

EVOLVE YOUR BUSINESS



palmexpo

sound ► light ► audiovisual

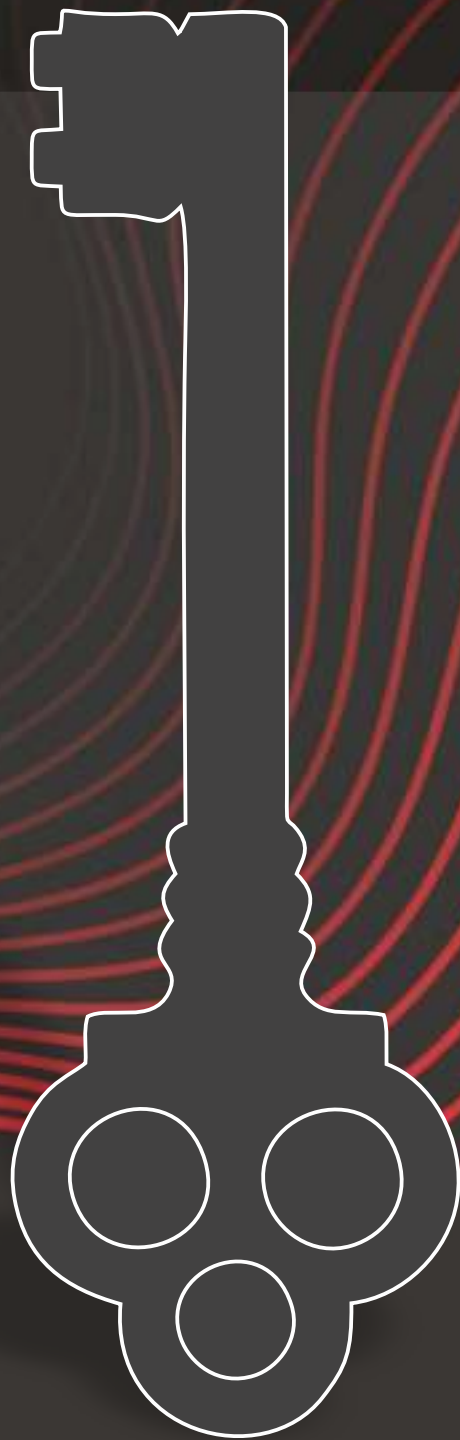
**26 - 28
MAY, 2022**

BOMBAY EXHIBITION CENTRE,
GOREGAON (E), MUMBAI, INDIA

**AV-ICN
EXPO**

AV INTEGRATION COMMUNICATION NETWORKING EXPO

KEY TO YOUR GROWTH



DEVELOP YOUR MARKETS



NEW BEGINNINGS

EVOLVE, GROW, DEVELOP!

PALM AV-ICN expo is India's foremost tradeshow for the Professional Sound, Audiovisual and Lighting Industry. For 20 years PALM expo has been the principal catalyst fueling the industry, by connecting global manufacturers and solution providers with dealers and vertical market buyers.

In its previous editions, PALM's Pro Sound & Light + Pro AV Exhibitors, have grown Indian markets and delivered the best the world has to offer to the Indian trade and community of professionals. The show has a rich heritage of providing limitless opportunities to the pro sound, audiovisual and lighting industry, and this year the importance of PALM AV-ICN expo 2022 is especially incontestable as it points to new beginnings!

PALM expo 2022 in conjunction with the AV-ICN expo will be a major game changer as it will drive the revival of the entire demand and supply chain, reactivating trade and providing a physical platform for buying and selling. The expo will reinitialize business connections, networking and interaction between the exhibitors and their prospect partners, dealers and end-users by fulfilling its responsibility in once again organizing an uncompromising expo.

PALM AV-ICN expo 2022 will overcome the challenges to bring to exhibitors a world-class expo. Besides connecting exhibitors to a valuable buyer community, the expo will be host to a vibrant exchange of information through the immensely successful PALM highlight features, which provide opportunities for collaboration and networking with leading industry professionals and thought leaders. The highlight features include - **AV-ICN Summit, AV Project Pavillion, Certified AV Specialist Education Course (CAVS), Demo Qube, IRAA Awards Winners Felicitation, Lighting Design Showcase, Live Rigging Workshop, PALM AV-ICN Intelligent Lighting Projection Demo, PALM Live Arena, PALM Sound and Light Awards, PALM Sound and Light Summit – Conference & Seminar Programme.**

The last two years have been a great disappointment with 25,000+ trade attendees missing out on the opportunity to source equipment and network on the show floor and its extensive highlight features. Planning new product launch and developing user community at the PALM is what grew the business in this region – **PALM EXPO DELIVERED BUSINESS**. The two-year gap means PALM AV-ICN 2022 will now provide a robust show which will revive businesses and connect the most important pro AV markets of the subcontinent to network again.

