

PALM Expo 2017 Post Show Press Release

**FOR IMMEDIATE RELEASE**

## **PALM 2017 welcomed 21,506 unique visitors across 27,000 sqm exhibit area, 10 highlight pro features**

*PALM Content creates pride and position for professionals establishing credible, reputed platforms with awards, conferences, championships*

**PALM 2017** got off to a roaring start with long queues for the registration before opening hour at 11am. Total visitors on day 1 clocked 7682 and nearly 2000 participants, representing the exhibitors. It was thumps up across the exhibit floors from all exhibitors signaling a very high quality crowd - knowledgeable and representing prospects.

This was the largest PALM expo in its 17<sup>th</sup> consecutive year, growing consistently year on year at more than 10 to 15 percent. PALM expo covered in all 27,000 sqm across the demo cubes, line arrays, live arena, conference Halls and exhibit area. Exhibits were divided into the sound and display hall and the lighting hall.

The biggest PALM show hosted nearly 225 exhibitors over 9500 sqm of exhibit area. Witnessing the maximum number of new products this year, Day 2 clocked 7440 unique visitors, with a record 10186 footfalls. Over the three days of the show, total unique visitors registered were 21506, an increase of 17.5% from 2016. The show hosted a total footfall of 27,191 visitors across three days.

“PALM 2017 welcomed 225 exhibitors across five halls and two demo grounds. This large expo replete with the latest technology from leading brands exhibited latest products from across the world. ABEC is proud to serve the pro sound & light industry in this remarkable expo which saw a total footfall of over 27,191 this year and which we shall build bigger and better in 2018,” said Manish Gandhi, Director & COO of ABEC Exhibitions & Conferences Pvt. Ltd.

Stage sound & lighting indeed was the biggest chunk of the visitor pie. Remarkably system integrators looking for solutions across AV, Audio –for-Video, cinema represents the second highest piece of the pie. Studio recording and music production solutions represented the third biggest piece of the pie. The visitors mix for each segment was a healthy average between professional talent and business buyers.

“ITE takes pride in ownership of this dynamic platform, infusing energy to the event entertainment industry in India. ITE is committed to develop content to drive professional growth in India's changed stage Sound & light market. The show's success can only be attributed to the enthusiastic attendance of 21,506 unique trade professionals. ITE is happy to serve this dynamic community,” said Gordon Payne, Asia Regional Director, ITE Asia Exhibitions Limited.

“PALM over the years has been curated nurturing engagement equally from the trade as well from the engineering talent. The philosophy of PALM has always been to develop the ever hungry and eager man power in India, as much as to build a distribution for quality sound and light. This year the PALM conference hosted some of the leading talent globally. The IRAA is the largest gathering of sound engineers. The excitement of professional committee at PALM is contagious and this is one the reasons, why unlike any other show in the world, the PALM show has an air of enthusiasm in the isle. It is not just a trade show, it's a celebration of sound and light technology.” states Mr. Anil Chopra, Founder of PALM Expo, who continues to lead the show.

ABEC successfully produced this 17<sup>th</sup> edition of the PALM expo. We met the challenge to provide an international class show production featuring championships, demos, creative showcase conferences, stage arenas and sound reinforcement. ABEC deployed resources and experience in conducting such an expansive expo covering 27,000 sqm. All the events at the expo were held smoothly with appreciative audiences from trade and creative professionals.

- The latest feature at PALM was the lighting designing showcase ([www.palmexpo.in/lighting-design-competition.aspx](http://www.palmexpo.in/lighting-design-competition.aspx)), hosted by Ulhas Sahasrabudhe.
- The 7th edition of DJ championship ([www.palmexpo.in/About\\_DJ\\_Championship.aspx](http://www.palmexpo.in/About_DJ_Championship.aspx)) once again was dramatically successful, created by Reji Ravindran.
- Pramod Chandorkar is the Awards Director of the IRAA awards ([www.iraa.in](http://www.iraa.in)), presented by the PALM technology magazine ([www.palmtechnology.in](http://www.palmtechnology.in)).
- PALM Sound and Light Awards ([www.palmexpo.in/sound\\_and\\_light\\_award.aspx](http://www.palmexpo.in/sound_and_light_award.aspx)) decided by the PALM fraternity and the PALM technology magazine.

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