

### AV-ICN EXPO



30 MAY - 1 JUNE 2024 BOMBAY EXHIBITION CENTRE, MUMBAI



**INSTALL SOUND | POST PRODUCTION** 

## PALM LIGHTING EXPO

STAGE LICHTING | ENTERTAINMENT LICHTING |
LICHTING SPECIAL EFFECTS | LASER EFFECTS AND LICHTING |
3D LICHTING AND HOLOGRAM LICHTING

### DESTINATION FOR GLOBAL BRANDS

Key factor for exhibiting at PALM Expo is - Adoption by critically knowledgeable talent in India of latest innovation in sound reinforcement, sound recording and postproduction, sets the trend for what technology works for the burgeoning Indian market. Reverberations are global as Indian talent set the technology trend in global shows and studios and postproduction worldwide.

Thus, global brands need to prove their technology in the most robust market globally-India. International brands can no longer afford to ignore PALM as a leading show worldwide influencing technology, demand, and consumption.

23,000 professional buyers visited PALM, AV-ICN, LIGHTING expo through three days. Satiating their demand to satisfy consumption of the latest equipment and sound gear for an exploding marketplace that boasts of affordability and exploiting latest technology and innovation.

Professional to the Core and Delivering Business is the PALM mantra. Book your space now to ensure your brand penetration and distribution in India.



## HIGHLY DEFINED EXHIBIT DISPLAY

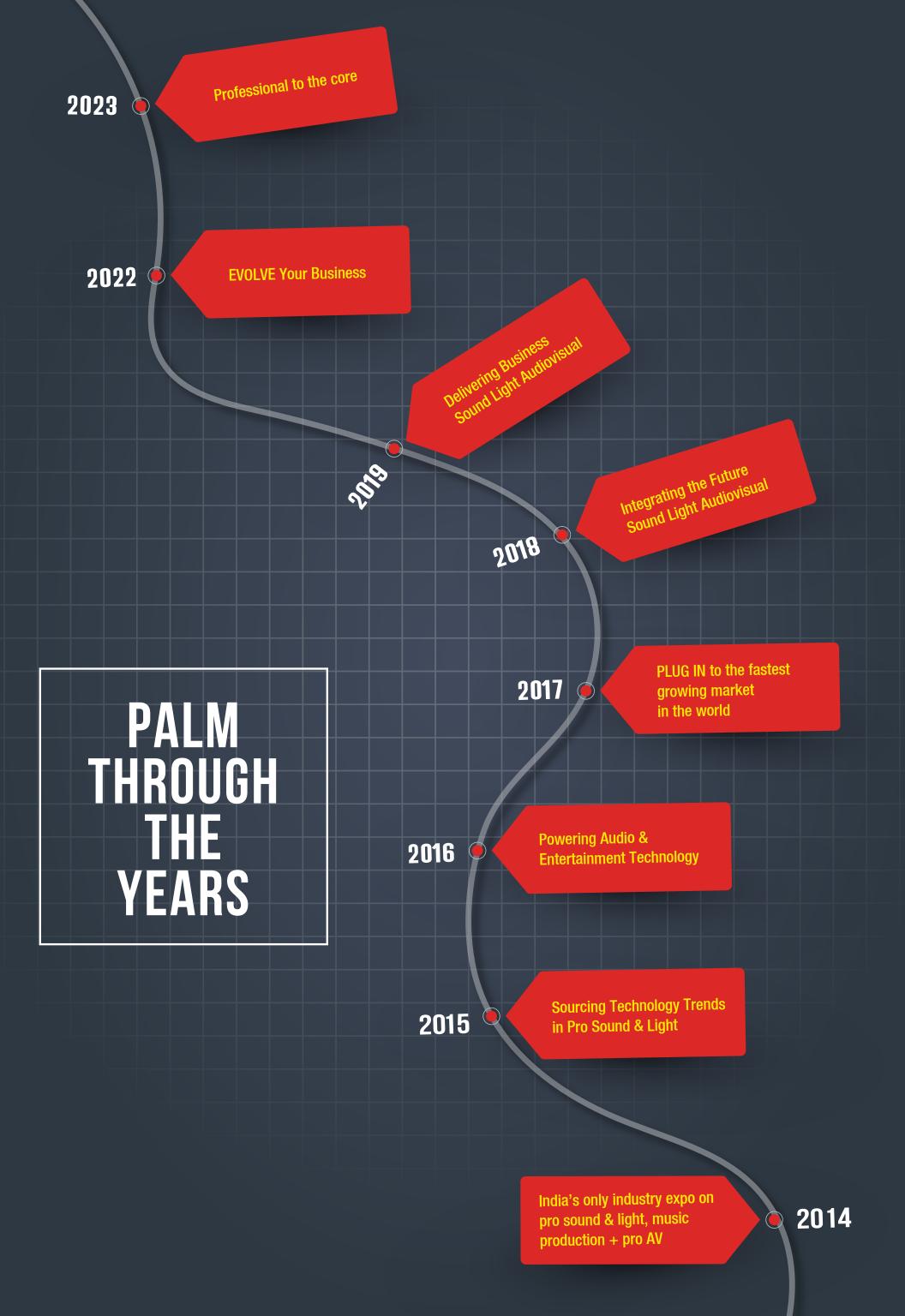
PALM's well-defined Halls of Pro Audio, Lighting, and Pro AV allow your product category to be located preferably. Attracting the correct buyer.

