

PALM EXPO Post Show Press Release

- For Immediate Release -

## **PALM EXPO 2010 Rewrites Show Size and Visitor Records with a History Defining Performance**

PALM EXPO 2010, China's International Exhibition of Pro Audio, Lighting, Music and Technology took place concurrently in two venues from 20 to 23 May 2010 in Beijing, China at the China International Exhibition Centre (CIEC) and the National Agricultural Exhibition Centre (NAEC). Fresh from the previous year's record-breaking milestone in terms of floor space, PALM EXPO 2010 this year expanded by some 20% over last year, occupying a gross area of over 85,000m<sup>2</sup>.

More than 1200 exhibitors and represented companies from over 20 countries were in attendance at the event. On display were the latest technologies ranging from Audio Equipment & Systems, Architectural Lightings, Control Systems, DJ Products, Indoor and Outdoor LED Signages, LCD Panels / LED Displays, Professional Lighting Equipment & Systems, Projection Screens, Stage / Touring Equipment & Trussing, Video Conferencing Equipment & Systems amongst others.

A count of 193,000 visits was recorded during the 4 day event which kept exhibitors busy the whole period. Said Ms Juri Tan, the Assistant Exhibitions Director of PALM EXPO 2010, ***"Our exhibitors have given us very positive feedback with regard to this year's show. They are extremely happy with both the quality and quantity of visitors. In addition, exhibitors are also bullish about the development opportunities in China, which in turn bodes well for PALM EXPO 2011."***

### **Highlights of the Show**



INSTALL China 2010, which is one major segment catering to project installations, is held concurrently with the PALM EXPO exhibition. In attendance were exhibitors such as the following:

Architectural Audio Pte Ltd | Arcstream Audio Visual Ltd | Adelto Ltd | Clearone | ENEWAVE | Glux GTEK (Shenzhen) INC | IF New Media International Ltd | LEDlink Optics Co., Ltd | Media Matrix | Shanghai TendZone system Integration Co | Shenzhen SinoLight Optoelectronics Co, Ltd | Shenzhen Wincomn Technology Development Co., Ltd | Shenzhen Unilumin Group Co.,Ltd | Wolfvision | Xantech China Ltd, and more.



The 8th China International Entertainment Technology Summit was held on 19 May 2010 at the Radisson SAS Hotel. This year's focus was on "The Development of Chinese Theatre During the Present Time". Participants discussed and provided suggestions on Chinese theatre construction, operation and management for the further and sustained development of Chinese theatres. Participants were also given a greater insight into the current state of affairs in the Chinese Theatre scene. Other takeaways from the summit also included the understanding of the development plans in the Theatre scene in China and the opportunities that exist in the country over the next few years. The summit also provided plenty of networking opportunities for participants to interact with the important movers and shakers in the Chinese Theatre scene.

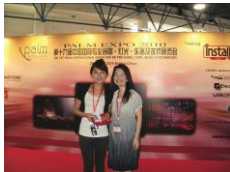


The Opening Ceremony of PALM EXPO 2010 was graced by the Guests-of-Honour, Mr. Yang Zhi-jin, Vice Minister of the Ministry of Culture and Mr. Zhang Jin-an, Vice

Minister of the Ministry of Science & Technology. At the event, Mr. John Hassett, Regional Director (Asia Pacific) of IIR Exhibitions Pte Ltd, was on hand to give the Opening Welcome Address on behalf of the joint organisers, China Entertainment Technology Association, China Technology Market Management & Promotion Centre and IIR Exhibitions Pte Ltd.



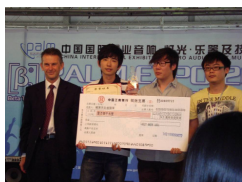
Over 15 Exhibitor Product Seminars were held during the course of the PALM EXPO 2010. Amongst the exhibitors who participated in the seminars include: Advanced Communication Equipment (ACE) Clay Paky, Osram China Lighting Ltd, OSC, Sennheiser Electronic (Beijing) Co., Ltd , STI Serapid Group.



A host of interesting activities were conducted at the Stage Area on Level 2 between Halls 2 and 3 of the CIEC venue. The event has expanded to level 2 of the CIEC due to overwhelming support for participation. Besides the exhibits, stage activities were also conducted at Level 2 which attracted much attention. The stage activities included the PALM EXPO Lucky Draws, with prizes sponsored by beyerdynamic and Sennheiser, product seminars by Guangzhou McCanty Trading Co. Ltd as well as Guangzhou Sharp Dragon Electronic Technology Limited and even Street Dance performances by the group "Troubled Styles". Exhibitors liked the new layout of the Exhibitors' lounge located on the 2<sup>nd</sup> floor which provided a conducive environment for meetings. Said Matt Popkin, President (Marketing), of Beijing Agora International Cultural Exchange Co., Ltd, **"We have had many enquiries, even though we are on Level 2. We will definitely be intending to come back to PALM EXPO 2011."**



Visitors on all four days of PALM EXPO 2010 were treated to a DJ extravaganza at the Pioneer booth, with DJs Blackie and Eddie LV at the helm over at the Pioneer DJ Demo Car. Huge crowds gathered especially during the performance times as they were wowed by the breathtaking spinning skills of the two DJs.

