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GUANGZHOU

广州国际专业灯光、音响展览会

Beyond lighting and sound

2023 Post-show report



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PLSG23 has set a new record for visitor numbers

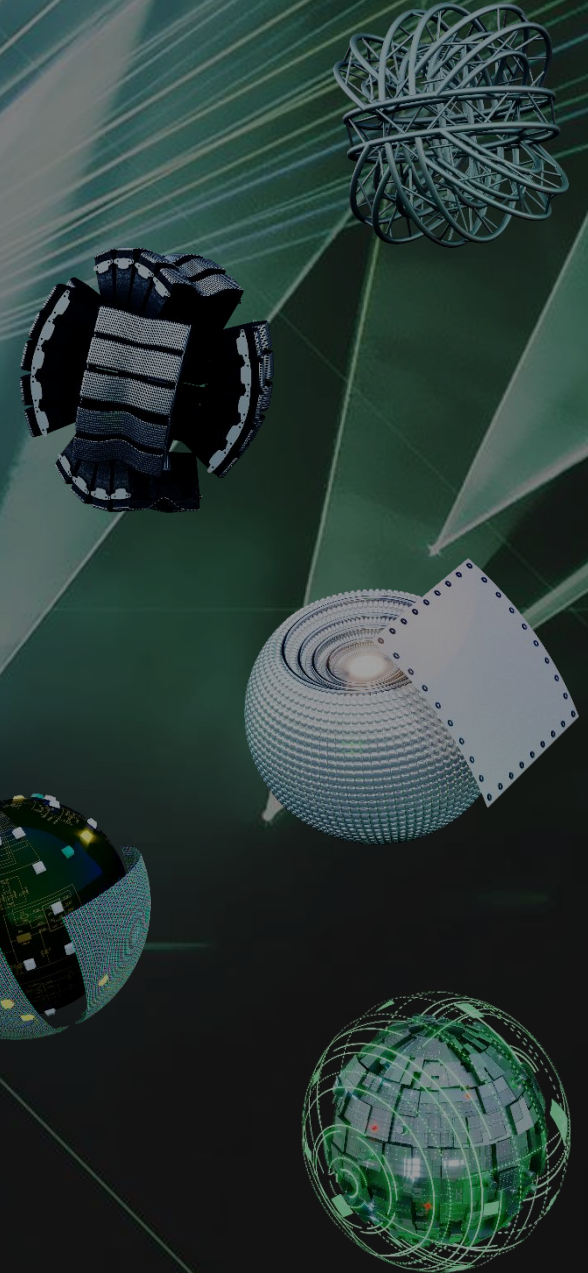
1,403 exhibitors

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



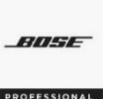
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Unwavering support from leading brands

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

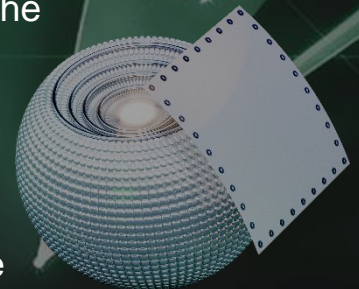
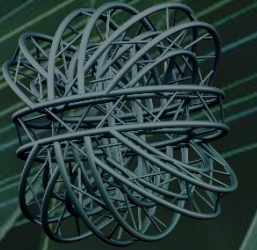
Mr Sean Stacey, CEO, Fastrak Trading

“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

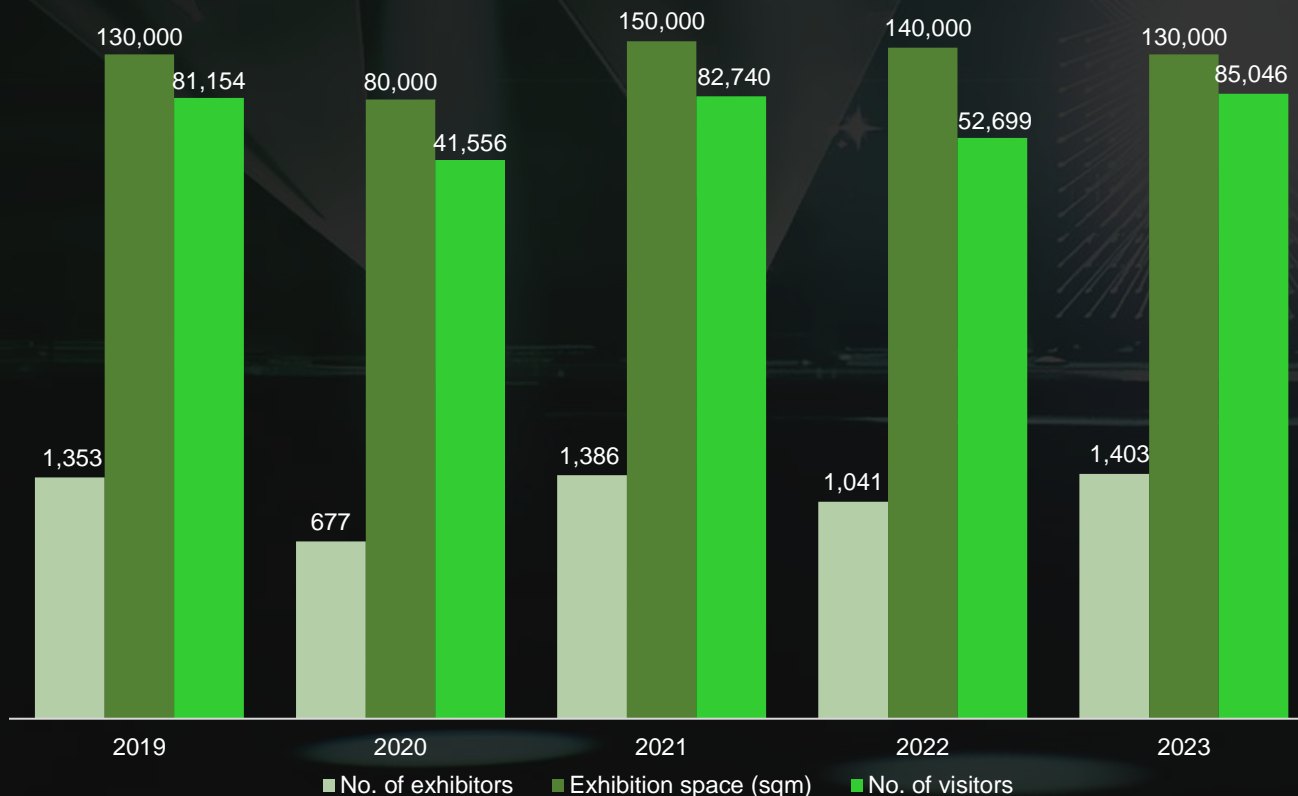
Professor Tianfu Yin, Director of the Stage Art Department, Shanghai Theatre Academy

