



**palmexpo**

sound ► light ► audiovisual

**#PROAUDIOSUPERHIGHWAY**

**GLOBAL DESTINATION FOR PRO SOUND, LIGHT &  
PRO AV MANUFACTURE**

**29-31 MAY 2025  
BEC, MUMBAI, INDIA**



# PALM EXPO

PRO AUDIO | STAGE SOUND | STUDIO SOUND

INSTALL SOUND | POST PRODUCTION

# LIGHTING EXPO

STAGE LIGHTING

ENTERTAINMENT LIGHTING

LIGHTING SPECIAL EFFECTS

LASER EFFECTS AND LIGHTING

3D LIGHTING AND

HOLOGRAM LIGHTING

VENUE LIGHTING





# #PROAUDIOSUPERHIGHWAY

Global destination for pro sound, light & pro AV manufacture

India stands as a dynamic and rapidly evolving market. The pro audio, sound, and lighting industry is poised for significant transformation, with India emerging as a major manufacturing hub. This shift from being primarily an importing nation to a large-scale manufacturer is driven by technological advancements, abundant resources, and cost-effective products. Numerous Indian brands now enjoy a global presence, and PALM has established itself as a premier global destination for both homegrown and international brands to showcase, network, and collaborate.

## ELEVATING EXCELLENCE: SHAPING THE FUTURE OF SOUND, LIGHT & AV

Experience the pinnacle of excellence at PALM Expo, India's premier exhibition dedicated to professional sound, lighting, and AV technology. With a rich heritage spanning over two decades, PALM Expo has once again underscored its prominence, achieving unprecedented success in its 22nd edition with a remarkable 30% surge in visitor turnout.

As the sole exhibition in India that seamlessly connects the entire spectrum of professionals in the sound, lighting, and AV domain, PALM Expo stands as the indispensable event for industry stakeholders. The industry converges to delve into emerging trends, revolutionary technologies, hands-on demonstrations, and a global knowledge exchange platform, fostering invaluable insights as per international benchmarks.

## KEY INSIGHTS INTO THE INDUSTRY'S TRAJECTORY!

- The Indian M&E sector is poised to burgeon at a robust rate of 10.5% by 2024, reaching INR 2.55 trillion, and is projected to sustain a steady CAGR of 10% to attain INR 3.08 trillion by 2026.
- The live events industry anticipates a noteworthy CAGR of 17.6% from 2023 to 2026.
- The music industry is slated for substantial growth, projected to achieve a CAGR of 14.7% during the same period.
- The out-of-home media sector is forecasted to witness a commendable CAGR of 9.3% from 2023 to 2026.
- Similarly, the filmed entertainment industry is expected to experience a steady CAGR of 6.6% during the timeframe.

**PALM Expo stands as the beacon guiding the industry's evolution, providing an unparalleled platform for networking, innovation, and professional enrichment.**

Source: Report by FICCI & EY 2024 - India's media & entertainment sector is innovating for the future



# **2025 SHOW HIGHLIGHTS**

**42,000 SQM OF  
GROSS SPACE**

**HALL 2 & 8: PRO AUDIO  
HALL 3: PRO AV  
HALL 4: LIGHTING**

**PALM + AV-ICN  
CONFERENCE  
AND SEMINAR**

**PALM  
DEMO QUBE**

**IRAA  
AWARDS**

**PALM SOUND  
& LIGHT AWARDS**

**LIVE RIGGING &  
TRUSSING WORKSHOP**

**LIGHTING DESIGN  
SHOWCASE**



[WWW.PALMEXPO.IN](http://WWW.PALMEXPO.IN)



# VISITOR PROFILE

For over two decades, the PALM Expo has established itself as the industry leader in the fields of sound, lighting, and audiovisual technology. The 2024 edition saw an impressive 38,636 visitor footfalls from across the nation. This esteemed event has become the most trusted platform for professionals in the industry to network, source products, and forge meaningful connections.

PALM Expo is not just an exhibition; it is a critical platform where exhibitors can connect directly with key buyers and decision-makers. This unique opportunity enables businesses to showcase their innovations to the right audience, facilitating valuable relationships that can significantly boost their growth and success.

The highly regarded professional environment and the strict adherence to a No-Sound policy by exhibitors underscore the international business ambiance of the PALM Expo. This makes it an essential platform for sourcing and networking.

## 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 SEGMENT

- AUDITORIUMS
- BROADCAST, FILM & POSTPRODUCTION STUDIOS
- CINEMA THEATRES / MULTIPLEXES
- CLUBS / PUBS / DISCOS / LOUNGE BARS
- EDUCATIONAL INSTITUTES
- ENTERPRISES
- EVENT MANAGEMENT COMPANIES
- GOVERNMENT
- HOSPITALITY
- HOUSE OF WORSHIPS
- MANUFACTURERS, DISTRIBUTORS, DEALERS & RETAILERS
- MUSEUMS
- MUSIC RECORDING STUDIOS
- RENTAL COMPANIES (STAGE SOUND & LIGHTING / PA / AV)



# Client TESTIMONIALS

We are delighted to participate in this year's PALM Expo, where we launched our new DJ product line. PALM Expo consistently provides an excellent platform to connect with the right professionals, and this year has been no exception. The positive response and excellent facilities make this event a valuable opportunity for us.

