

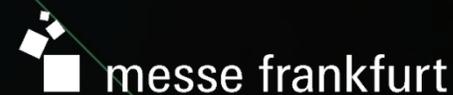
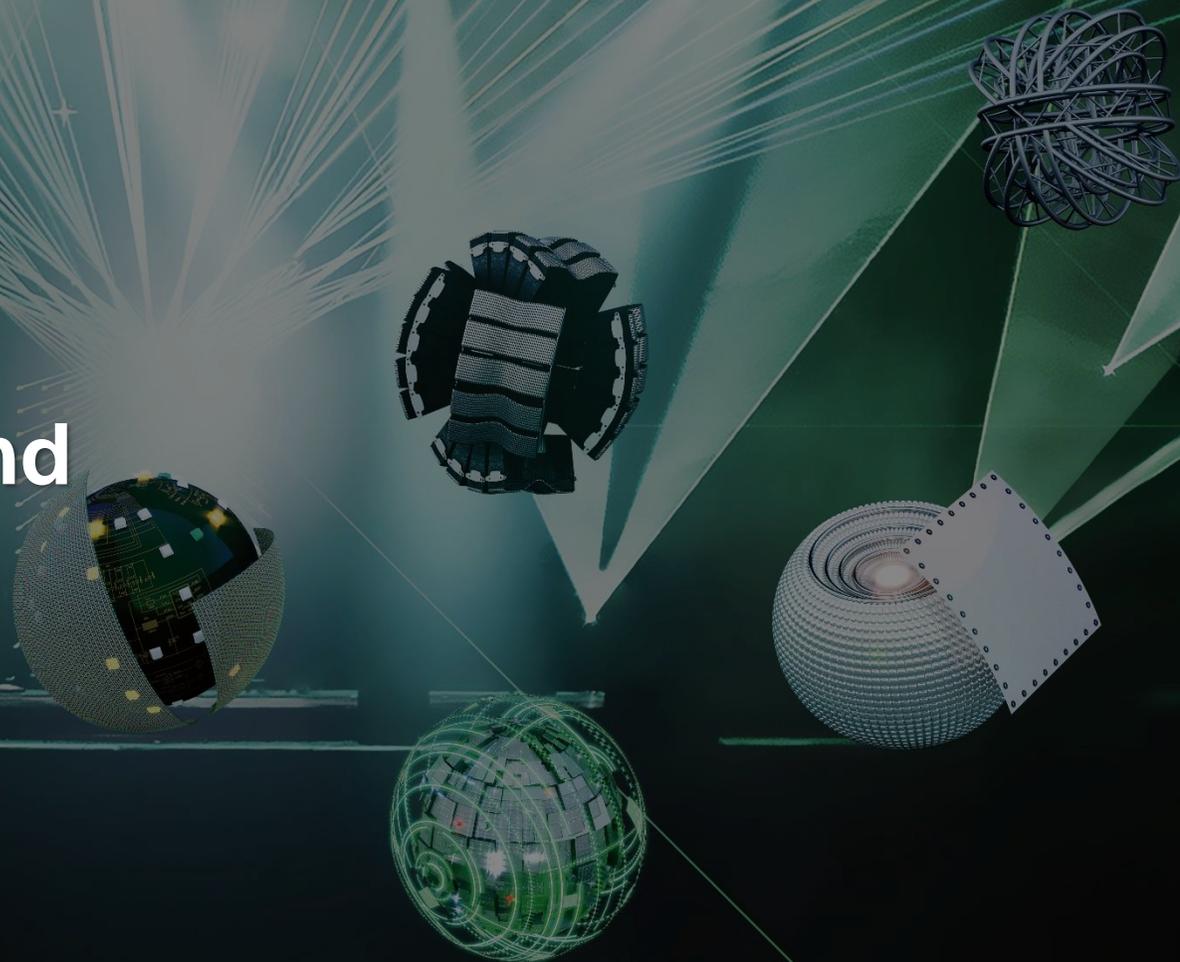
**prolight+sound**