There are three dedicated halls with 29,000 sqm of exhibit area for pro audio, pro AV, and lighting, displaying over 500 brands and thousand+ products incorporating every application and engineering.

# PROVEN TECHNOLOGY PRODUCT

PALM's focus is on developing the Indian market in providing emphasis on standards and specs, best practices, and professional selection of product technology. The pro audio and sound rental industry source their product at PALM with a confidence. It is the reason, the distribution and dealer network from across India is present year after year at PALM.

The PALM Conference at the PALM Expo over three days, offers a seminar program for intensive presentation of product technology. PALM Conference is India's leading conference on pro audio, stage sound and lighting, boasting of industry leaders as key speakers on important topics providing future direction to sound and light industry. PALM Expo Magazine is the voice of the industry and their source for new technology and trends.



# VISITOR PROFILE



PALM welcomes 23,000+ unique trade visitors during the three days of the show. The show each year identifies the potential of the industry by bridging the interest, expertise & innovations that the sound, light & AV technology has to offer. The well appreciated professional environment and a strict no-sound policy by exhibitors & visitors indicates the international business atmosphere of PALM Expo, hence making it a must attend sourcing & networking platform.

#### PROFESSIONAL VISITORS

- AV CONSULTANTS
- DJs
- DEALERS & DISTRIBUTORS
- ELECTROACOUSTIC CONSULTANTS
- EVENT MANAGERS
- FILM / TV STUDIO MANAGERS
- LIGHTING DESIGNERS & ENGINEERS
- MAPPING PROFESSIONALS
- MUSICIANS / ARTISTS
- PRODUCTION MANAGERS
- PROJECT ENGINEERS
- PROJECTION DESIGNERS
- PURCHASE MANAGERS
- SOUND ENGINEERS
- SYSTEMS INTEGRATORS
- VISUAL ARTISTS AND JOCKEYS

#### **BUSINESS SEGMENTS**

- AUDITORIUMS
- BROADCAST, FILM & POST-PRODUCTION
   STUDIOS
- EVENT MANAGEMENT COMPANIES
- GOVERNMENT
- HOSPITALITY (CLUBS / PUBS / DISCOS / LOUNGE BARS)
- HOUSES OF WORSHIP
- MEDIA & ADVERTISING
- MUSEUMS
- MUSIC RECORDING STUDIOS
- RENTAL COMPANIES (STAGE SOUND & LIGHTING / PA / AV)