- **Veeryavanta Pariat Bhide**, ALPHATEC



The show offers a valuable experience with a strong presence from the audiovisual industry, facilitating connections with existing and potential customers. The event fosters extensive networking opportunities and serves as a premier platform in India for showcasing brands. The enthusiastic turnout reflects widespread interest and makes it a vibrant exhibition.

- **Elena Massague**, AMATE AUDIO



PALM Expo has been instrumental in our growth, by consistently providing us with a platform to find new business opportunities. This event is crucial for us to display our innovative products and connect with both mobile and installed application users across the country.

- **Leslie Lean**, ANSATA COMPUTER SYSTEMS PVT. LTD.



The scale and quality of the show have far exceeded our expectations, impressing us with both the exceptional attendance and the high calibre of products on display. This event has truly distinguished itself as a premier gathering for industry professionals.

- **Fabio Prada**, Area Four Industries



Our experience at PALM Expo improves annually. This trade show uniquely attracts serious buyers, providing an excellent platform to showcase our latest products. We've observed fewer inquiries but more realized orders, making it an exceptionally effective event for our business.

- **Manish Goel**, Cresurge Pvt. Ltd.



The response has been positive, and we are excited to reconnect with our customers. PALM Expo is a busy and vibrant event, providing an excellent platform for us to present our latest innovations and engage with industry professionals.

- **David McKinney**, Generation AV



We are a leading truss manufacturer in India. At PALM Expo, we displayed our extensive range of products, including the world's strongest aluminium truss and innovative LED screens. The expo provides an excellent platform to connect with clients and introduce our latest innovations. Each year, the event grows larger, offering significant business opportunities and reinforcing PALM Expo as the premier event in India.

- **Akshay Jangra**, Giant Truss



Our booth at PALM Expo has steadily expanded in tandem with the show's growth, which has been remarkable. The consistently high turnout and deep engagement from attendees have solidified PALM Expo as a cornerstone event for us over the past two decades.

- **Rajan Gupta**, HITECH Audio & Image





# Client TESTIMONIALS

We are thrilled to have introduced our new products at the show, and the response has been phenomenal. The event has been incredibly exciting, marked by enthusiastic engagement. We eagerly anticipate returning in 2025 to continue building on this success.



- **Rasesh Parekh**, Integrated Entertainment Solutions

With a decade-long presence at PALM Expo, we have witnessed the growing demand for LED and lighting control technologies. This underscores the show's significance as a vital platform for connecting with industry professionals and showcasing innovative products. The expo continues to be an essential event for staying at the forefront of technological advancements in our field.



- **Christian Hertel**, MADRIX

We are proud to be part of the PALM Show, which has made significant strides since the COVID-19 pandemic. The past two years have been busy, but this year we have witnessed remarkable improvements in the show's quality and increased participation from exhibitors. We are honoured to showcase our products alongside our local distributor and be part of this premier event.



- **Sabrina Gledhil**, Meyer Sound

I can say that our participation in the PALM Expo over the past five to six years has been phenomenal. This year, we showcased our new conference systems with camera integration and our antenna distribution system for wireless receivers. The event continues to be an excellent platform for our innovations.



- **Vijay Sinha**, Pink Noise Professionals Pvt. Ltd. & Erthpot Electronics Pvt. Ltd.

We are debuting our innovative T plus audio range of passive speakers for professional audio at Mumbai's PALM Expo, hosted by our distributor, HITECH Audio. This marks our inaugural showcase at this prestigious event. The expo's substantial growth in recent years underscores its status as a leading industry platform, offering an ideal setting to introduce our advanced audio solutions.



- **Emanuele Morlim**, RCF

Over the past two years at PALM Expo, our presence has catalyzed significant growth from small beginnings to substantial achievements. We have received positive customer feedback and achieved strong results, especially in introducing our sound, lights, and special effects products. The expo serves as a pivotal platform attracting both B2B and B2C customers, making it an invaluable opportunity in the field of sound and special effects.



- **Sonu Khiani**, SK Pyro Special Effects

PALM Expo has consistently delivered outstanding results, providing excellent customer experiences every year since our initial participation. We have received only positive feedback, with no complaints, solidifying our commitment to this exceptional event.



- **Karan Nagpal**, Sonotone

We have been participating at this event for the past five years, starting 2017 with a modest 9 sqm and we are thrilled to have expanded our presence to a substantial 75 sqm. This platform has proven to be exceptionally encouraging and beneficial, attracting both seasoned attendees and new industry professionals.