GUANGZHOU

广州国际专业灯光、音响展览会

**Beyond lighting and sound**

**2023 Post-show report**



**prolight+sound**  
GUANGZHOU

## PLSG23 has set a new record for visitor numbers

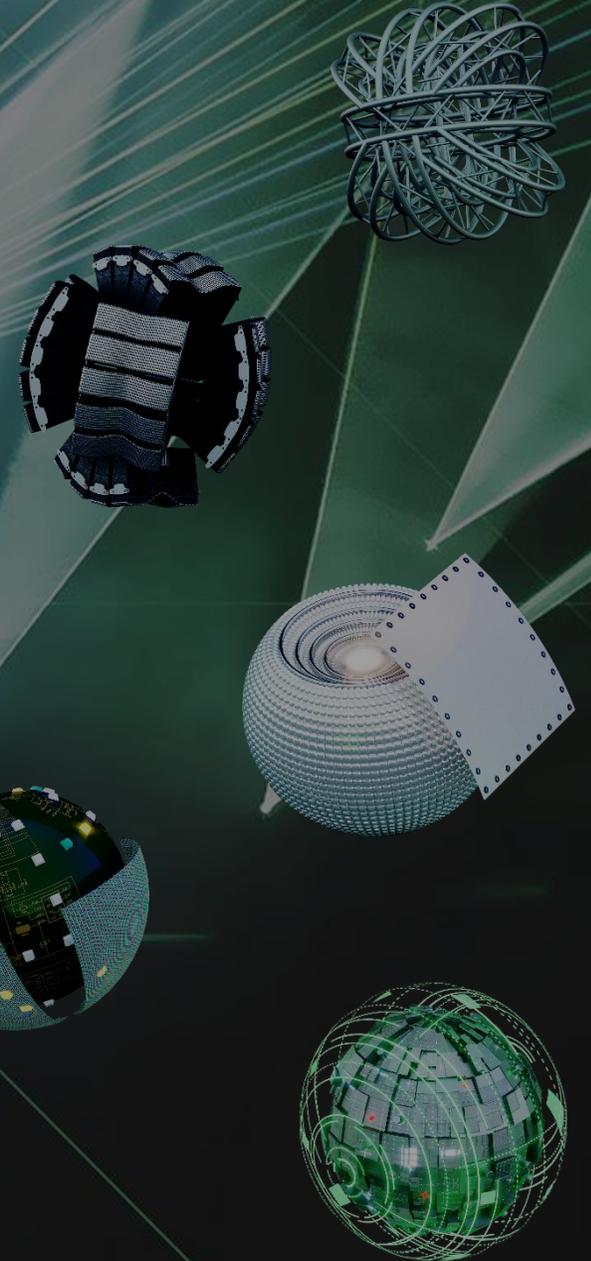
**1,403** exhibitors

**130,000** sqm exhibition space with **13** thematic halls

Highlight events: **PLS “Unicorn Series”** and **Spark Rebirth: Immersive Interactive Showcase**

**85,046** visitors (a significant **61%** increase)

**50+** fringe events



# prolight+sound

GUANGZHOU

## Unwavering support from leading brands

Logos are in alphabetical order

### Major participating brands in 2023



## Positive response from participants

### Exhibitor

#### Mr Hao Liu, Technical Manager, Synthax China

“We really appreciate the uniquely situated Recording and Production Zone, because it’s specifically designed for suppliers like us. This zone converges professional recording and production companies, which attracts our target customers. Not only does it draw a large amount of visitor traffic, but visitors also spend a considerable amount of time exploring exhibitors at the zone. As a marketing platform, the show’s cost-effectiveness is impressive. We have the opportunity to showcase our product quality and technical features here, contributing to the industry’s development.”

### Buyer

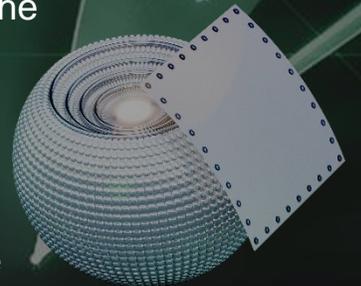
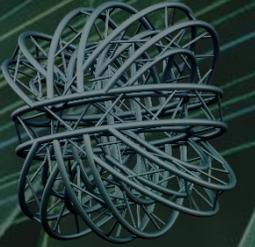
#### Mr Sean Stacey, CEO, Fastrak Trading

“I represent a retailer of sound equipment from South Africa, primarily dealing in our own brand of products that we source and import through OEMs in China. My experience at the fair has been great. With China’s borders now open, it is an excellent opportunity for us to stay informed about the latest trends and products. Numerous technological changes have occurred in the past few years, and a lot of new designs are now on display.”