## PRO AUDIO





**AMPLIFIERS** 



AUDIO EQUIPMENT



AUDIO NETWORKING



CABLE & CONNECTORS



CONSOLES/
MIXING DESKS



**FLIGHT CASES** 



**HEADPHONES** 



LINE ARRAY



LIVE SOUND TECHNOLOGY



MICROPHONES & ACCESSORIES



PA SYSTEM



SOUND REINFORCEMENT



STUDIO & RECORDING EQUIPMENT

## PRODUCT CATEGORIES

#### SHOW FEATURES

- DEMO QUBE
- IMMERSIVE MAPPING DEMO
- IRAA AWARDS
- LIVE ARENA
- PALM CONFERENCE & SEMINAR

# PRO AV HALL 2



### PRODUCT CATEGORIES



CONFERENCE EQUIPMENT & TECHNOLOGY



DIGITAL PROJECTION



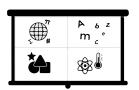
DIGITAL SIGNAGE



DISPLAY SYSTEMS



INSTALLED SOUND



INTERACTIVE DISPLAYS & WHITEBOARDS



**LEDs** 



PA SYSTEMS



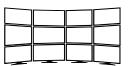
**PROJECTORS** 



STUDIO LIGHTING



THEATRE & AUDITORIUM LIGHTING



VIDEO WALLS & LARGE SCREEN DISPLAYS



SWITCHES & SCALERS



CABLES & CONNECTORS



UNIFIED COMMUNICATION SOLUTIONS



VIDEO NETWORKING

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#### SHOW FEATURES

- AV-ICN CONFERENCE & SEMINAR
- AV PROJECT GALLERY
- CERTIFIED AV SPECIALIST (CAVS) COURSE
- IMMERSIVE MAPPING DEMO

# LIGHTING





CLUB & DISCO LIGHTING



FLIGHT CASES



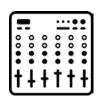
FLOOR LIGHTING



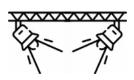
LASER TECHNOLOGY & EFFECTS



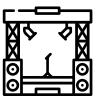
LIGHTING CONTROLS



SFX & LIGHT EFFECTS



STAGE LIGHTING



STAGE TECHNOLOGY



TRUSSING & RIGGING

## PRODUCT CATEGORIES

#### SHOW FEATURES

- LIGHTING CONFERENCE
- LIGHTING DESIGN SHOWCASE
- RIGGING & TRUSSING WORKSHOP

## SUCCESS STORIES

PALM Expo 2023, like previous editions, maintains impeccable professionalism. It outshines all industry events as a prime stage for us to exhibit our cutting-edge solutions to the sound industry. Ideal for showcasing our latest products!

- Rohit Tahilani, Ahuja Radios

With global partners, we unveiled innovations on this esteemed platform - PALM Expo 2023. Networking exceeded expectations, fueling Alphatec's growth and partnerships. Grateful for an exceptional launch facilitated by PALM Expo. Anticipating fruitful collaborations ahead.

- Devasis Barkataki, Alphatec Audio Video

The glory of PALM never fails to surprise us. Over 30 years in the industry, PALM remains our invaluable hub for audio excellence, connection, and passion. Once again, flawlessly organized, PALM transcends mere Expo status into an immersive experience.

- Leslie Lean, Ansata Computer Systems

As A-Plus, I proudly stand at PALM Expo. We have seen exceptional experiences this year and prior, yet this post-Covid year shines promisingly. Eager for

year shines promisingly. Eager for industry growth and collective prosperity. Sharing gratitude and anticipation for our journey together. Thank you!

- Yogesh Mehndiratta, A-Plus

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AV-ICN Expo sees impressive footfall, hinting at a potential customer surge. Numerous queries were received at the Expo this year and postevent follow-up was also planned. I am eager to express interest in participation.

- Pankaj Sinha, Avientek Electronics Trading

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A heartfelt thank you to you and your team for the incredible PALM Expo exhibition, praised by staff, clients, and visitors as our best show yet. We could see abundant leads and promising discussions, some on the verge of fruition. Thrilled for next year's participation and wishing you continued success.