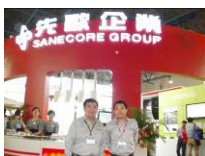


The 5<sup>th</sup> β<sup>3</sup> Electronic Guitar and Band Contest Finals took place from 20 – 22 May 2010 at the National Agriculture Exhibition Center. The event was contested by aspiring electronic guitar artists and up and coming bands. The Informa Group's Chief Executive, Mr. Peter Rigby, was on hand to present the 1<sup>st</sup> Prize Trophy to the Winners who walked away with RMB 18,000 cash award plus other prizes.



PALM EXPO 2010 Showcase & Forum of Electronic Music, organised by CETA together with Eastern Edison Technology Inc and Entertainment Technology Magazine was held from 20 to 22 May 2010. Special guest appearances included renowned American country singer Liz Nash (featured), Australian electronic musician Danny and Chinese Electronic Musician Zhang Dawei and other famous musicians.

This was what our exhibitors had to say about PALM EXPO 2010:



**"On the whole, we think the show is excellent! We wish it greater success in the years to come!!"**

Zhu Xiao Jun, CEO, Sanecore Group, China



***"We respect PALM EXPO as the largest professional exhibition of our industry and ACE has traditionally established a strong relationship with PALM. Thus participating in the PALM platform is THE natural choice for us."***

Bingo Tso, Vice President, ACE, China



***"PALM EXPO 2010 is busier than last year. The show has been filling up rapidly every day from the opening hours. By the time I come in the morning, it is already packed!"***

Harry von den Stemmen, Sales Director, ROBE Lighting s.r.o., Czech Republic



***"The PALM EXPO Show is a MUST participate exhibition, as it is the biggest in China. There is big circulation of both international and local trade visitors and end users. The atmosphere of the show is simply amazing. Every single major brand is here, as they believe there is a big future in China - Not only in the Mainland, but also in Hong Kong and Macau."***

Marc Vincent, Managing Director, Sennheiser Electronic (Beijing) CO., Ltd, Germany



***"We are expecting a 20% increase in Sales Worldwide. However, in the China market itself, we are forecasting growth to be more than 100%. PALM EXPO is an important catalyst for us achieving our target. For example on the first day, there were more visitors to our booth than last year, with 60% being professional end-users and dealers."***

Franco Zaghini, International Sales Director, D.T.S., Italy

***"PALM EXPO is a great platform for members of SECARTYS to penetrate the Chinese market. Our members are extremely keen to tap into this growing sector and meet local buyers and distributors."***

Georgina Naranjo, International Trade Advisor, SECARTYS, Spain



***"Through the years, PALM EXPO has developed and become the most important trade exhibition in this part of the world. The sheer number of non-Chinese speaking visitors says a lot about the show - that PALM EXPO is an event that all discerning trade visitors from the continent simply cannot miss!"***

Jamie Boey, Area Sales Manager, Robert Juliat, France



***"From our first experience at PALM EXPO 2010, we are not only intending to return to PALM EXPO, but this time next year, we will be having a much bigger booth. PALM EXPO 2010 is definitely a very successful exhibition."***

Zhijun Qiu, Marketing Manager, Daiichi Kosho (Shanghai) Trade Co. Ltd, Japan



***"There are much more customers showing a specific interest in our products this year. The Marketing of the show is excellent. Great Brand Awareness in the PALM EXPO brand. Definitely returning again in 2011."***

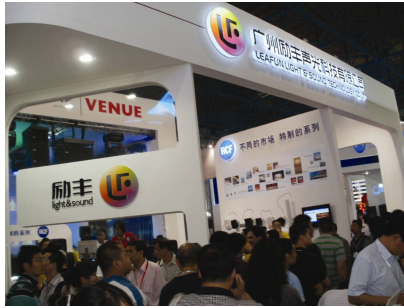
Michael Kinzel, Area Sales Manager, (Asia, Pacific, India), beyerdynamic, Germany



***"The show is bigger than last year. We have had a lot of traffic and enquiries. Only aggressive marketing by the PALM EXPO Team has made it possible."***

Art Zobal, Global Entertainment Account Manager, Columbus McKinnon, United States

### Event-at-a-Glance



In closing, the PALM EXPO team would like to thank all exhibitors and visitors alike for being a part of the landmark achievement in PALM EXPO 2010, the many accolades received have reiterated the overwhelming success of the exhibition. The team would like to wish one and all the very best and look forward to meeting you once again at PALM EXPO 2011.

PALM EXPO 2011 returns to the same venues from the 26 to 29 May 2011. Details can be obtained at [www.palmexpo.net](http://www.palmexpo.net).

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