

# POST SHOW REPORT 2018



Let's master it.

The region's professional Lighting, Audio & AV technology trade fair for events, installation and integration

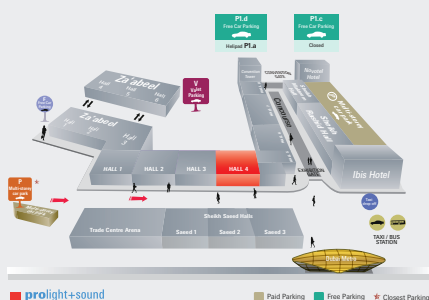
## Bringing businesses into the limelight with dazzling opportunities

The only international trade show of its kind for the live event and entertainment industry with a focus on event technology. Once again, it proved to be the platform of choice for professionals and organisations from across the globe to demonstrate their expertise and expand their business footprint within the region and beyond.

## SHOW DETAILS

Edition	: 3 <sup>rd</sup>
Date	: 23 – 25 September, 2018
Venue	: Dubai International Convention and Exhibition Centre
Organiser	: Messe Frankfurt Middle East GmbH
Total Net Sqm	: 1023
Exhibitors	: 42
Exhibiting Countries	: 10
Visitors	: 2,774
Visiting Countries	: 67

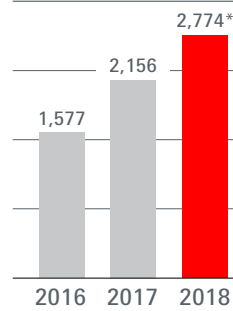
## 2018 VENUE MAP



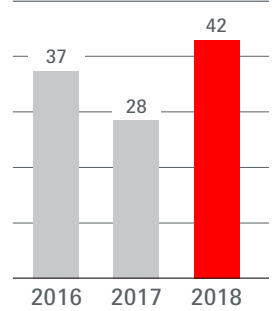
### Top 10 Countries by Visitors

Visitors	%
United Arab Emirates	75
Saudi Arabia	5
Kuwait	2
Nigeria	2
United Kingdom	2
India	2
Oman	1
China	1
Germany	1
Pakistan	1

### Number of visitors



### Number of exhibitors



\*In addition to the above, 1352 visitors from Light Middle East also visited the show.

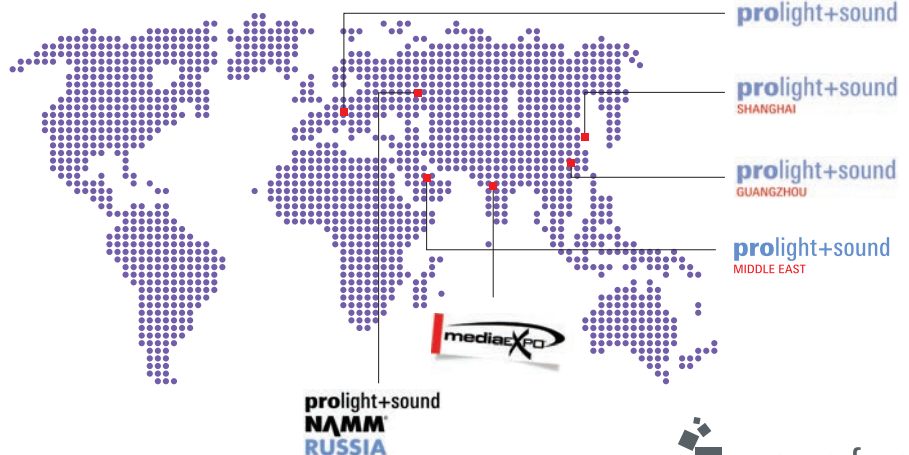
### New Exhibitors

- ADJ
- Aimline Audio
- ASL Middle East
- Ateis Middle East
- Canford Audio
- Celestion
- Clay Paky
- Gator Cases
- Glosline
- Proietta
- Schertler Group
- Showtex
- Stageline

### Key Brands



### prolight+sound worldwide



\* Pre-audited figures.

