

prolight+sound

MIDDLE EAST

24 – 26 January 2021

Dubai World Trade Centre, UAE

The Middle East's dedicated
exhibition for Professional Lighting,
Audio and AV Technology

events.

installation.

integration.



messe frankfurt


**A superb trilogy of shows.
A broad spectrum of opportunities.**

prolight+sound
MIDDLE EAST

intersec

light | **intelligent building**
MIDDLE EAST | MIDDLE EAST

What to expect in 2021

 **1,600**
exhibitors

 **45,000**
visitors

 **71,500**
sqm

 **15**
halls

Key Benefits of colocation

1 

Meet 3,300+ system integrators and 2,390+ installers who visit Intersec every year

2 

As the one-stop platform for Building Technology and Live Events, the colocated show will attract a larger visitor base from key sectors such as Hospitality, Government, Education, Live Events

3 

Access a more diverse audience from the region and across the world (over 32% of more than 10,800 Intersec visitors come from outside the UAE, especially Africa and the wider Middle East)

Exhibitor *overview*

Regional breakdown of exhibitors in 2019



36%
first-time exhibitors

70%
exhibitors were extremely satisfied with business opportunities at the trade show

90%
exhibitors intend to return in 2021



“

“We believe that participating in Prolight + Sound Middle East is important because being here gives us the opportunity to talk to a lot of different people – not only distributors but also system integrators and users. This has been a very good show and we’re looking forward to the next one.”

Roberto Mataloni
Export Manager, FBT



Visitor overview



"I'm here to get a look and feel for the new technology out there. In my company, I'm in charge of purchasing and this is a good opportunity to see what's actually there [in the market], and ask manufacturers a few questions."

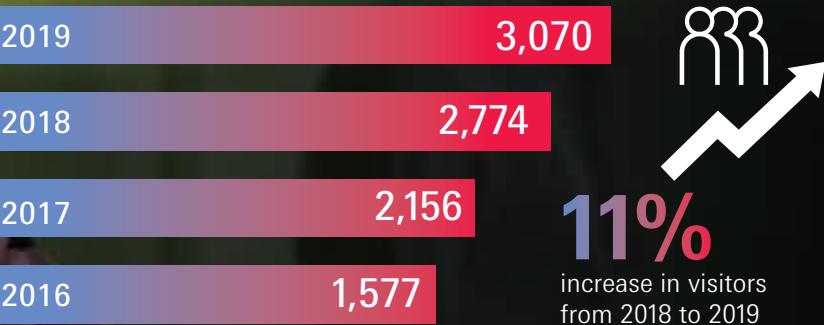
Delon Weerasinghe
Managing Director, The Dreamforge Pvt Ltd

83%
visitors had contributory, advisory or decisive role regarding purchasing decisions

Regional breakdown of visitors in 2019



Visitor growth



Top 5 countries by visitors



Who are our attendees and which industries do they come from?

- Corporate
- Government
- Live Events
- Education
- Retail
- Hospitality

2,135
New attendees in 2019

4,515
crossovers from Light Middle East that visited Prolight + Sound Middle East

Product categories

Professional Audio & PA

Professional Lighting

Laser Technology & Effects

Stage Technology & Trussing

Projection & Display

AV & Communications

Media Technology

Equipment, Event Services,
Infrastructure & Furnishings

Key exhibiting brands in 2019



Conferences, *events &* *workshops*

4th Events, Technology and Entertainment Forum

Featuring an extensive line-up of panel discussions, workshops and much more led by local and international experts, this two-day forum provides a valuable opportunity to learn how you can use the latest tools and technologies to take your events to the next level.

Key speakers in 2019



Shaun Vorster
Vice President Programming,
Expo 2020 Dubai



Randell Greenlee
Director of Commerce & International Relations,
The German Entertainment Technology
Association, Germany



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



Luc Peumans
CEO,
Painting with Light, Belgium



Tom Davis
Director,
Theatre Projects Consultants, UK



Mick Stevens
Project Manager, SM Productions,
UAE



Jonathan Tulip
Venav Technology Consultants,
UK



Tobias 'Toto' Broecking
Lighting Designer, Capital Lighting Berlin,
Germany

Tech Talk:

Our Tech Talk Forum offers a special opportunity for all exhibitors to present an educational session to a relevant audience. The Forum is categorised into Audio Engineering, AV & Integrated Experiences & Digital Signage. Exhibitors can pitch presentations that focus on market insights, case studies and project stories. There is no additional charge for this. The aim is to provide a platform for exhibitors to share industry knowledge.