- **Nayan Mehta**, T-Audiostar Systems





*Pro Audio*

Hall 2 & 6







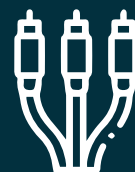
AMPLIFIERS



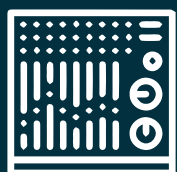
AUDIO  
EQUIPMENT



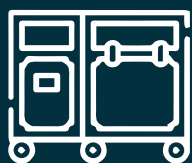
AUDIO  
NETWORKING



CABLES &  
CONNECTORS



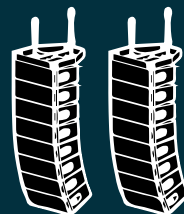
CONSOLES/  
MIXING DESKS



FLIGHT CASES



HEADPHONES



LINE ARRAY



LIVE SOUND  
TECHNOLOGY



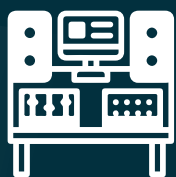
MICROPHONES &  
ACCESSORIES



PA SYSTEM



SOUND  
REINFORCEMENT



STUDIO &  
RECORDING  
EQUIPMENT

# PRODUCT CATEGORIES

DEMOQUBE

 **palm**  
**LIVE**  
**ARENA**

**PALM**  
**Conference**  
**& Seminar**  
Sound • Light • Audiovisual



**PALM SOUND &  
LIGHT AWARDS**

SHOW FEATURES





Pro AV

Hall 3





# PRODUCT CATEGORIES



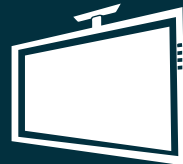
CONFERENCE  
EQUIPMENT &  
TECHNOLOGY



DIGITAL  
PROJECTION



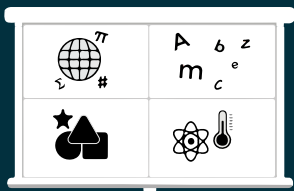
DIGITAL  
SIGNAGE



DISPLAY  
SYSTEMS



INSTALLED  
SOUND



INTERACTIVE  
DISPLAYS &  
WHITEBOARDS



LEDs



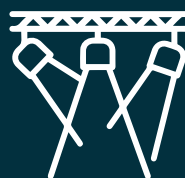
PA SYSTEMS



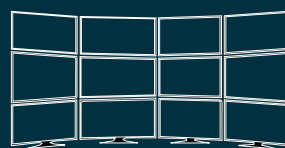
PROJECTORS



STUDIO  
LIGHTING



THEATRE &  
AUDITORIUM  
LIGHTING



VIDEO WALLS &  
LARGE SCREEN  
DISPLAYS



SWITCHES &  
SCALERS



CABLES &  
CONNECTORS



UNIFIED  
COMMUNICATION  
SOLUTIONS



VIDEO  
NETWORKING

**AV-ICN**  
CONFERENCE  
AND SEMINAR

**AV**  
PROJECT  
GALLERY



**3D** IMMERSIVE  
MAPPING

**AV-ICN EXCELLENCE  
AWARDS 2024**

SHOW FEATURES





# Lighting

Hall 4







CLUB & DISCO  
LIGHTING



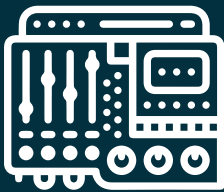
FLIGHT  
CASES



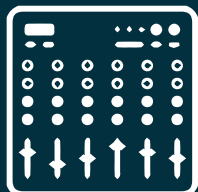
FLOOR  
LIGHTING



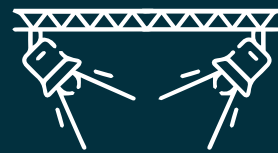
LASER  
TECHNOLOGY  
& EFFECTS



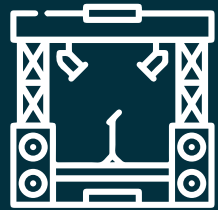
LIGHTING  
CONTROLS



SFX & LIGHT  
EFFECTS



STAGE  
LIGHTING



STAGE  
TECHNOLOGY



TRUSSING &  
RIGGING

# PRODUCT CATEGORIES

LIGHTING  
CONFERENCE  
& SEMINAR

palm  
**LIGHTING**  
DESIGN SHOWCASE

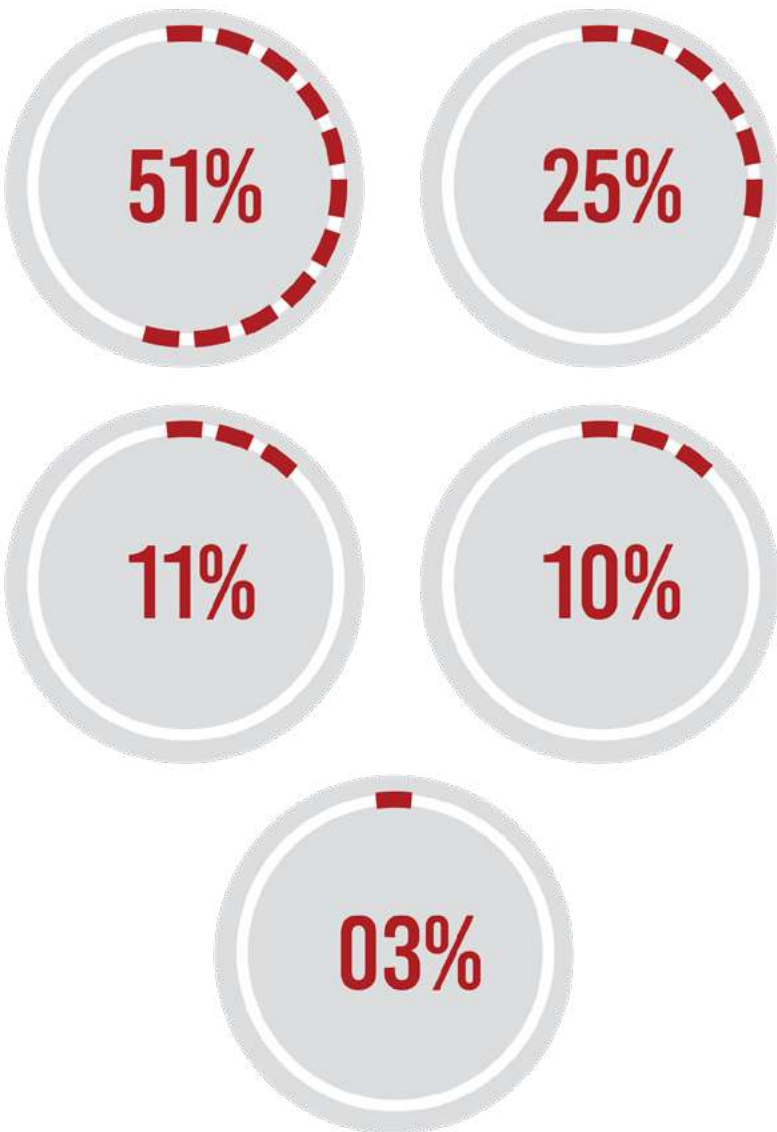
palm  
**RIGGING & TRUSSING**  
**WORKSHOP**