The purpose of the expo this year is to provide stimulus, growth and investment opportunities to exhibitors. We call upon the industry to be inspired, make new business contacts, and expand your knowledge, only at **PALM AV-ICN expo 2022!**



REASONS TO EXHIBIT

- **WINDOW OF OPPORTUNITY:** PALM in Conjunction with AV-ICN expo is India's ONLY exhibition for the pro audiovisual, lighting and systems integration industry. Make the best of it!
- **CONNECT WITH PROSPECTIVE BUYERS:** The Show attracts the biggest gathering of distributors and dealers, biggest rental companies and most influential systems integrators looking for **STAGE SOUND + LIGHTING + AUDIOVISUAL SOLUTIONS**.
- **BRAND REINFORCEMENT:** The expo boasts of global participation from the world's leading pro audio and lighting brands, as it offers valuable opportunity to garner greater brand awareness from a target buyer base.
- **HIGH PROFILE NETWORKING:** Business Oriented Content & Exhibit Features attract professionals and buyers providing more opportunity to collaborate, network, stimulate product and brand exposure and do business.
- **MAXIMIZE ROI:** The show's multimodal approach helps exhibitors link to a target audience of buyers and influencers, thereby maximizing ROI for them.

EXHIBIT PRODUCT PROFILE



THE PALM AV-ICN expo boasts of a huge exhibit of products and technological solutions for SOUND + LIGHT + AUDIOVISUAL. Dedicated exhibit areas accommodate the expanse of exhibits in a manner which facilitates efficient movement of buyers, leading to better business for exhibitors.

PALM Expo

- ▶ Amplifiers
- ▶ Audio Equipment
- ▶ Cable & Connectors
- ▶ Consoles / Mixing Desks
- ▶ Headphones
- ▶ Laser Technology & Effects
- ▶ Lighting Controls
- ▶ Lighting Effects
- ▶ Live Sound Technology
- ▶ Loudspeakers
- ▶ Microphones & Accessories
- ▶ PA System
- ▶ Sound Equipment
- ▶ Stage Lighting
- ▶ Stage Technology
- ▶ Studio & Recording Equipment
- ▶ Trussing & Rigging

AV-ICN Expo

- ▶ Cinema Sound
- ▶ Conferencing Equipment & Technology
- ▶ Digital Out-of-Home Display
- ▶ Digital Signage
- ▶ Distribution Systems & Technologies
- ▶ Education Technology
- ▶ Installed Sound Technology
- ▶ Interactive Displays & Whiteboards
- ▶ LED
- ▶ Projectors
- ▶ Residential AV
- ▶ Signal Management & Processing
- ▶ Switchers & Scalers
- ▶ Unified Communication Solutions
- ▶ Videowalls & Large Screen Displays



VISITOR PROFILE



PALM Expo

PROFESSIONAL VISITORS

- ▶ AV Consultants
- ▶ Cinema and Multiplex Owners
- ▶ Design Consultants
- ▶ DJs
- ▶ Electroacoustic Consultants
- ▶ Event Managers
- ▶ Film / TV Studio Managers
- ▶ Lighting Designers
- ▶ Production Managers
- ▶ Project Engineers
- ▶ Projection Designers
- ▶ Purchase Managers
- ▶ Sound Engineers
- ▶ Systems Integrators
- ▶ Visual Artists and Jockeys

BUSINESS SEGMENTS

- ▶ Auditoriums
- ▶ Broadcast, Film & Post Production Studios
- ▶ Clubs / Pubs / Discos / Lounge Bars
- ▶ Educational Institutes
- ▶ Entertainment & Leisure Venues
- ▶ Event Management Companies
- ▶ Government
- ▶ Hospitality
- ▶ House of Worship
- ▶ Manufacturers, Distributors, Dealers & Retailers
- ▶ Museums
- ▶ Music Recording Studios
- ▶ Rental Companies (Professional Sound & Lighting)