- Manoj Lobo, Canara Lighting Industries

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Grateful for this wonderful exhibition and the amazing attendees. We proudly explained our product, hoping for equally positive outcomes. This marks our second participation. Many thanks once more and wishing everyone a successful exhibition.

- Dylan Bomgardner, Claypaky

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AV-ICN offers an excellent platform for India's Pro AV sector, and we're thrilled to be part of it. Epson showcased high-brightness projectors for immersive displays, 3D projection mapping, and the transition from standard to hybrid meeting rooms, well received by AV SI's, rental partners, and staging experts.

- Arbaaz Khan, Epson India

Excellent response and a great event always deliver high calibre leads precisely from the industry. We'll definitely exhibit again & would recommend everyone here. Great support from the organizers.

- Manmeet Singh, EverGlow LED

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As a participant in PALM AV-ICN Expo, India's premier event for professional sound, light, and system integration, we've witnessed its evolution into an informative, authoritative platform for idea exchange, knowledge sharing, and vibrant networking. We wish to continue support and participation.

- Prashant Govindan, Generation AV (India)

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The footfall was better than last year, and we saw higher levels of engagement as well, from end-users and distributors alike. The highlights for us were launching one of our headliners and conducting a lighting workshop for Martin lights, at HARMAN Live Arena. We're certainly looking forward to the next one.

- Vinayak Kamath, Harman International India

PALM Expo proved to be a dynamic platform for business opportunities. Connecting with professionals & potential prospects was rewarding. Engaging discussions with industry peers inspired fresh ideas at the expo. Eagerly anticipating 2024 with renewed enthusiasm and expanded product lines.

- Rajan Gupta, Hi-Tech Audio & Image

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A fantastic show with numerous visitors, inquiries, and successful sales. Kudos to the PALM Expo team for a job well done. We look forward to meet everyone again in 2024.

- Rasesh Parekh, Integrated Entertainment Solutions

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PALM Show 2023 is exceptional, yielding a fantastic response. The crowd is a cream-of-the-crop assembly of professionals.

- Anil Makhani, MX-MDR Technologies

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At AV-ICN Expo, visitors are enthusiastic about our Products & Solutions, seeking trendy offerings showcased. I am impressed by the caliber of inquiries received over three days, capturing great leads. Organizer support is superb, and the event consistently delivers topnotch leads. Looking forward to next year!

- Nataraju Upputuri, N Teck Systems

In 2023, Nx Audio unveiled 20+ new products. PALM's excellent organization and high footfall provided valuable in-person customer insights and positive responses. PALM's exponential growth in sync with the industry is encouraging. Anticipating further advancements in 2024!

- Manoj Motwani, Narain Audio and Lighting

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We were pleasantly surprised by the diverse Pro AV market presence. A rewarding experience showcasing latest successful products. PALM provides a prime platform to engage with consultants, integrators, and clients in the Pro AV industry.

- Mohammed Haaris, Nvincy Solutions

PALM Expo 2023 has set a bechmark in Trade Fairs, featuring an impressive array of manufacturers and importers as exhibitors. The remarkable turnout of trade professionals this year is astounding. We look forward to PALM Expo's continued growth and success in the coming years.

- Vinod Jain, Octune

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Participating in AV-ICN Expo 2023 was truly remarkable. The extensive exposure gained from numerous attendees and visitors was invaluable. Kudos to the event organizers for a well-structured, categorized space that facilitated seamless connections with stakeholders. Excited for the next edition!

- Vijay Sharma, Optoma India

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The experience has been pretty good, and the response compared to last year has been amazing.

- Rahul Gada, SEPL Visual Solutions - Absen

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PALM Expo continues to amaze, providing an engaging platform for customers to explore and learn about our products. Impressed once again!

