

GRAND EVENT IN CHINA'S INDUSTRIAL BASE



The 10th China (Guangzhou) International Expo on Pro Sound and Light 2012

Feb.29—Mar.3, 2012

Area A, China Import and Export Fair Pazhou Complex, Guangzhou

*Re-locate with
The 7th China (Enping) International Microphone & Audio Video Equipment Fair 2012
The 9th China (Guangzhou) International Musical Instruments Expo 2012*

◎ Grand Event in China's largest Industrial Base

Pro SoundLight Guangzhou Expo is advantageously footed among two industrial bases: Guangdong Province, the pro audio and lighting base locating around 80% China manufacturers; Enping city, China's No.1 microphone import and export base.

Started in 2003 and endowed with government's strong support, Pro SoundLight Guangzhou Expo has now established itself as the Second Largest pro sound light exhibition in China, as a highly recognized and influential soundlight show in China and gradually so in Asia even in the world.

It's become a most effective and crucial platform for exhibitors to increase company profile, build up branding, launch new products, generate sales, and communicate with key customers; likewise, it is also a not-to-miss opportunity for a large number of serious buyers to start their procurement plan in a new year, due to the perfect open timing – amid in March known as the Purchasing Season, it's the First large show after Chinese Spring Festival.

◎ Show Review of Pro SoundLight Guangzhou 2011

1. Record-High Exhibition Scale

Guangzhou Expo 2011 has stricken another record high, covering a total 56,000 sqm exhibiting area consisting of eight halls (four for acoustics, two lights and two musical instruments), with 842 exhibitors showcasing their latest products and technologies, a 64% rise compared with that of 2010. Guangzhou Expo 2011 has attracted 35,128 dealers, engineers, industry experts and insiders from 87 countries and regions, increased 36%.

Item	Year	2010	2011	Growth rate	2012(estimated)
Exhibition Area(m ²)		35,750	56,000	57%	90,000
Total Exhibitors		512	842	64%	1000+
Total Visitors		25,626	35,128	37%	40,000+
International Visitors		1318	1673	26%	2000+

2. Big Gathering of High-End Brands

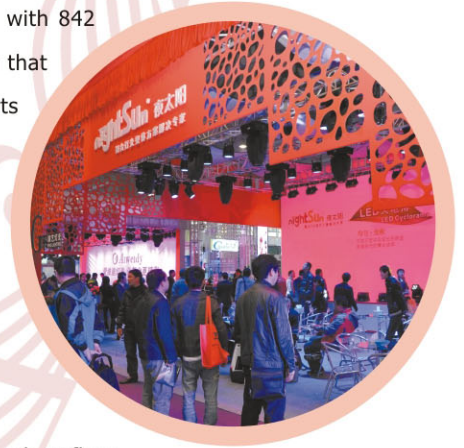
Guangzhou Expo 2011 has gathered a considerable number of international brands on the show floor, including Adamson, Altair, Audio-technica, APB, Ashly, BMB, BOSE, Cloud, Clavia, CROWN, dbx, dB, Digigram, DIHO, EAW JFX, FBT, JBL, HARMAN, Martin, Nexo, OHM, RCF, Sennheiser, SHURE, SOUND CRAFT, STRAND, TEAC, TWAUDIO, YAMAHA, etc, and many other up-and-coming local brands.

◎ Pro SoundLight Guangzhou 2012 Ten-Year Anniversary

Year 2012 will be the tenth year of Guangzhou Expo, a symbol of maturity as well as advancement. Taking this rare opportunity, Guangzhou Expo aims for a qualitative transformation, making leaps and bounds to further define and solidate its position as professional and international, providing better and excellent services for both exhibitors and visitors.

◎ Exhibit Profile

*Pro-Sound & Light	*Professional audio & lighting equipment	*Laser technology	*Broadcasting and recording equipment
*DJ equipment	*Conference and P/A systems	*A/V technology	*Stage, studio and event technology
*Related computer hardware and software, services		*Pro-audio and lighting accessories	*KTV equipment
			*LED



◎ 2012 Show Highlights

1. Exhibition Scale Boost-Up

Guangzhou Expo 2012 will cover 90,000 sqm exhibiting area with more than 1,000 exhibitors, and will attract over 40,000 professional visitors.

2. Large-scale outdoors Line Array Demo

With convenient position and excellent condition of venue Area A, a large scale outdoors Demo of 30-40 high-end brands will be presented along with the indoors show floor. It's the super platform for presenting the best acoustic performance, and will attract a great quantity of visitors.

3. Clearer and Better Floor Planning

Exhibitors of Guangzhou Expo 2012 will be arranged distinctively into different halls and sections by the category of their exhibits. This delicate planning will provide efficient visiting, avoid interference, and achieve expected goals.

4. Concurrent Activities

The sixth HC360 Buyers Conference will have about 1000 wholesalers and dealers participating. The fourth "China Cup" DJ Contest and a number of industry seminars and activities will be organized concurrently.

5. Accelerate the pace of internationalization

Guangzhou Expo 2012 will attach more importance to the overseas promotion, participating in international exhibitions, working with other exhibitions and associations to promote and invite more international buyers to visit.

6. Top-notch Exhibition Center

China Import and Export Fair Pazhou Complex is Asia's biggest exhibition center at present, equipped with first-class facilities and with an exhibition area of about 330,000 m².

◎ Booth Types

1. Standard booth (3×3=9m²)

(Facility includes: 3-side white laminated walls, carpet inside, fascia board with exhibitor name in English, a table, two chairs, two spotlights and one 3A socket)

2. Raw place (minimum area 18m²)

(No facility supplied, extra fees for electricity, carpet and management)

3. Outdoor place (minimum area 54m²)

Notes: 1. Not including the fees of electricity and management

2. Waterproof electric box and cable (more than 150m) should be self-prepared

◎ Participating Procedures

1. Choose the available booth first.
2. Exhibitor Sign the contract with the organizer.
3. Remit 50% of the booth rental fee to the organizer within 3 days after signing contract for confirming the booth.
4. Booth allocation is on a "First Come, First Served" basis, but the organizer reserve the right to make any alternations necessary.
5. An Exhibitor's Manual will be sent to exhibitor as required, or exhibitor will be informed to download the electronic Exhibitor Manual from the website.



Approved by: Ministry of Science & Technology, P.R. China

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