## SHOW FEATURES





# PROFESSIONAL INTEREST - PRO AUDIO & AV



**51% Stage Sound** – Sound equipment for Rental market - from Big Stage to DJ rental, Sound Reinforcement, PA Systems

**25% Install Sound** – Pubs, Bars, Lounges, Lobbies, Restaurants, House of Worship, Auditoriums

**11% Pro Audio Postproduction** – Soundtrack, Music track, Editing and Effects, Audio Mastering, Mixing, Audio Sampling

**10% Studio Sound** – Recording Studio, Broadcast Studio, Television Studio

**3% Cinema Sound** - Theatres & Multiplexes



# PROFESSIONAL INTEREST - LIGHTING



**35%** Stage Entertainment Lighting (Lighting for stages – concerts, auditoriums, weddings)

**25%** Venue Lighting (Pubs, Clubs, Lounges)

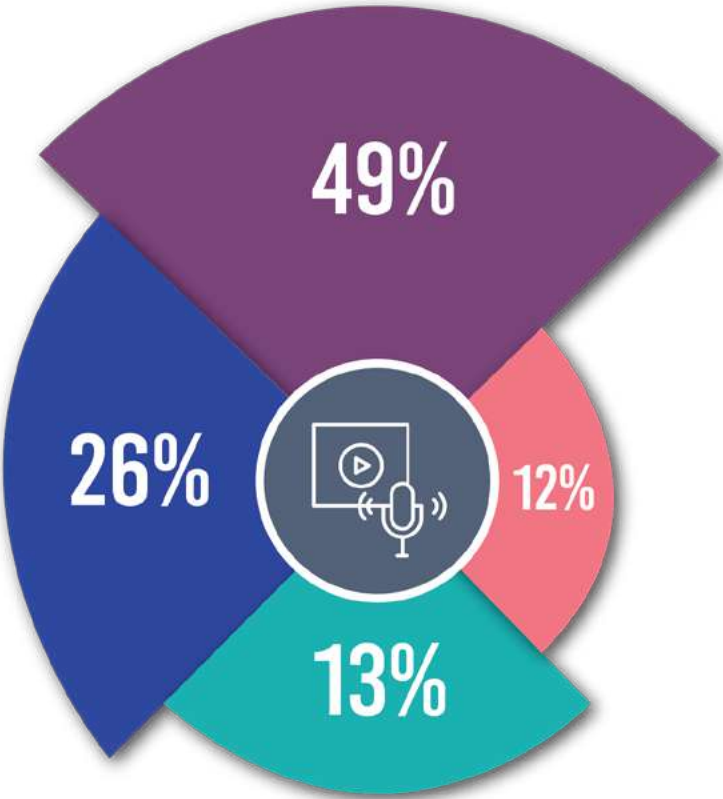
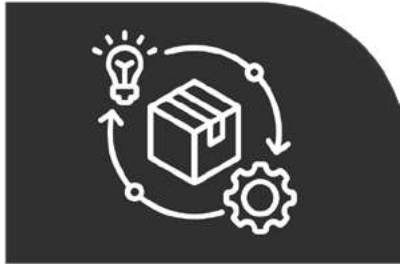
**20%** Lighting Special effects