- Karan Nagpal, Sonotone Audio







































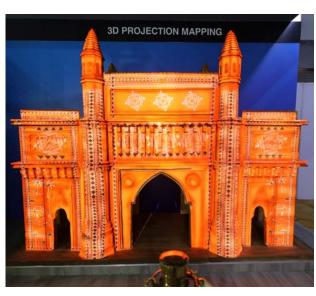






























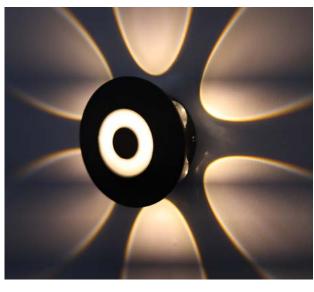










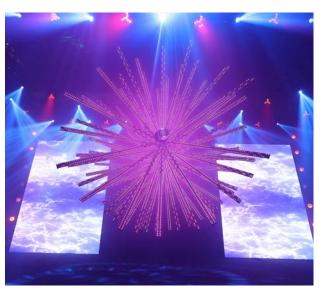






































































































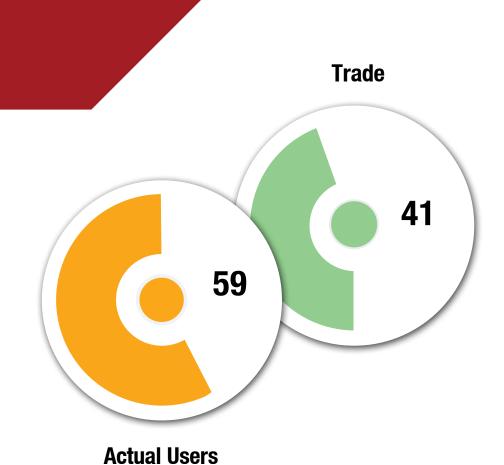
#### **ATTENDEES TO PALM 2023**

The strong surge of visitors at the Pro Audio (Hall 1), Pro AV (Hall 2) and Lighting (Hall 3), crossing 27,000+ footfalls was a fascinating display of professional buyers, inundating the aisles creating an undeniable vindication of the Indian market. The breakdown below of the attendee demographics and professional interests provides an understanding of the dynamics of the expo and industry inclinations.

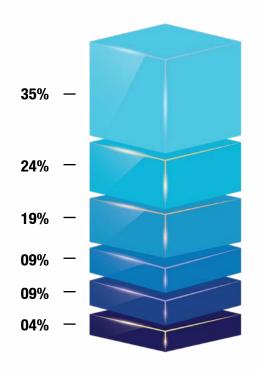
### PALM 2023 BUYERS & SELLERS WHO ATTENDED

Actual Users comprised professionals from Government Organisations; House of Worship; Clubs / Pubs / Discos / Lounge Bars / Restaurants; Rental Companies; Studios (Recording / Postproduction), Media & Advertising, Corporates, Event Management, etc. as well as Systems Integrators and AV Consultants.

Trade comprised of Manufacturers; Distributors & Dealers; Importers; Agents; Subsidiaries etc.



#### **PROFESSIONAL INTEREST – AUDIO**



Sound (35%) – Sound equipment for Rental market - from Big Stage to DJ rental

Pro Audio (24%) – Sound Reinforcement, Audio Mastering, Mixing, Audio Sampling, PA Stage

Install Sound (19%) – Pubs, Bars, Lounges, Lobbies, Restaurants

Studio Sound (9%) – Recording Studio, Broadcast Studio, Television Studio

Postproduction (9%) – Soundtrack, Music track, Editing and Effects

Cinema Sound (4%) – Theatres & Multiplexes

#### **PROFESSIONAL INTEREST – LIGHTING**



Entertainment Lighting (35%) – Pubs, Clubs, Lounges, Hospitality

Stage Lighting (30%) – Lighting for stages – Concerts, Auditoriums, Weddings

Laser Effects & Lighting (22%) - Universal Application

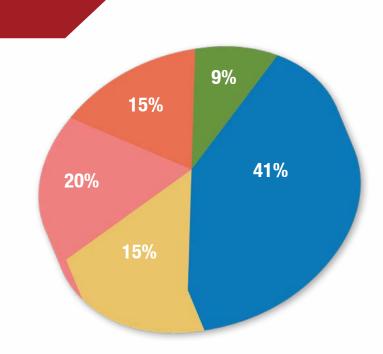
Lighting Special Effects (10%) - Universal Application