AV-ICN Expo

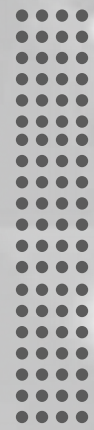
PROFESSIONAL VISITORS

- ▶ Architects
- ▶ Audiovisual Engineers
- ▶ AV Consultants
- ▶ Chief Information Officers (CIOs)
- ▶ Contractors
- ▶ Design Consultants
- ▶ Multiplex Promoters & Theatre Owners
- ▶ Production Managers
- ▶ Project Managers
- ▶ Purchase Managers
- ▶ Radio / TV Station Technical Personnel
- ▶ Systems Integrators

BUSINESS SEGMENTS

- ▶ Broadcast
- ▶ Building & Infrastructure
- ▶ Cinema Theatres / Multiplexes
- ▶ Corporate
- ▶ Distribution / Dealer Network
- ▶ Education
- ▶ Enterprises
- ▶ Government
- ▶ Health
- ▶ Hospitality
- ▶ House of Worship
- ▶ IT Systems Design & Installation
- ▶ Manufacturers of AV Equipment, Systems & Solutions
- ▶ Media & Advertising
- ▶ Rental Companies (Audiovisual)
- ▶ Retail





PERPETUAL ENHANCEMENT

PALM AV-ICN CONTENT & EXHIBIT FEATURES

PALM AV-ICN hosts 11 business oriented Content & Exhibit Features.
The PALM Mantra 'we deliver business' is a constant focus in the development of these features

The Demo Qubes at PALM, provide ample opportunities to exhibitors wanting to demo high-end speakers and sound systems. With restrictions on sound in the exhibit hall, Demo Qube has been an ideal concept for pro audio companies to demonstrate their products with ease in a private cube structure.



This course is on the basics and advanced application of installation and integration of AV, IT Networking and communication and collaboration on IP- Internet Protocol. The CAVS Certification is aimed at providing knowledgeable manpower, replacing the 'electrician' with a 'qualified integrator' and creating a talent with specific learning for AV integration. The Certification Course in AV Install & Integration is designed to provide knowledge of audio and video fundamentals and enhanced troubleshooting skills, while promoting best-practices and technological expertise of systems technologies.

This feature encompasses highly informative and educational lectures, panel discussions, seminar sessions, company sponsored product presentations and workshops on subjects of relevance to the stage, entertainment, events, AV integration & install and music production industry.



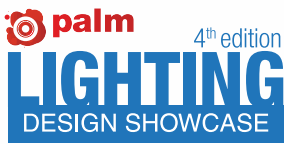
One of the most attractive features at the PALM expo will be back after a gap of two years with a line-up of some of the best artists, bands and musicians performing live at the arena.

These awards honour excellence in the stage sound and professional lighting industry. Spread over a number of technical and creative categories, the awards recognize individuals and organizations for their unparalleled contribution to the live event entertainment industry by rendering outstanding products and services in the field of staging, lighting & live sound.



This feature presents live demos on truss and rigging-based safety protocols and best-practices, as also, workshops on topics ranging from truss roofing structures, the need for ballasts and guywire based cross-bracing to safe truss climbing, fall & rescue techniques and more.

This first of its kind lighting showcase in India, provides a platform for creative excellence in the field of live events and entertainment lighting design. The showcase puts spotlight on emerging talent and fulfills in providing an opportunity to lighting designers from across India to showcase their skill. This unique showcase of lighting choreography, displays programming skills, innovative and original visual imagery and stage lighting design creativity by exploiting latest lighting fixtures and console technology.



This independent, neutral and all-inclusive open platform fulfills enables top AV Consultants and Systems Integrators in the country to have a space of their own to showcase their projects and expertise to a target audience comprising – CTOs, CIOs, procurement and purchase managers, across segments which include Corporate, Government, Hospitality, Retail, etc. Consultants and Integrators can highlight their best and bespoke projects on interactive / touch screen displays.

This Demo will highlight new technology that converts any digital projector into a beam machine.



The three day AV-ICN Summit will host informative and technical Conference & Seminar sessions by thought leaders and experts of the AV industry, discussing topics of interest and relevance to the AV industry. The Summit aims to be a window to the future of AV in India providing equal opportunities to all to participate.