### Supporting Association Representative

#### Professor Tianfu Yin, Director of the Stage Art Department, Shanghai Theatre Academy

“The show’s theme, ‘Tech meets culture’, is highly significant to us. During stage art production, we encounter various challenges concerning technology, equipment, and innovative technical presentations. While the show is dedicated to showcasing cutting-edge technologies and products, the organisers work so hard to pursue artistic expression through technology. As a result, the show has consistently been one of the world’s leaders in presenting technological innovation and nurturing the stage art industry. Our aims closely align with one another.”



# prolight+sound

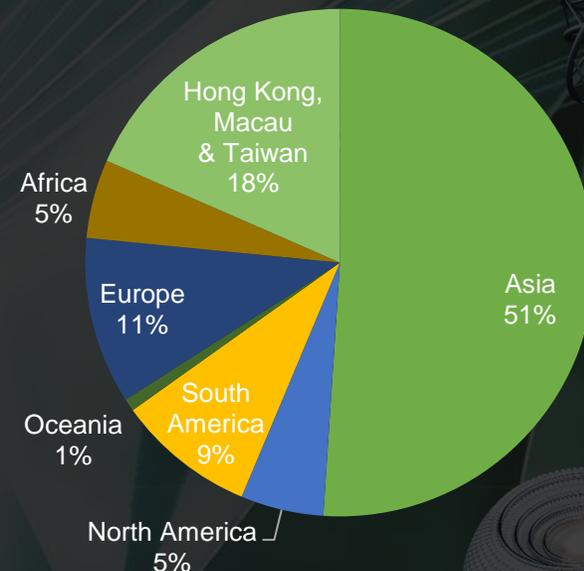
GUANGZHOU

## 2023 visitor overview

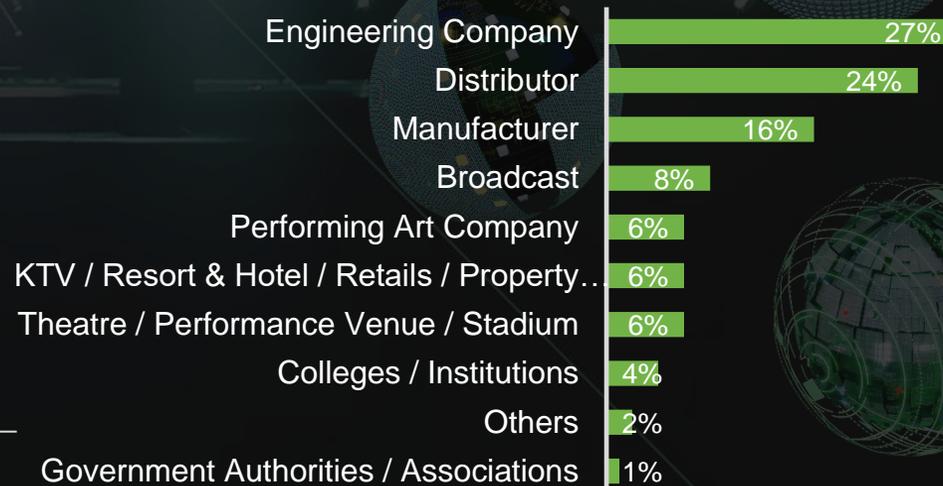
Record high in visitors signals the enthusiastic responses from abroad and local markets