“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.”

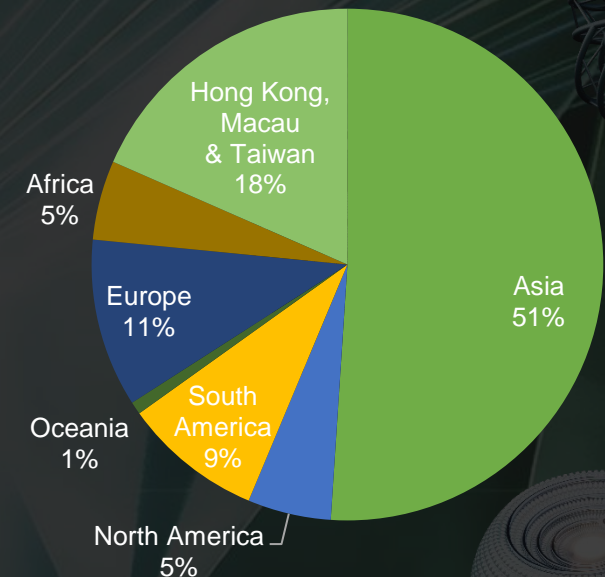


2023 visitor overview

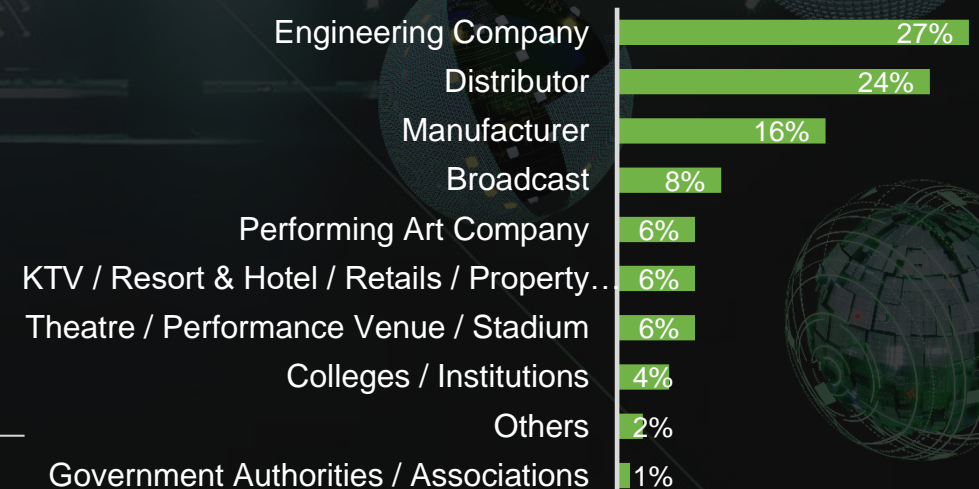
Record high in visitors signals the enthusiastic responses from abroad and local markets



Overseas, Hong Kong, Macau & Taiwan Visitor Distribution



Visitors' nature of business



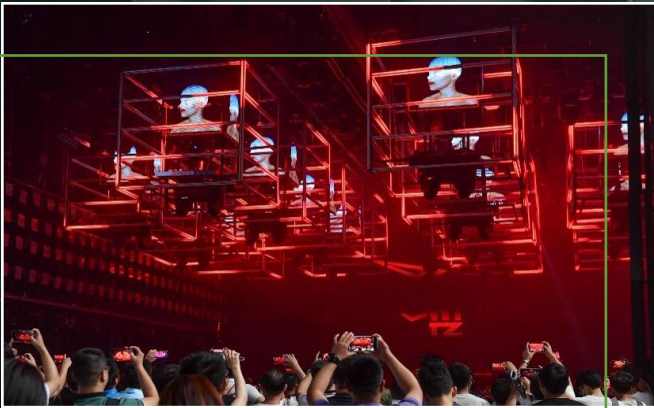
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A deep dive into “Tech meets culture”



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

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Break new ground, enhance fans interaction



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

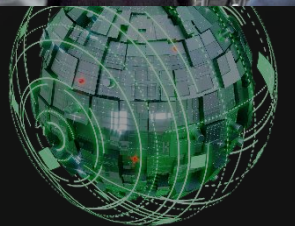


Wechat Fans Club

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.



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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

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Unite the community with worldwide industry media

2023 Supporting Media



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Work together to achieve steady and sustained growth of the industry

2023 Supporting Organisation



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www.prolightsound-guangzhou.com

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23 – 26.5.2024

Areas A & B, China Import &
Export Fair Complex



Prolight and Sound China