3D Lighting & Hologram Lighting (3%) - Universal Application

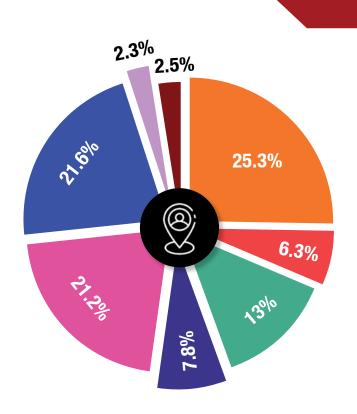
## PALM AV-ICN EXHIBITORS PRODUCT PROFILE

Number of exhibitors for each segment across all halls

| Stage Sound               | 41% |
|---------------------------|-----|
| AV                        | 15% |
| Lighting                  | 20% |
| Install Sound             | 15% |
| Studio & Audio Production | 09% |



#### **PURPOSE OF VISIT - PALM**



**CONNECT WITH THE TRADE - 25.3%** 

**EVALUATE SHOW FOR FUTURE PARTICIPATION - 6.3%** 

**LOOKING FOR BUSINESS EXPANSION - 13.0%** 

**NETWORKING / MARKET RESEARCH - 7.8%** 

NEW PRODUCT & TECHNOLGY - 21.2%

PURCHASE & ORDER - 21.6%

SEEKING REPRENSENTATION TIE-UP - 2.3%

OTHERS - 2.5%



**BOOK YOUR PRODUCT** PRESENTATION SLOT

Smita Rai Mobile: +91 9289368200 Email: smita.rai@hyve.group

www.palmexpo.in









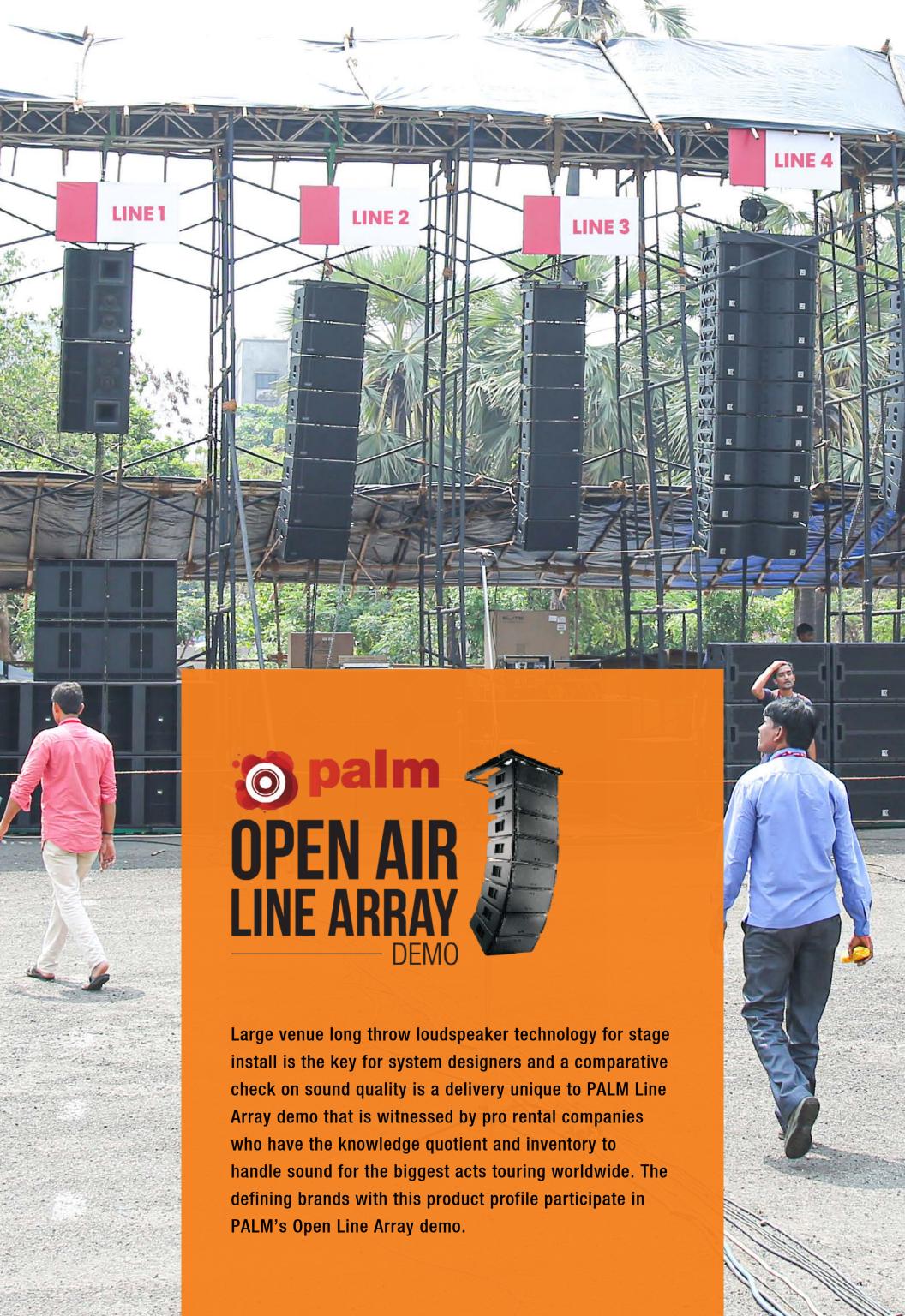


Demo Qube is a square sound-proofed acoustic space for high-decibel sound reinforcement systems to give a demo for stage sound solutions. PALM is the ultimate destination for stage sound solutions attracting mega live performance sound systems rentals to source their next investment in new speaker technology.

Demo Qube is that perfect concept evolved at India's greatest pro audio show.

For booking a DemoQube, contact:

Ramesh Chetwani | Mobile: +91 9311378565 | Email: ramesh.chetwani@hyve.group





Innovation, product design, application, solution and then excellence in quality and affordability in price-PALM is the voice of the pro audio and lighting industry and the market, and professionals view the PSL Awards from PALM expo and media as true recognition of effort and contribution to India's high aspirations in sound and light sector.