The IRAA Awards are the first ever music awards in India that recognize the recording and engineering talent. Since 2006, IRAA has honoured exceptional talent in music and soundtrack recording and mixing in Indian music for albums and movies. IRAA 2021 was accomplished as a virtual event and applauded the technical expertise and creativity of sound technicians who are so often working unrecognized. At PALM expo 2022, the winners of the 2021 IRAA awards will be felicitated with distribution of mementos.

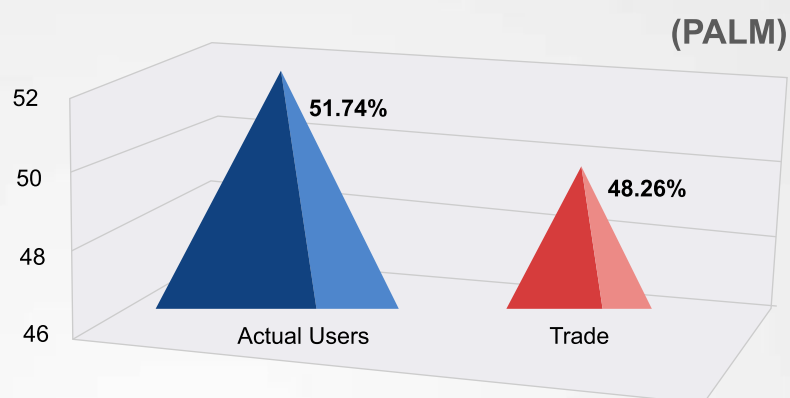
Watch IRAA Awards 2021 by scanning the QR code here ➡



STATISTICS & DEMOGRAPHICS

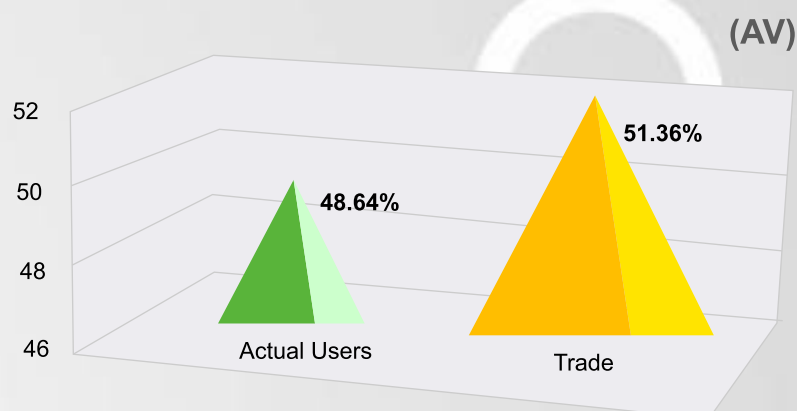
Statistics and Demographics documented here are based on exhibitor participation and visitor attendance of PALM AV-ICNx 2019 which took place at BEC, Mumbai, India from May 30 – June 1, 2019.

PALM AV-ICNx 2019 Visitor Analysis – Buyers & Sellers



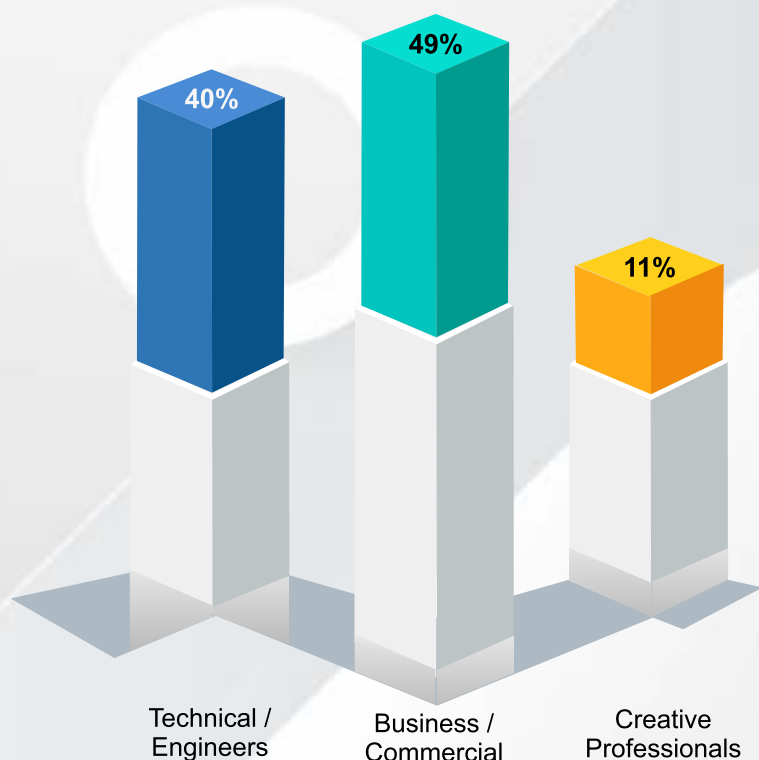
Actual Users comprised professionals from segments which included Educational Institutes; Government Organisations; House Of Worship; Hospitality (Clubs / Pubs / Discos / Lounge Bars / Restaurants); Multiplexes / Cinema Theatre / Home Theatre / Auditoriums; Other Venues (Malls, Commercial, Retail, Theme Park); Rental Companies; Studios (Recording / Post Production)