**18%** Laser Lighting

**02%** 3D lighting and hologram lighting



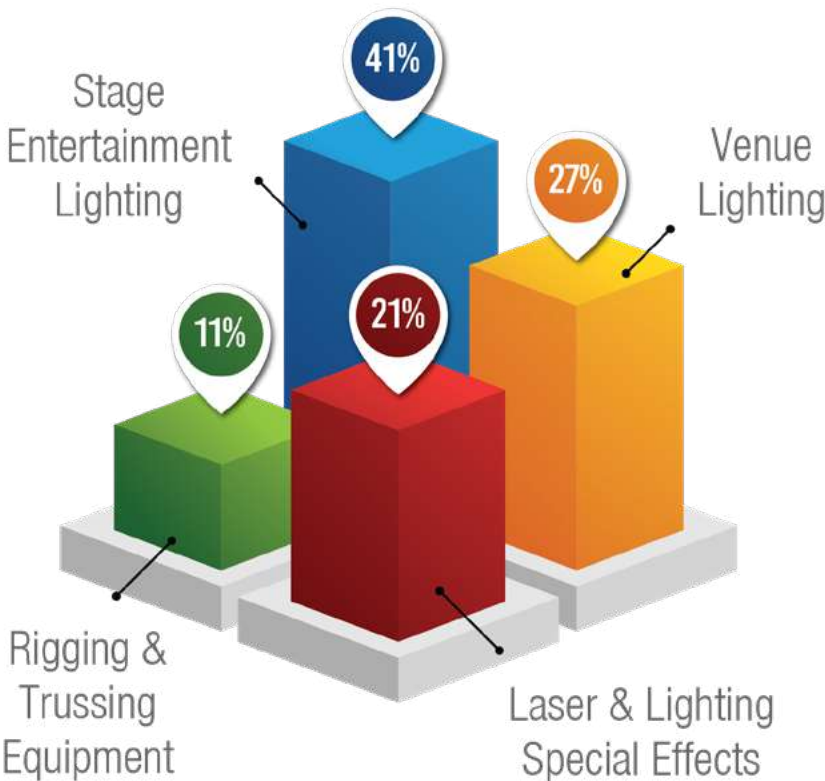
# EXHIBIT PRODUCT PROFILE - PRO AUDIO & AV



- 49% Stage Sound
- 26% Install Sound
- 13% Studio & Audio Production
- 12% Accessories

PRO AUDIO HALL TOTAL - 62% | LIGHTING HALL TOTAL - 23%

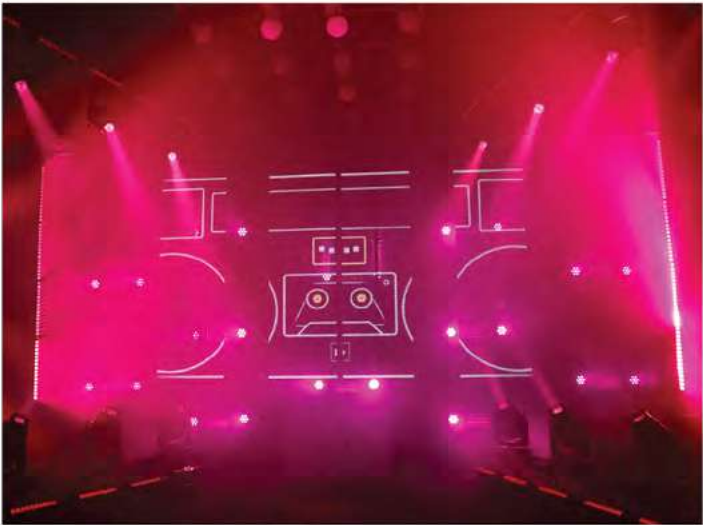
## EXHIBIT PRODUCT PROFILE - LIGHTING



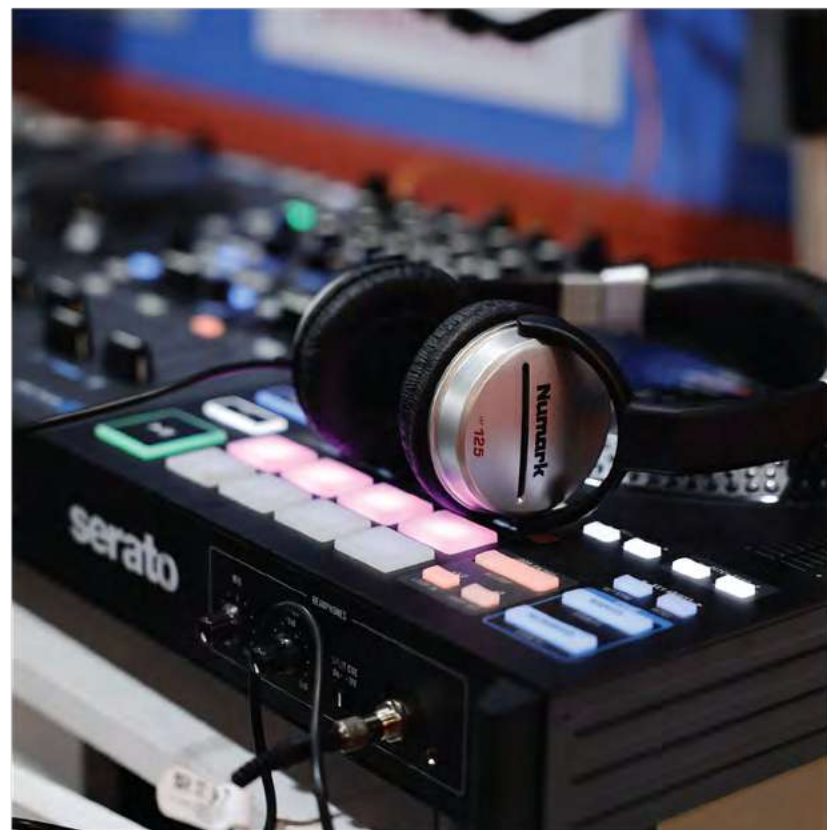
## PURPOSE OF VISIT

New Products & Technology	26.8%
Connect With the Trade	15.7%
Evaluate Show for Future Participation	3.9%
Looking for Business Expansion	15.6%
Networking / Market Research	7.8%
Others	4.6%
Purchase & Order	24.6%
Seeking Representation Tie-up	1.0%