## Overseas, Hong Kong, Macau & Taiwan Visitor Distribution



## Visitors' nature of business



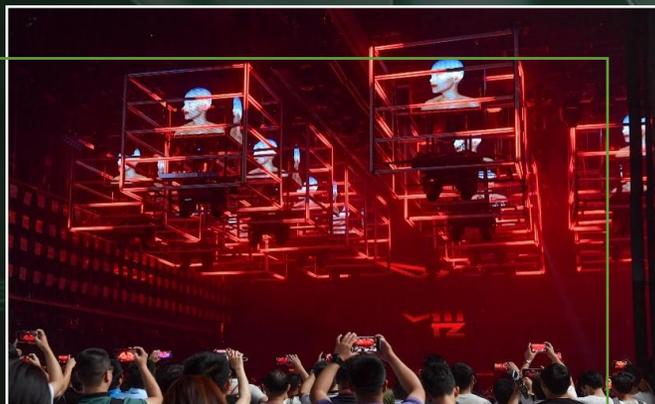
# prolight+sound

GUANGZHOU

## A deep dive into “Tech meets culture”



### PLS Series: Immersive Entertainment Space



An extravaganza brings you vivid vibes



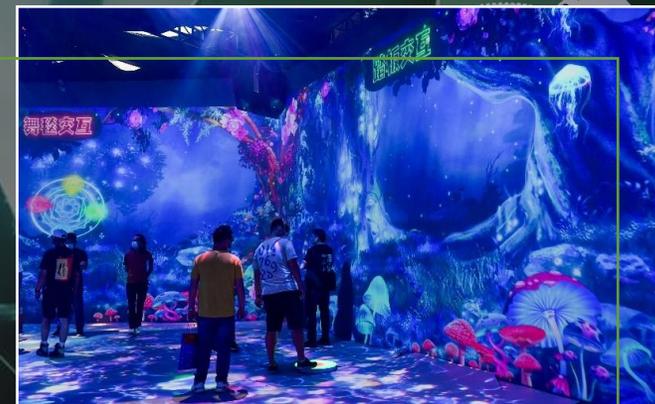
### PLS Series: Xtage



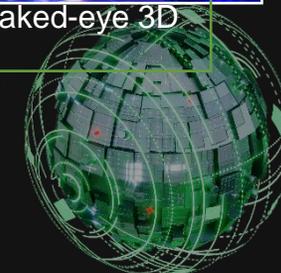
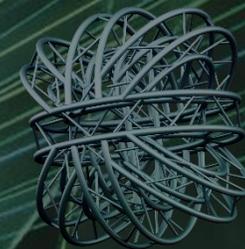
Elevated stage design animates the space with vitality and spirit



### Spark Rebirth: Immersive Interactive Showcase



Embracing the digital media, naked-eye 3D & hologram technology



# prolight+sound

GUANGZHOU

Break new ground, enhance fans interaction



Create your own music at the **Recording & Production Zone**



**Wechat Fans Club**

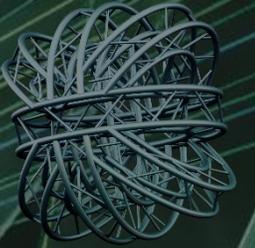
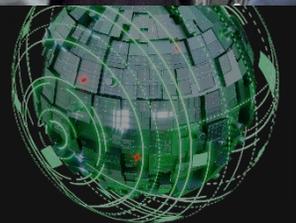
# prolight+sound

GUANGZHOU

## Diverse fringe programme explores merging trends and new business realities

The PLSG Annual Training Course encouraged cross-sector knowledge sharing and integration. The course covered **professional audio, media systems & solutions, communication & conferencing, professional lighting & visual art design technology, stage equipment and live event production.**

Fringe programme elevated the coverage of topics to **in-car audio technology and e-Sports event broadcast technology.** Participants showed big interests to the topics covering vertical markets and actively engaged with the professionals.



# prolight+sound

GUANGZHOU

4.9m+



Impressions from  
int'l mkt campaigns

around 180



Countries  
Messe Frankfurt  
global sales network

Move with  
the times



Video marketing  
↑awareness  
↑engagement

Year-round



Precision marketing  
SMS, tele-marketing,  
email marketing

170k+



Followers  
Social media  
platforms

50+



Industry + mass  
media outlets

# prolight+sound

GUANGZHOU

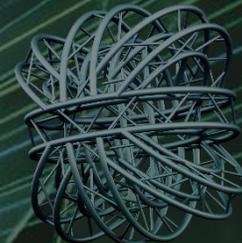
## Unite the community with worldwide industry media

### 2023 Supporting Media



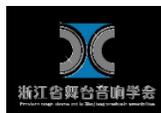
# prolight+sound

GUANGZHOU



## Work together to achieve steady and sustained growth of the industry

### 2023 Supporting Organisation



**Beyond lighting  
and sound.**

**广州国际专业灯光、  
音响展览会**

[www.prolightsound-guangzhou.com](http://www.prolightsound-guangzhou.com)

**prolight+sound**  
GUANGZHOU

**23 – 26.5.2024**

Areas A & B, China Import &  
Export Fair Complex



Prolight and Sound China