Recording is an art! Recording defines lyrics and composition, musicians, and singers, holistically into music. IRAA represents the entire body of professional sound recording engineers, for music recording and soundtrack, dialogue and background, exploring the extent and depth of recording. The 16th IRAA nominations will be assessed by august Jury members who will ensure the level of assessment is sincere and honest with focus on technical excellence; Jury, driven with an obsession by sound engineers for sound engineers. IRAA is the final word in recognition of excellence.

For IRAA Sponsorship opportunities, contact:

Smita Rai | Mobile: +91 9289368200 | Email: smita.rai@hyve.group





Audio and Display communication and networking are challenging. Integration for perfect sound and visual involves knowledge of acoustics and video, Internet protocol streaming. Networking and interactive modalities means ProAV and such excellence in projects is what the PALM Project Gallery is. Intention is to lead the industry showcasing achievement that is exemplary.







# MARKETING OPPORTUNITIES

With the aim to help your brand reach the right target audience & meet your business needs, even before you reach the show floor, PALM Expo puts forth an extensive marketing outreach through multiple mediums.



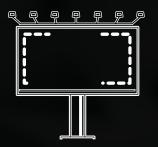


PALM Expo garners the use of Online Campaigning and strategizes its digital content. We grow our presence with a far-reaching Digital Campaign, having a targeted & specific audience reach with promotional activities across social media and digital mediums. Garnering higher reach and awareness about the expo through national and international affiliations.



#### SHOW INVITES

Special printed invites are sent to Industry associations and Market drivers. Invitation cards are also sent out to Exhibitors and Media Partners to invite their key customers, thus bringing quality trade visitors to the show.



