

**SHOW DATE:**

September 15–17, 2016

**VENUE:**

Sokolniki Exhibition and Convention Centre, Moscow, Russia

**EXHIBIT HOURS:**

September 15-16: 11 a.m.–7 p.m.  
September 17: 11 a.m.–6 p.m.

**ADMISSION OF VISITORS:**

Free of charge upon preliminary on-line registration or with Invitation. Online registration beginning in spring 2016

**PARTICIPATION FEES FOR EXHIBITORS:**

Registration fee:  
**EUR 250 + VAT (18%)**  
Raw space (min. 9 sq.m):  
**EUR 130/sq.m** (depending on booth type) + VAT (18%)  
Standard construction:  
**EUR 60/sq.m + VAT (18%)**

**SIGN UP NOW TO DISCOVER YOUR OPPORTUNITIES AT PROLIGHT + SOUND NAMM RUSSIA 2016**

**EXHIBITION PRODUCT CATEGORIES**

- wholesale / foreign trade
- retail / specialist trade Industry / installation trade for professional event, media, audio and studio technology
- operators and staff of sound studios, radio, film and television engineers
- event technicians
- installationists
- operators and staff of entertainment caterers (discotheques), theatres, multi-purpose halls and event locations
- stage and theatre decorators
- hire companies for professional lighting, sound and / or media technology
- specialist companies for media installations – event agencies and agencies for stand construction
- engineering offices and specialist planning departments for lighting technology and / or room acoustics / sound protection – set designers, camera operators, lighting designers

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# prolight+sound NAMM® RUSSIA

International Trade Fair of Technologies and Services for Entertainment, Integrated Systems and Creation

www.prolight-namm.ru

# 2016

**ORGANIZERS:**

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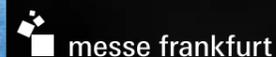
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**NAMM И PROLIGHT + SOUND В МИРЕ**

The NAMM Show	Prolight + Sound Guangzhou	Prolight + Sound	Summer NAMM	Prolight + Sound Shanghai
January 21–24, 2016, Anaheim, CA, USA	February 29 – March 3, 2016, Guangzhou, China	April 5–8, 2016, Frankfurt-am-Main, Germany	June 23–15, 2016, Nashville, TN, USA	October 26–29, 2016, Shanghai, China

Organizers:

Technical partners:



# PROLIGHT + SOUND NAMM RUSSIA

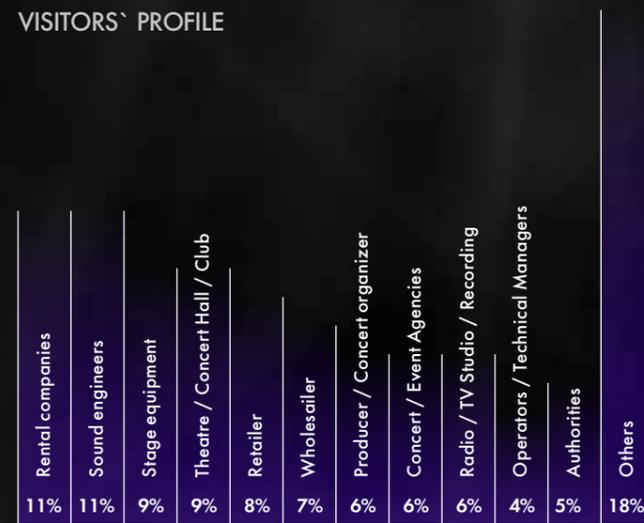
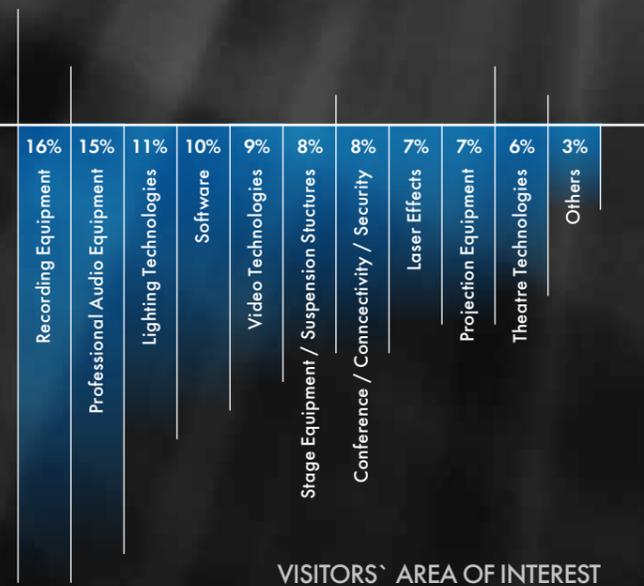
YOUR RELIABLE PARTNER AND GUIDE TO THE MARKETS OF RUSSIA AND THE CIS