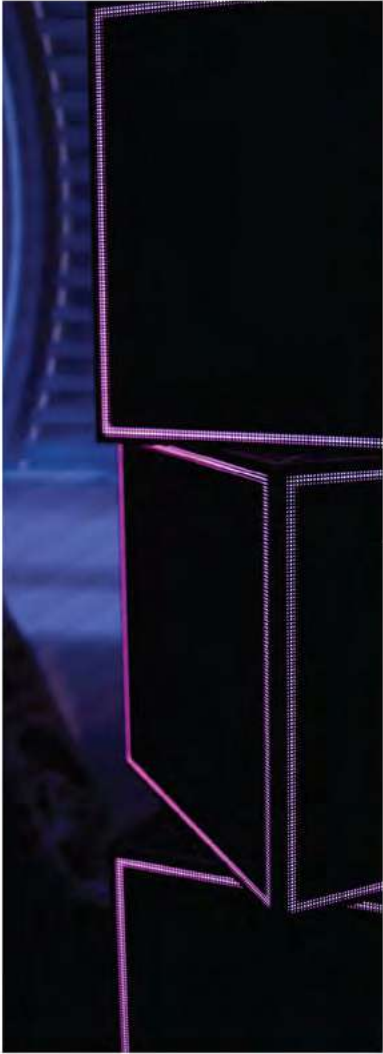
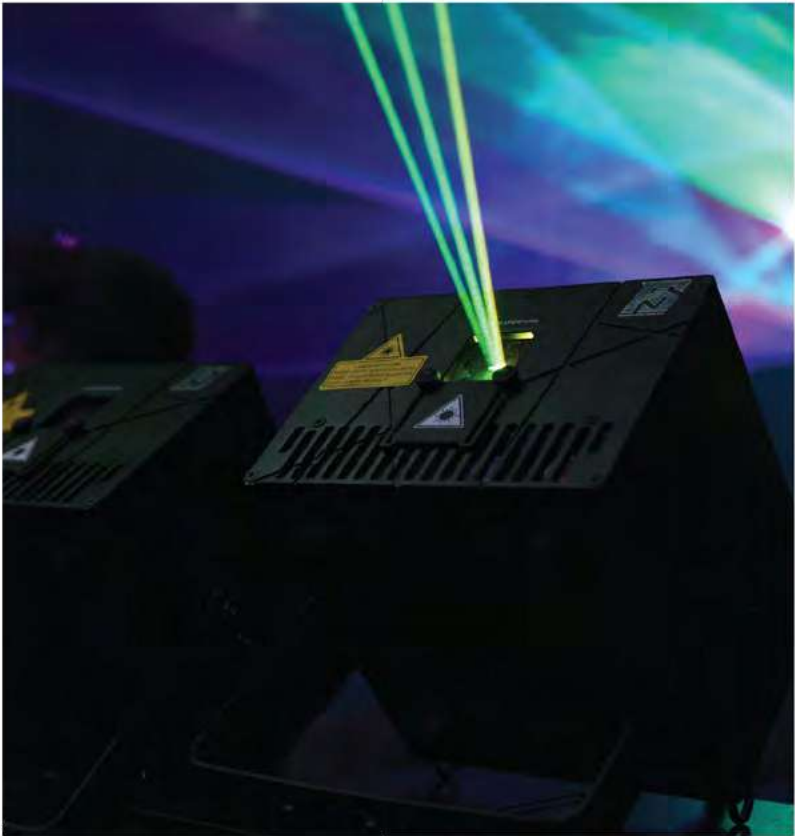














# PALM Conference & Seminar

Sound • Light • Audiovisual

**Charlie Albin**  
Systems Engineer,  
Meyer Sound



**Gert Sanner**  
Senior Consultant Education &  
Application Support,  
d&b audiotechnik



**Donal Whelan**  
Senior Engineer,  
Hafod Mastering



**Koy Neminathan**  
Business Development Director,  
Elation Professional



Rock star speakers spill the beans on their mastery of recording, mixing, mastering, live sound engineering, lighting design, audiovisual integration, and more. Three days at PALM is revelation of expertise and techniques to achieve excellence in protocol standards in music tracks, soundtracks, and the live mix or the lighting console and Stage Systems engineering. Professional camaraderie at the largest gathering of professional sound engineers, rental companies, event management companies, systems integrators, and AV consultants is the highlight of the PALM CONFERENCE.