Trade Comprised of Manufacturer, Distributors & Dealers; Event Management Company/Ad Agency/Entertainment Company; Stage Production Companies; Systems Integration



Actual Users comprised professionals from AV Rental companies; Broadcasting & Information; Business / Corporate AV; Communications / Telecommunications; Defense; Education; Entertainment & Leisure; Finance & Banking; Government; Healthcare; Hospitality; Media / Advertising; Meetings / Events / Conventions; Venue Management; Real Estate Development / Architecture / M&E Consultancy / Facility Management; Retail

Trade Comprised of Manufacturer of AV equipment, systems and solutions; Manufacturers' Representative (Distributor / Dealer); Systems Integrators and AV Consultants



Professional Analysis (PALM)

Technical / Engineers comprised of Professional Lighting Engineers, Sound Engineer, System Integrators, AV Consultant and Technicians.

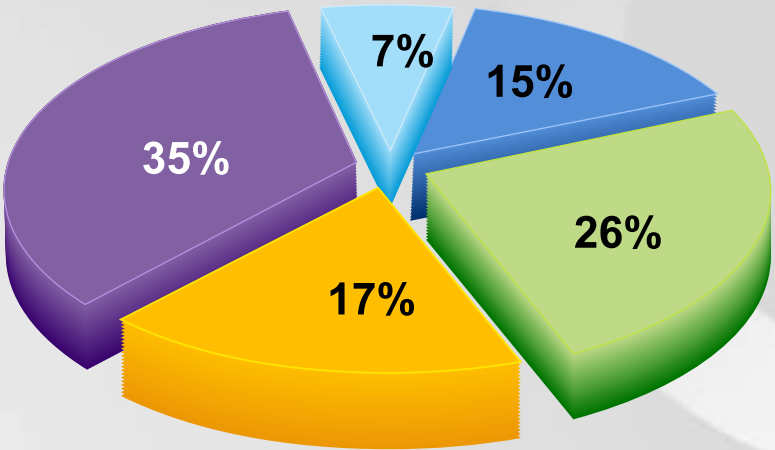
Creative Professionals included Musicians / Artists, Set / Scenic Designers, Visual Artists / Visual Jockeys and Disc Jockeys.

Business / Commercial comprised of Production Manager, Project / Design Consultant, Purchase Manager, Senior Management, Systems Integrator / AV Consultant and Technician.