Organised by: **messe frankfurt**

## Key Conference Sessions

- Experience Session with La Perle, a Franko Dragone Production
- Sound system installation at the Sheikh Zayed Grand Mosque
- The Rigging Code of Conduct Regulations: Panel Discussion
- Contemporary Concert Lighting by Tim Routledge
- Design and integrate AV in buildings of the future
- Immersive experience in public space
- 400+ attendees across all sessions
- Preparing audio control system for Live Multi-Artist Shows
- New digital approach of Arkaos/Anolis to archtainment
- Where is the event industry steering to? Panel Discussion
- Active-Acoustics for Sports Arenas, Stadiums and other venues
- Live Demo: Mobile Electrical Equipment for Outdoor Events

### Key success factors:



A bigger and better show with more exhibitors than ever before. Visitors networked with over 40 exhibitors representing 100+ brands, as well as 15+ NEW manufacturers exhibiting from Europe, USA and Canada. Our free-to-attend conferences featured many more experts focussing on trends that are shaping the industry



Demand for AV technology in Saudi Arabia is on the rise, with the kingdom planning to invest \$64 billion into its entertainment industry as part of vision 2030.



More than 60 engineers, integrators and industry professionals attended Optimizing Your Dante Network, a training and certification workshop that was held at this year's edition of Prolight + Sound Middle East.



Prolight + Sound Middle East saw a 29% increase in attendance in 2018. Now in it's 3<sup>rd</sup> year supporting the growing industry, this year's show proved to be even bigger than previous editions.

### Dante Training Workshop

Dante is the world's most widely adopted audio networking solution, allowing you to seamlessly mix and match devices from multiple manufacturers. The Dante Certification Program at Prolight + Sound Middle East 2018, attended by 60+ participants, provided an easy, in-depth way for system designers, engineers and industry insiders to learn about Dante and promote their own expertise.



### The Events, Technology and Entertainment Development Forum

#### 2018 Conference Speakers



**Andre Beekmans**  
Lighting Designer & Founder  
The Art of light, Netherlands



**Andres Ehrenberger**  
Head of Rigging  
Eclipse Staging Services, UAE



**Anton Montaut**  
Assistant Technical Director  
La Perle by Dragone, UAE



**Dietmar Rottinghaus**  
Chairman of the DIN-Committee  
Audio-Visual Media and Sound Technologies



**Elie Khairallah**  
Technical Director  
Venuetech, UAE



**Ryan Penny**  
Senior Business Development Manager, Harman Professional UK



**Jonathan Tulip**  
Audio Visual Specialist  
Venav Technology Consultants, UK



**Kate Beaton**  
Operations Director  
Live Nation Middle East, UAE



**Kate Tooby**  
Creative Concept Director  
Tooby Creative, UAE



**Lars Toonen**  
Sales Manager  
Middle East  
Prolite, Netherlands



**Ola Melzig**  
Head of Production  
M&M Production Management AB, Sweden



**Philipp Schlaechter**  
General Stage Manager  
La Perle by Dragone, UAE



**Sebastian Hammond**  
Sound Designer and Head of Sound Operations  
La Perle by Dragone, UAE



**Shane Manning**  
Owner & Managing Director  
TECS Events Services UAE



**Stefan Wieland**  
Conference Chairman AV & Event Technology Specialist, UAE



**Thomas Ovesen**  
Chief Programming Officer  
Dubai Arena, UAE



**Randell Greenlee**  
Director of Commerce and International Relations  
VPL



**Koert Vermeulen**  
Founder & Principal Designer  
ACTLD, Belgium



**Tim Routledge**  
Lighting Designer & Director  
Tim Routledge Lighting Design Ltd, UK



**Tobias (Toto) Broecking**  
Lighting Designer  
Capital Lighting Berlin, Germany



**Tom Davis**  
Director  
Theatre Projects Consultants, UK



**Benjamin Bauwens**  
Operations Manager  
Arkaos, Belgium



**Sujoy Cheria**  
CEO,  
Option 1 Event Services



**Stuee Kennedy**  
Singer  
Presenter & Entertainer, UAE