**BOOK YOUR PRODUCT PRESENTATION SLOT:**

Smita Rai | Mobile: +91 9289368200 | Email: [smita.raihyvegroup](mailto:smita.raihyvegroup)





# IMPARTING CUTTING-EDGE SOLUTIONS TO AUDIO ENGINEERING & LIGHTING FRATERNITY

**Mankaran Singh**  
Technical Director & Co-Owner,  
Men At Work



**Shipra Venkatesh**  
Technical Producer, BookMyShow  
and A R Rahman Live



**Vijay Dayal**  
Chief Sound Engineer at  
Yash Raj Films



**Becket Tundatil**  
Lighting Designer,  
Fireflies



## Scope Of Work

- Present the Music to the audience
- Understand the Artists Intention
- It can be Covers or a new Arrangement
- Mixing New Arrangement Required

**Acoustical Consultant**  
**Why do we need one?**

- To help design or modify physical spaces and monitoring systems to achieve clients' sonic needs
- To take advantage of their knowledge & experience in applied acoustics & other disciplines
- To work with architects and interior designers to create plans for an acoustically demanding space



# HONOURING PROFESSIONAL EXCELLENCE IN STAGE, SOUND & LIGHT

The PALM Sound & Light Awards recognize individuals and organizations for their exceptional contributions to the events entertainment industry, specifically in the fields of stage, sound, and lighting. Over the years, these awards have garnered significant anticipation from live event organizers, rental companies, and industry professionals, including sound engineers, set designers, stage production companies, and lighting designers.

For details contact: **Smita Rai** | Mobile: +91 9289368200 | Email: [smita.raihyvegroup](mailto:smita.raihyvegroup)





# HONORING EXCELLENCE IN AUDIO RECORDING & MIXING

Few award ceremonies recognize the technical expertise behind song and music production, as most focus on popular categories. The IRAA Awards (Indian Recording Arts Academy) stand out as India's first music awards to honour the often-overlooked fields of music recording and engineering. These awards celebrate individuals who demonstrate the courage and creativity to innovate within the music industry. The IRAA Awards acknowledge the talent and value of studios and engineers, emphasizing their skill in adopting new technologies, trends, and methods. Over the years, the IRAA Awards have become a symbol of industry credibility and an eagerly anticipated annual event. Now entering its 18th consecutive year, the IRAA Awards will continue to recognize and celebrate excellence in the Indian music recording industry.

For details contact: **Smita Rai** | Mobile: **+91 9289368200** | Email: **smita.raihyve.group**







# DEMOQUBE

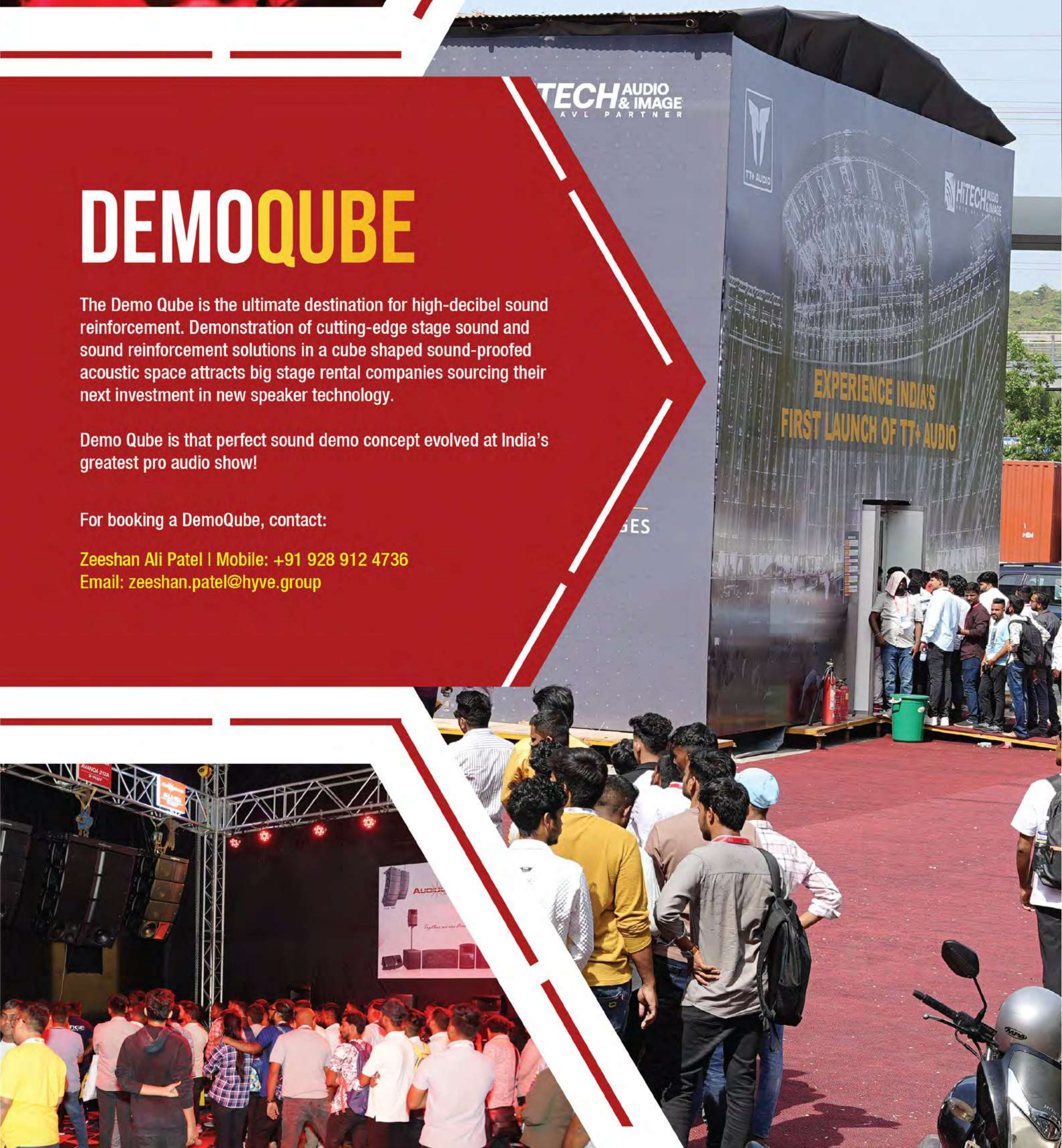
The Demo Qube is the ultimate destination for high-decibel sound reinforcement. Demonstration of cutting-edge stage sound and sound reinforcement solutions in a cube shaped sound-proofed acoustic space attracts big stage rental companies sourcing their next investment in new speaker technology.