Exhibitors Product Profile at PALM AV-ICNx Hall 1, 2, 3

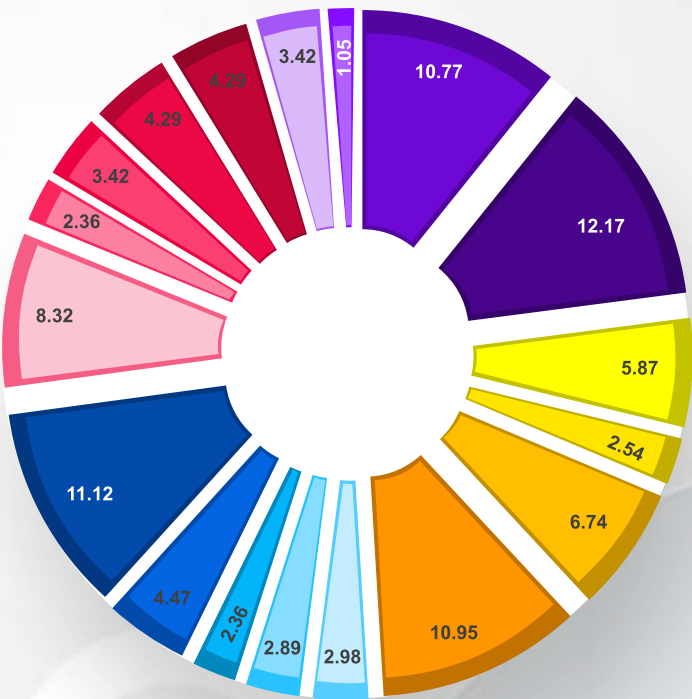
Number of Exhibitors for each segment across all halls of PALM AV-ICNx

Product Segment	Number of Exhibitors
AV	60
Install Sound	102
Lighting	70
Stage Sound	138
Studio and Audio Production	27



AV Industry Segment

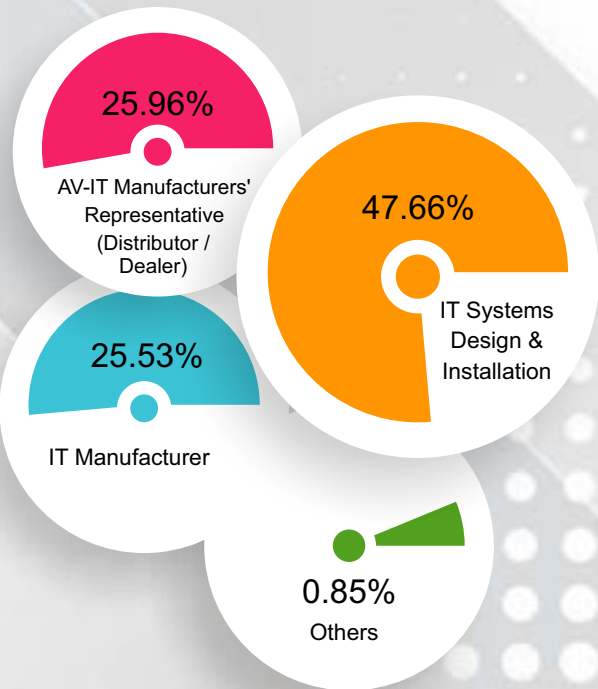
Attendees for AV-ICNx came from a wide range of vertical market segments as shown in adjoining table.



Broadcasting / Information	10.77%
Business / Corporate	12.17%
Communications / Telecommunications	5.87%
Defence	2.54%
Education	6.74%
Entertainment & Leisure	10.95%
Finance & Banking	2.98%
Government	2.89%
Healthcare	2.36%
Hospitality	4.47%
Media / Advertising	11.12%
Meetings / Events / Conventions	8.32%
Museum	2.36%
Real Estate Development / Architecture / M&E Consultancy / Facility Management	3.42%
Retail	4.29%
Transportation	4.29%
Worship	3.42%
Others	1.05%