Workshops by:



Interested in hosting a workshop? Visit: www.prolightsoundME.com/Host



Planning and *preparation*

Pricing structure

Row Stand (one side open)	USD 415 per sqm
Corner Stand (two sides open)	USD 425 per sqm
Peninsula (head) Stand (three sides open)	USD 435 per sqm
Island Stand (four sides open)	USD 445 per sqm

Major Presence Discount

Any individual exhibitor booking at least the following square meters is entitled to the indicated discounts:

- Over 42sqm: 5% of space rental
- Over 72sqm: 10% of space rental

prolightsoundME@uae.messefrankfurt.com

Complimentary Promotional Services



Promotion via
E-newsletters



Personalised
Printed Invites



Personalised E-cards
& Web Banners



Invitation Letter



Email Signature

www.prolightsoundME.com/toolbox



It was our first year at the show having our own independent stand and we got a lot of traction considering the display we had at our stand. It's great to be present and important to be represented at the event.



Sam Sang

Sales Manager, ROE Visuals

PR

Share exciting news about your company through our ongoing PR campaign – totally FREE of cost.

gareth.wright@uae.messefrankfurt.com

Business Matchmaking

Optimise your time at the exhibition by scheduling meetings and appointments in advance.

For more information:
info@bizmatchmaking.net

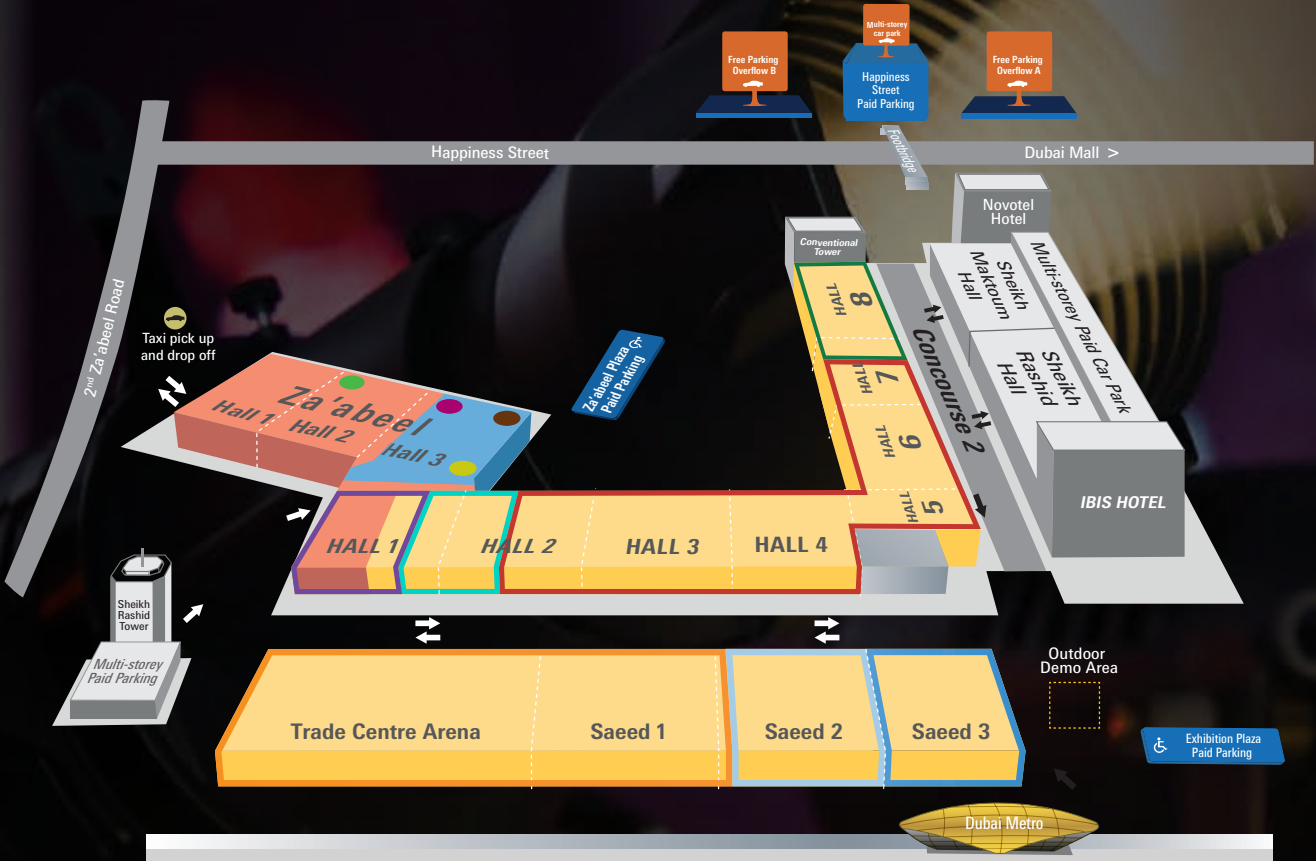
Sponsorship Opportunities

Stand out from your competitors and increase your brand exposure at Prolight + Sound Middle East with selective branding and promotional opportunities for exhibiting companies.

