well endorsed by the exhibitors. Mr Haisong Cai, General Manager of Rental Screen Department, Zhejiang Deguangxin Electronic Technology Co Ltd, applauded the good mix and quality of visitors: “We are looking for business partners such as stage contractors and event planners at Prolight + Sound Shanghai. We have a special screen display on the show floor and the overall display effect has attracted a crowd of visitors. More than 80% of them have been first-time customers.”

Prolight + Sound Shanghai is organised by Messe Frankfurt and Shanghai INTEX and is a brand event of the annual Prolight + Sound

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¹ “Analysis on Global and China Audio Market 2017”, <https://zhuanlan.zhihu.com/p/27045702>. Retrieved 28 March 2018.

exhibition in Frankfurt, Germany. For more information about the Shanghai show, please visit: www.prolightsound-shanghai.com. For more details about Prolight + Sound fairs, please visit www.prolight-sound.com.

Other shows under the Prolight + Sound brand include:

Prolight + Sound Guangzhou

10 – 13 May 2018, Guangzhou

Prolight + Sound NAMM Russia

13 – 15 September 2018, Moscow

Prolight + Sound Middle East

23 – 25 September 2018, Dubai

Prolight + Sound

2 – 5 April 2019, Frankfurt

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

* preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de