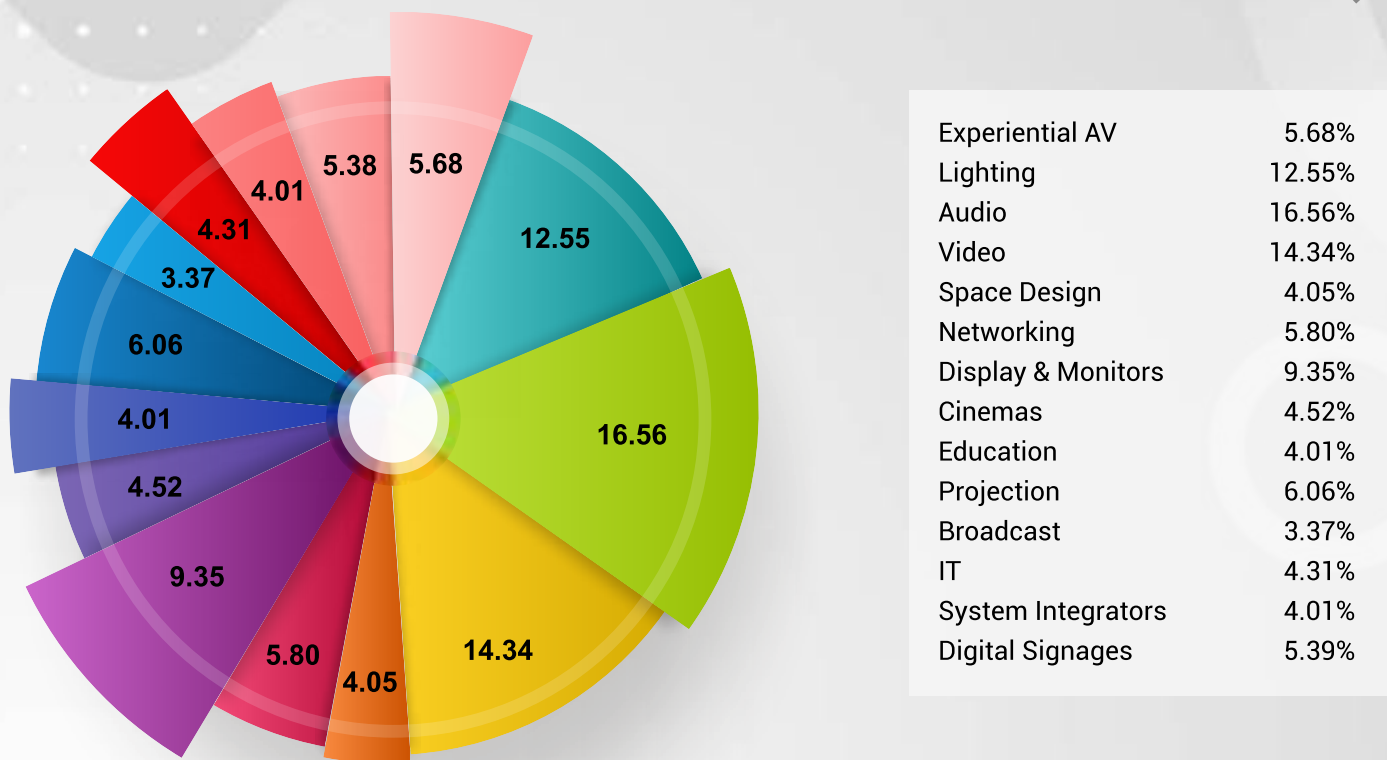
Information Technology Visitors at AV-ICNx

The adjoining chart classifies the Information Technology Visitors for AV-ICNx by their primary area of business focus.



The PALM and AV-ICNx Products/Technologies charts highlight the broad gamut of technologies specified to be of interest to show visitors

Products / Technologies of Visitor's Interest at AV-ICNx



Products / Technologies of Visitor's Interest at PALM

Amplifier	12.35%
Audio Effect	8.39%
AV Integrated Systems	3.37%
Broadcasting Equipment	1.96%
Conference Systems	2.45%
Console	4.84%
DJ Equipments	8.44%
Digital Cinema	2.86%
LED / Video Display Technology / Digital Signage	7.35%
Lighting Control	6.44%
Loudspeaker	7.09%
Microphone	5.85%
Other Audio Related Equipments	3.09%
Outdoor Lighting	2.96%
PA Systems	5.87%
Part & Accessories	2.13%
Software & Technology	2.93%
Special Effects, Laser Technology & Equipment	2.46%
Stage Lighting	4.53%
Stage technology & Truss Systems	2.55%
Video / Cinema Projection	2.10%



PROMOTIONAL CAMPAIGNS

PALM expo invests in targeted promotional campaigns. Exhibitors will benefit from the extensive multi-channel marketing and promotional campaigns which include:

- Tie-Up with National & International Industry Magazines
- Support from Trade Associations
- Digital Marketing: Website Reach, Social Media, Electronic Mailers
- Press Advertising
- Outdoor Campaign
- Printed VIP and Trade Invites



HALL 5

PRODUCT CATEGORIES

Lighting

- Laser & Effects
- Lighting Design & Installation
- Stage Lighting
- Stage Machinery
- Stage Technology
- Truss / Rigging



BOOK A BOOTH

Standard and Custom booth sizes are available starting at 9 sqms.
Contact the PALM expo sales team to discuss available options.