Demo Qube is that perfect sound demo concept evolved at India's greatest pro audio show!

For booking a DemoQube, contact:

**Zeeshan Ali Patel | Mobile: +91 928 912 4736**

**Email: [zeeshan.patel@hyve.group](mailto:zeeshan.patel@hyve.group)**







# RIGGING & TRUSSING WORKSHOP

The expo is host to a vibrant exchange of information through immensely successful PALM highlight features, and the Live Rigging & Trussing Workshop is one of it. This feature caters to trussing and lighting riggers and sound and projections specialists, by presenting live safety demos on truss and rigging-based safety protocols and best practices. This feature also presents a variety of workshops on a range of topics related to rigging and trussing across the three days of the expo.





# LIVE ARENA



Entering its 14th year, the Live Arena at PALM Expo 2025 continues to be a highly anticipated feature. This dynamic platform showcases cutting-edge sound and lighting systems through three days of live musical performances, featuring both renowned and emerging artists from the nation's independent music scene. This experience provides a unique, best-in-the-world showcase and tribute to the pro audio & lighting industry.





PALM Expo has introduced India's first-of-its-kind lighting showcase, providing a premier platform for creative excellence in live event and entertainment lighting design. This initiative aims to highlight emerging talent within the event industry, offering lighting designers from across the nation an invaluable opportunity to exhibit their skills.

Now in its seventh consecutive edition, this unique showcase will once again feature impressive displays of programming expertise, innovative visual imagery, and stage lighting design creativity, leveraging advanced lighting console technology and features.



# LIGHTING DESIGN SHOWCASE



# MARKETING

## Opportunities

### Maximizing Your ROI with a Dynamic Marketing Mix: Bridging Digital and Offline Strategies for Unparalleled Event Success

Our marketing strategy employs a strategic blend of channels to ensure maximum return on investment (ROI) by connecting you with the most relevant clients for your business. Our highly effective offline and digital campaigns distinguish us, as evidenced by the significant increase in visitor numbers.

## DIGITAL CHANNELS



### EMAIL MARKETING

We maintain a comprehensive and regularly updated database of prospective visitors, ensuring they are continually informed about the event.



### SMS/WHATSAPP MARKETING

In today's digital landscape, SMS and WhatsApp campaigns are the most effective methods to engage potential customers. Regular updates and information about the show are sent to past attendees and prospective visitors, keeping them informed about the latest developments.



### SOCIAL MEDIA MARKETING

To reach a global audience, we employ a strategic mix of paid and organic marketing on social media platforms. We share regular updates on the show, announcements from exhibitors and associations, and live event coverage to engage a broader audience.







## E-INVITES

Embracing digitization, we have transitioned to digital invites, which are environmentally friendly and convenient for exhibitors to share via email and WhatsApp.



## OFFLINE CHANNELS



## ASSOCIATION TIE-UPS

Associations play a crucial role in promoting the show. We partner with key associations to add significant value to the event and enhance business opportunities.



## INDUSTRY MAGAZINES

We collaborate with both international and domestic industry-specific magazines to ensure widespread promotion and reach.



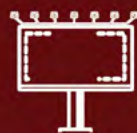
## PR AND MEDIA COVERAGE

We conduct extensive outreach to relevant media and major newspapers to promote the show, ensuring maximum pre- and post-event coverage.



## TELE CALLING

Our dedicated calling team ensures that all past and potential attendees are personally invited and kept informed about the latest developments regarding the show.



## OUT-OF-HOME (OOH) ADVERTISING

We conduct extensive outdoor advertising campaigns prior to the show at prominent locations and markets. This strategy is designed to capture the attention of the right audience and create a significant impact.



# SPONSORSHIP

## *Opportunities*

### MAXIMIZING VISIBILITY:

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Enhance your brand's prominence and captivate your target audience through our comprehensive sponsorship packages. Elevate your presence at the event, draw substantial traffic to your booth, and amplify your return on investment (ROI) with tailored sponsorship opportunities meticulously designed to spotlight your brand amidst industry leaders.

## UNVEILING INNOVATION ONE SQM AT A TIME

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



# 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)
- ADVERTISEMENT IN PALM EXPO AND AV-ICN EXPO MAGAZINE

## BOOK YOUR BOOTH NOW!

PALM Expo provides unparalleled business opportunities and serves as an exceptional platform to present your brand to your targeted audience.

RAW  
SPACE

INR 15,500

Per.SQM

SHELL  
SCHEME

INR 16,320

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.

### TO PARTICIPATE, CONTACT:

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