

Press release

20 August 2020

The first pro lighting and audio trade fair to return to business in China: Prolight + Sound Guangzhou 2020 opens on 21 August

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Prolight + Sound Guangzhou (PLSG), the only major international trade fair for the entertainment industry in 2020 kicks off for four days of business on 21 August at the China Import and Export Fair Complex. The organisers, Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company, have put all of the necessary safety precautions in place to provide a safe and effective business platform for the industry. Participants will be able to reconnect with industry peers and explore sourcing and networking opportunities to help the industry reboot. 677 exhibitors will utilise 80,000 sqm across eight halls. The fair will also provide enhanced services including online participation to facilitate interactions between buyers and exhibitors. Furthermore, over 40 seminars, forums and product demonstrations will be featured concurrently, highlighting the latest industry knowledge in the entertainment, media and AV sectors.

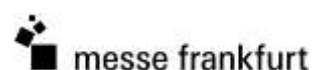
Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd is looking forward to a productive week: "For the past 18 years, Prolight + Sound Guangzhou has played an important role in information exchange, marketing, training and education for the industry, but this year in particular the fair has become more valuable than ever. On the back of a difficult first half of the year, we are pleased to offer participants the opportunity to benefit from emerging opportunities as the market rebounds. We are grateful to have retained the support of many renowned exhibitors. This demonstrates that the industry places a high level of trust in PLSG."

A strong line-up of renowned exhibitors

Although production and sales in the first half of the year were suspended for many businesses due to the pandemic, this has not stopped suppliers from turning out in strong numbers at PLSG.

Leading domestic suppliers as well as many international brands represented by their local sales offices will be located in eight thematic halls, including: the KTV Hall (2.2), the Audio Brand Name Halls (3.2 / 4.2 / 5.2), the Media Systems, Communication and Conferencing Halls

Messe Frankfurt (HK) Ltd
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(4.2, 5.2), the Pro Audio Halls (2.1 / 3.1), and the Pro Lighting Halls (4.1 / 5.1).

Buyers traversing these halls will be eager to reconnect and find new avenues for cooperation with the fair's big-name exhibitors. These include: 797, Alcons, Allen & Heath, Arttoo, At Audio, Aurora, Bag End, BBS, Boray, Bosch, Bose, Canare, Charming, Choseal, Chuan Le Shi, Chun Sheng, Coda Audio, COK, D&Q, D.Poher, Danacoid, Distance Purchase, Dream, EAD, EM Acoustics, Enne, Excel-land, Fane, FDB, Fidek, Fiontu, FYL, Glanton, Gonsin, Harman International, He Chuang Tian Lang, He Yin Yuan Shi, Hi Power, Hivi, HM Audio, Hong Zhi, Hope Intelligent, Huaige, Huapu, Husion, IAG Group, Infinova, itc, Jin Hui, JTS, Koda, Ku Shi, Lavoce, Laxitas, Lei Ke, Leimeng, Lewitt, LGE Audio, Ling Jie, Mach, Maingo, Martin Audio, Midas, Mode, Neutrik, Nightsun, Notch, Party House, Peavey, Pegasus, Pin Yuan, Rapid, Ray Long, Relacart, Ren Feng, Reputation of Integrity, Ruisheng, Running Man, SAE, Seeknature, Sennheiser, Shining Stage, Show, Showven, Shure, Soundbox, Spon, S-track, Star-net, Summcinfo, Sun Shine, Taiden, Takstar, Tasso, TD Taichee, The One Studio, Thunderstone, Top Truss, Tosyseason, Tricolor, Trigger, TSA, Turbosound, TW Audio, Very-lite, Viashow, Vue Audiotechnik, Wei Lai, WFS, Wsound, Xi Shang, Xian Yin, Yi Sheng, Ying Si, Youlon, YME, Yuan Sheng, Yu Kon, Yue Zhong, Zhong Shang, Zhun Yin, ZMS Audio, Zsound and many more.

Creating a seamless, online + offline hybrid experience

To accommodate visitors who are unable to attend due to travel restrictions, the organisers are implementing a new "online + offline" combined exhibition model to bridge the gap between professionals worldwide in the entertainment, media and AV industry. The exhibition and the PLSG Annual Training Course will be live streamed on the official PLSG WeChat platform, while the exhibition will also be first time live streamed on HC360.com, one of the largest online trade media.

Fringe programme to help industry players navigate emerging trends and new business realities

The PLSG annual training course provides a platform for both international and local industry experts and practitioners to exchange and share their knowledge and skills in the entertainment, live event production and commercial fields.

The 2020 course will feature seminars and workshops focusing on three hot industry topics:

- The Future of Professional Audio and Lighting: Digital, Networking and Software
- Event Safety Workshop: Safety Planning & Management for Reopening Live Events
- Dante Certification Training and System Application

Running separately to the training course, a variety of fringe programme events will focus on experience-sharing and product demonstrations to promote dialogue between exhibitors, end users and buyers – from newcomers to professionals. Notable highlights include:

- Opportunities and Challenges of Audio technology in Artificial Intelligence
- The 10th Advanced Audio Forum
- The Carving Art Exhibition by Jianshui Yang
- The Outdoor Line Array demonstrations at the 1.0 and 4.0 open-air grounds

The full event schedule can be accessed here:

https://prolight-sound-guangzhou.hk.messefrankfurt.com/quangzhou/en/programme-events/2020_Events_Preview.html

Extra health care and hygiene precautions in place

Ensuring the health and safety of every participant is the top priority of the organisers. Accordingly, the organisers will strictly follow the local government's protection guidelines and implement additional safety measures. These include: real identity pre-registration, entry checkpoints to verify the digital health code of all participants, and onsite temperature scans. There will be frequent sanitisation of facilities and distancing measures implemented for seminar attendees.

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.

Other shows under the Prolight + Sound brand include:

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

Prolight + Sound Shanghai

Autumn 2021, Shanghai

Press information and photographic material:

<https://prolight-sound-guangzhou.hk.messefrankfurt.com/quangzhou/en/press.html>

Prolight + Sound Guangzhou
Guangzhou, 21 – 24 August 2020

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 about 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