Market your brand at the biggest International professional trade show in Russia and the CIS, Prolight + Sound NAMM Russia

Since the show premier in 2012, nearly 44,204 people have attended Prolight + Sound NAMM Russia, where they were able to see the products from more than 660 companies from 25 countries. In 2015 to further boost visitor promotion campaign the show organizers cooperated with 90 media partners.

Every year Prolight + Sound NAMM Russia confirms its status of the key professional event for the industry experts and demonstrates a steady growth and development

Find your right business partner from an impressive base of 14,857 unique buyers representing all regions of Russia and the CIS and a diverse range of business segments.



## 2015 SHOW WAS HIGHLY

### PUSHING FORWARD MARKET DEVELOPMENT



**ELENA ZHULIDOVA,**  
marketing director, Martin Professional

We traditionally participate in the Prolight + Sound NAMM Russia, as this show is the only place where we can introduce new products to many customers, meet our good friends. Yes, this year we do not see new faces, perhaps this is due to the situation that is happening in the economy, but I still believe that the fair is a productive event for us. People come here to see the latest sound and lighting technologies. We are grateful to Messe Frankfurt RUS for the support of our project – Lighting Artists Competition. Within this competition, we find new designers with interesting works. We are glad to see that the industry is developing.

### "MUST ATTEND" EVENT IN THE PROFESSIONAL INDUSTRY



**SERGEY OSENEV,**  
head of project sales, Muztorg

Muztorg Pro is a brand, which we are bringing to the Russian market. It is about project decisions for large-scale objects such as halls, stadiums, restaurants. We keep participating in the show for many years because we consider it the most important event in the industry of professional audio, light and media equipment. Our partners, potential customers come here. We always get much bang for the buck when we participate in this Moscow exhibition. A good organization, convenient location in Moscow are certainly advantages of the show. The most importantly, all our customers are well aware of this event and actively visit it from year to year.

## RATED BY EXHIBITORS:

### NETWORKING PLATFORM TO MEET RIGHT CUSTOMERS



**ANDREY ALEKHIN,**  
marketing director and sales support, Sennheiser Audio

This year there are several reasons to take part in the show. Sennheiser 70 year anniversary and our new products that we are very pleased to display here. In addition, our company is a sponsor of Prolight + Sound NAMM Russia 2015 and we provide the equipment for the business programs of the show. From the point of view of the organization, impressions are very positive. The audience became a little different: visitors know what they want. They often come with specific questions and ask for certain products.