#### OUTDOOR CAMPAIGN

PALM carries out an extensive outdoor publicity campaign utilising innovative and high reach and visibility mediums, thus targeting the right audience through hoardings, bus back branding, retail store branding, and POS branding among the few promotional mediums.



#### ASSOCIATION SUPPORT

PALM Expo partners with leading industry associations across the country, to help increase the growth of the industry, and increase knowledge and awareness about various developments. Invitations are sent out to association members to participate at the exhibition as well as to be a part of the knowledge sharing sessions.



#### INDUSTRY MAGAZINES

PALM reaches out to the industry through all the major magazines in India and overseas. The expo drives an extensive annual marketing campaign with each of the partner with innovative and large use of the editorial and advertorial opportunities, both, online and offline.



#### EMAIL CAMPAIGN

Regular industry and show updates are the essence of growth. PALM ensures a far-reaching e-mail campaign which is programmed to keep exhibitors and visitors updated about every aspect of the expo and the growing industry, thus generating interest & registrations.



## SMS & WHATSAPP CAMPAIGN

Reaching out to the audience and providing them with regular updates about PALM Expo is what we aim to achieve, in turn, helping our patrons, not to miss the opportunity of generating the right business.



## PR & MAINLINE ADVERTISING

A huge PR reach with an extensive coverage across media platforms, and advertising in major newspapers across the country, helps push the visibility and grow the goodwill of the expo, in turn helping garner higher and better response from the audience.

## SPONSORSHIP OPPORTUNITIES

#### WHY SPONSOR?

GAIN UNPARALLELED EXPOSURE & ACCESS TO A DIVERSE AUDIENCE. GET INTRODUCED TO NEW MARKETS, NETWORKS & LATEST DEVELOPMENTS.

BENEFIT FROM PUBLICITY BEFORE, DURING & AFTER THE SHOW.

HIGHLIGHT YOUR PRODUCTS TO THE RIGHT TARGET AUDIENCE & IMPACT YOUR BUSINESS FOR LONG TERM.

STRENGTHEN EXISTING RELATIONSHIPS AND MAKE NEW CONTACTS WITH THE BEST IN THE INDUSTRY THROUGH FOCUSED NETWORKING.

#### **ENHANCE YOUR VISIBILITY AND POSITION**

#### SOME OF THE OPPORTUNITIES THAT CAN BE AVAILED:

- REGISTRATION PARTNER
- EXHIBITION LANYARD PARTNER
- NAME BADGE PARTNER
- VISITOR BAG PARTNER
- TRUSS PARTNER
- PALM SOUND & LIGHT CONFERENCE & SEMINAR
   (Platinum, Gold, Session, Sound & Video Display Partner)
- IRAA (INDIAN RECORDING ARTS ACADEMY) AWARDS (Platinum, Gold & Silver Partner)
- ONSITE ADVERTISING OPPORTUNITIES

  (Cafeteria, Outside Exhibition Halls, Pillar, Tunnel Between Halls)
- ADVERTISEMENT IN PALM + AV-ICN MAGAZINE

# UNVEILING INNOVATION ONE SQM AT A TIME

AMPLIFY YOUR REACH.
SHOWCASE YOUR PRODUCTS & TECHNOLOGIES AT ASIA'S PREMIER PRO AUDIO, AV & LIGHTING EXPO!

#### **PARTICIPATION FEES\***

R A W S P A C E INR 14,700 Per. S Q M SHELL SCHEME INR 15,500 Per.SQM

RAW SPACE US\$350 Per.SQM SHELL SCHEME US\$375 Per.SQM

\*Price may differ depending on the type & size of the booth.

Above prices does not include 18% GST and any other Government charges as applicable.

#### Reach out to us:

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#### **Media Partners**





















Worship4/L

#### **Supporting Associations**



















#### **Mumbai Office**

Hyve India Private Limited, C/o Workenstein Collaborative Spaces Private Limited (Workafella), AK Estate, Off Veer Savarkar Flyover, Beside Radisson Blu Hotel, SV Road, Goregaon (West) Mumbai, Maharashtra 400 062

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