Booth Space is limited as booth bookings of exhibitors who booked their space for the 2020 show is sacrosanct. So don't wait and book your booth now.

Pricing and Options in INR

Booth Size	Booth Type	Price
9sqm	Shell Scheme (one side open)	14,000 per sqm
9sqm	Shell Scheme (two side open)	14,500 per sqm
9sqm	Shell Scheme (three side open)	15,000 per sqm
24sqm	Raw Space (carpet area only)	12,925 per sqm

Pricing and Options in US Dollars

Booth Size	Booth Type	Price
9sqm	Shell Scheme (one side open)	325 per sqm
24sqm	Raw Space (carpet area only)	300 per sqm

Package of Facilities for Standard Shell Scheme Booths Include:

- Back and side partitions with modern prefabricated system like octonorm and laminated panels.
- Synthetic carpet on floor.
- Fascia in English with booth number in uniform style.
- One spotlight per 3 sq. mt. space.
- One 5 Amp socket per booth.
- One counter table, two chairs for every 9 sq. mt. area.
- Power consumption for lighting.
- General security in Exhibition halls.

* Additional lights, furniture, electricity, TV / LED screens LED screens, hostesses, flowers etc. can be arranged by prior booking.

For Booth Booking / Sponsorship / Advertisement, Contact:

RAMESH CHETWANI
E: ramesh.chetwani@hyve.group
M: +91 931 137 8565
www.palmexpo.in

ZEESHAN ALI PATEL
E: zeeshan.patel@hyve.group
M: +91 928 912 4736
www.palmexpo.in

Get Inspired Get Involved

BUILD YOUR SPONSORSHIP PACKAGE

Your Products, Solutions and marketing plans are unique.

Together, we will customize a Sponsorship Package that maximizes your brand awareness and enhancement through Prime Exposure and targeted messaging.

REGISTRATION AREA

Registration sponsorship enables companies to achieve maximum visibility with company logo displayed prominently on the Registration counters and more, ensuring instant visibility to all visitors.

VISITOR / DELEGATE BAGS

Paper Bags will be distributed to visitors, invitees, media, conference speakers, delegates, sponsors and exhibitors. Sponsor's logo will be prominently displayed on both sides of the bag, thus guaranteeing a continuous display of the brand throughout the expo.

NAME BADGE

Every participant including visitors, invitees, media, conference speakers, delegates, sponsors and exhibitors wear badges on all days. Sponsor's logo will be prominently displayed on the front side of the badge thus guaranteeing a continuous display of the brand throughout the expo.

NAME BADGE LANYARD

Every participant including visitors, invitees, media, conference speakers, delegates, sponsors and exhibitors wear lanyards on all days. Sponsor's logo will be prominently displayed on all lanyards thus guaranteeing a continuous display of the brand throughout the expo.

CONFERENCE PROGRAMME

PALM AV-ICN offers its exhibitors an opportunity to avail of this reputed and respected feature for brand building by making available various opportunities which includes, booking conference session slots to conduct company sponsored presentations or host workshops / training programs / education seminars etc.

IRAA AWARDS

Sponsoring the IRAA Awards enables target promotion to the sound engineering fraternity and the maestros of the music & recording industry in India.

AD IN SHOW MAGAZINE

PALM AV-ICN Magazine will be circulated at the show, targeting a distribution of 6000 across the three days from various strategic locations which would include the magazine booth, various show features and registration to name a few.

OUTSIDE HALL BRANDING

Advertise your brand on billboards available at the walkway outside Hall 1 & 2.

CAFETERIA

Video Ad opportunity on a LED screen display placed inside the Cafeteria in the exhibit hall.



MEDIA PARTNERS



99 ELECTRICAL WORLD



ProAVAsia



SATiiTV.COM
India's Only Trusted Website

Score

systems
integrationasia

siliconindia

WorshipAV

SUPPORTING ASSOCIATIONS



ELECTRONIC SECURITY
ASSOCIATION OF INDIA

Punjab Light Sound &
Sbhacharak Group Association

Contact Us:

Mumbai Office:

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

Delhi Office:

Innov8 , 2nd Floor, 44, Regal Building
(Above Madame Tussauds Wax Museum)
Outer Circle, Connaught Place, New Delhi-110 001
Tel: +91-11-2644 7591