### COMMITMENT TO LEADING BRANDS, BETTER QUALITY PRODUCTS AND COMPLEX SOLUTIONS



**EKATERINA KIRILLOVA,**  
general director, Euroshow Moscow

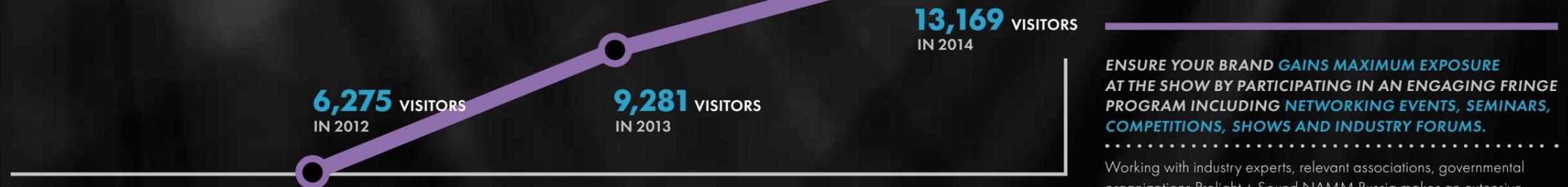
The idea to participate in the Prolight + Sound NAMM Russia appeared to us in February in Frankfurt, where we saw a great installation on the PRG booth at Prolight + Sound. We thought it would be nice to arrange something similar in Moscow in September, but we would like to make it larger scale – not on the booth, but in the whole pavilion. Using not very expensive lighting, audio and video equipment, we have proved that even in an economic downturn, you can create a bright show.

### BRAND POSITIONING IN RELATED SECTORS AT PROLIGHT + SOUND NAMM RUSSIA

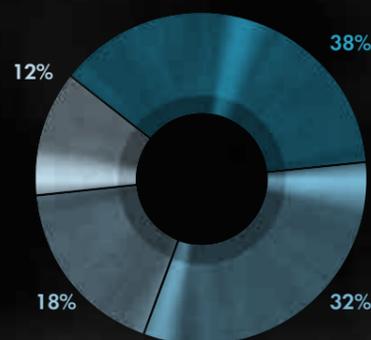


**SERGEY TYNKU,**  
marketing director, Slami

We are very excited to participate in Prolight + Sound NAMM Russia because this event is legendary by itself: Autumn – Moscow – Sokolniki – a whole world of musical instruments, audio, video and light equipment and technologies... We could not ignore it. This year we present innovative brands for the most advanced musicians and sound engineers. Therefore, we believe that everything shapes well for us by now. We are pleased to introduce this brand and we are glad to meet here our colleagues and customers.

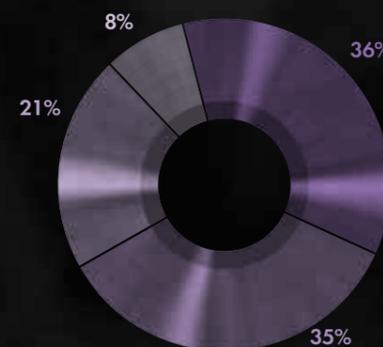


### VISITORS' DECISION-MAKING ABILITY



38% I make decision myself  
32% I take part in decision-making  
18% I am consulting decision-making  
12% No

### PURPOSE OF VISITING



36% Discover current trends  
35% Searching for new business contacts / Making purchasing of equipment  
21% Education  
8% Business program

ENSURE YOUR BRAND GAINS MAXIMUM EXPOSURE AT THE SHOW BY PARTICIPATING IN AN ENGAGING FRINGE PROGRAM INCLUDING NETWORKING EVENTS, SEMINARS, COMPETITIONS, SHOWS AND INDUSTRY FORUMS.

Working with industry experts, relevant associations, governmental organizations Prolight + Sound NAMM Russia makes an extensive program, including seminars, clinics, panel discussions, forums, shows and demonstrations to attract thousands of industry specialists and end-consumers to the fair.

### BUSINESS PROGRAM (ANNUALLY OVER 160 EVENTS)

- theatre forum
- rental companies forum
- forum for event-companies
- educational seminars for technical specialists
- master classes of lighting and media-technologies, audio and video equipment, taught by leading domestic and international specialists
- lighting artists competition
- product presentations
- round tables and panel discussions
- open-air display platform for concert sound demonstrations