sponsorship@uae.messefrankfurt.com



Venue map



prolight+sound

MIDDLE EAST

light

MIDDLE EAST

intersec

Tech Talk

Events, Technology & Entertainment Forum

Sample Music Festival

THINKLIGHT

Intelligent Building

Future Tech

Fire & Rescue

Safety & Health

Commercial Security

Physical & Perimeter Security

Homeland Security & Policing

Exhibitor checklist

Important Dates	Information	Contact Person	Documents Sent?
February to July 2020	Submit application before 1st April, 2020, to avail Early Bird discount 5% (30% of payment must be made; remaining 70% must be settled no later than 4 months prior to show date)	Wajahat Hussain Sales Manager wajahat.hussain@uae.messefrankfurt.com Dishan Isaac Senior Show Manager dishan.isaac@uae.messefrankfurt.com Bjorn Carreon Sales Coordinator bjorn.carreon@uae.messefrankfurt.com Prabin Prabhakaran Team Assistant prabin.prabhakaran@uae.messefrankfurt.com	<input type="checkbox"/>
	Submit PR and marketing information: - Press Releases - Product Launches - News	Gareth Wright Head of Public Relations gareth.wright@uae.messefrankfurt.com Damian Pivetta Marketing Manager damian.pivetta@uae.messefrankfurt.com	<input type="checkbox"/>
	Submit stand construction orders	Wenonah Parkes Head of Additional Exhibition Services wenonah.parkes@uae.messefrankfurt.com	<input type="checkbox"/>
August 2020	Order Visitor Invitations 6 months prior to show date (orders are free of charge and placed through the Marketing Toolbox)	Damian Pivetta Marketing Manager damian.pivetta@uae.messefrankfurt.com	<input type="checkbox"/>
September 2020	Distribute Visitor Invitations to client database	Damian Pivetta Marketing Manager damian.pivetta@uae.messefrankfurt.com	<input type="checkbox"/>
September 2020	Online Exhibitor Manual access will be provided to you	Karla DeRivera Operations Coordinator karla.derivera@uae.messefrankfurt.com	<input type="checkbox"/>
	Complete Show Catalogue entry details online	Karla DeRivera Operations Coordinator karla.derivera@uae.messefrankfurt.com	<input type="checkbox"/>
	Begin utilising our Business Matchmaking tool to set up meetings during the show	Damian Pivetta Marketing Manager damian.pivetta@uae.messefrankfurt.com	<input type="checkbox"/>
	Complete online details for Exhibitor Badges	Karla DeRivera Operations Coordinator karla.derivera@uae.messefrankfurt.com	<input type="checkbox"/>
	Complete online forms for additional requirements: - Hostesses - Furniture - Catering - Electricity / Water	Karla DeRivera Operations Coordinator karla.derivera@uae.messefrankfurt.com	<input type="checkbox"/>
January 21 – 23, 2021	Stand Assembly Access for Space Only Exhibitors	Karla DeRivera Operations Coordinator karla.derivera@uae.messefrankfurt.com Wenonah Parkes Head of Additional Exhibition Services wenonah.parkes@uae.messefrankfurt.com	<input type="checkbox"/>
January 22 – 23, 2021	Stand Assembly Access for Maxima / Maxima Plus Exhibitors	Wenonah Parkes Head of Additional Exhibition Services wenonah.parkes@uae.messefrankfurt.com	<input type="checkbox"/>
January 24 – 26, 2021 (10am-6pm)	Prolight + Sound Middle East 2021		N/A
January 25, 2021	Exhibitor Survey distribution (please fill and return)		<input type="checkbox"/>
	Booking Form (pre-book to guarantee your desired stand location at the 2022 show)		<input type="checkbox"/>
January 27 – 28, 2021	Show Breakdown & Stand Disassembly (all valuables and products must be removed on January 26th ASAP after the show closes)	On-site Organiser's Office	N/A

About the organiser

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 30 locations, the company generates annual sales of around €718 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 on-site and online – ensure 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).

Further information:

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

About Messe Frankfurt Middle East GmbH

Messe Frankfurt Middle East's portfolio of 16 exhibitions includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Beautyworld Saudi Arabia, Hardware + Tools Middle East, Intersec, Intersec Saudi Arabia, Gifts & Lifestyle Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Middle East Cleaning Technology Week, Paperworld Middle East, Prolight + Sound Middle East, SPS Automation Middle East. The subsidiary also organises a series of conferences and seminars including the Worker Health Protection Conference, Think Light, and the International Conference on Future Mobility. In 2018, Messe Frankfurt Middle East exhibitions combined featured 6,246 exhibitors from 60 countries, and attracted 140,685 visitors from 135 countries.

For details concerning participation as an exhibitor, visitor or sponsor, please visit our website at www.prolightsoundME.com or please contact us directly at prolightsound@uae.messefrankfurt.com.

Prolight + Sound worldwide:

prolight+sound

Frankfurt am Main

prolight+sound
GUANGZHOU

prolight+sound
SHANGHAI

prolight+sound
NAMM
RUSSIA

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