

# Press

September 2017

Prolight + Sound NAMM Russia  
International Trade Fair of Technologies and Services for Entertainment,  
Integrated Systems and Creation  
14 to 16 September 2017, Sokolniki Exhibition and Convention Centre,  
Moscow, Russia

Mrs. Natalia Kryukova  
Messe Frankfurt RUS  
Tel: +7 495 649 87 75, ext. 142  
Fax: +7 495 649 87 85

[Natalia.kryukova@russia.messefrankfurt.com](mailto:Natalia.kryukova@russia.messefrankfurt.com)  
[www.messefrankfurt.ru](http://www.messefrankfurt.ru)  
[www.prolight-namm.ru](http://www.prolight-namm.ru)

## **Prolight + Sound NAMM Russia lights the way for exhibitors and attendees at sixth annual gathering**

### **Conjunction holding of Prolight + Sound NAMM Russia and NAMM Musikmesse Russia showed 13 % visitors increase**

The sixth annual edition of Prolight + Sound NAMM Russia was held at Moscow's Sokolniki Center (September 14 to 16), and with it, welcomed a variety of professional visitors to the trade fair's three pavilions. The pavilions offered exhibitors and visitors alike the opportunity to engage with brands by specialty and a dedicated pavilion to the fourth annual Theater Forum, which featured technical tours and a line array demo for all to enjoy on the festival square.

Exhibitors at the trade fair included Clay Paky, Bose, ROBE lighting, KLOTZ AIS, König & Meyer, OSRAM, AV Stumpfl, Sennheiser Audio, HARMAN, Pioneer Professional Audio, Chainmaster and others, representing 89 companies from eight countries, including Austria, Germany, Italy, China, Poland, Russian Federation, Turkey and France. Together, the pavilions and programs welcomed over 7,000 visitors including lighting designers, sound engineers, integrators, importers and distributors, representatives of event agencies, theatres, concert halls, rental companies, and specialists from radio, recording and TV studios.

Riku Kauppinen, Director of international sales, MA Lighting: "It's our 3<sup>rd</sup> year we exhibit in Prolight + Sound NAMM. And every year has been better for us. This year we marked that there are more quality visitors. Also the quantity of visitors was busier than in previous years." The first participation at Prolight + Sound NAMM Russia turned out a very successful one for Klotz AIS GmbH as well

Messe Frankfurt RUS  
Leningradsky Prospect 39, bld. 80  
125167 Moscow, Russia  
Tel.: + 7 495 649 8775  
Fax: +7 495 649 8785

according to Frederic Kromberg, Director of International Sales: “Our brand is well-known around the world. We are producers of cable equipment for multimedia devices. We really like the exhibition. I like the quality of visitors we meet here. I’m very pleased to set up new contacts and learn more about the market of cable equipment. In a word, I’m impressed!”

This year, the Theater Forum returned on a grand scale, focusing on approaches in the reconstruction, re-equipment and building of cultural institutions. Led by the State Academic Maly Theatre and the Moscow Theatre chaired by Oleg Tabakov, gladly opened its doors to welcome all the technical specialists from theatres to take part in excursions around production halls.

Visitors and exhibitors were also able to experience technical tours upon specialty. Led by Denis Zagumennov (Mixingschool.ru), sound engineers walked around the exposition where the representatives of companies made presentations of their products and showed the equipment in action. On the second day, a group of students from the Theatre Technical College joined the adult professionals for mentorship. Together, the group walked the booths of companies, where application, techniques and product information was shared to enhance the students’ knowledge.

Event agencies and rental companies also enjoyed technical tours, organized by MAX \ MAX Productions. The carefully curated tours offered specialists the opportunity to get hands-on with equipment and create a strategy for supporting an event. Lighting designers experienced a similar opportunity, diving behind the scenes to discover the design properties of the fair, as well as meeting with top brands. These tours were supported by David Misakyan – a famous Russian lighting designer.

In addition to the technical tours, a variety of educational opportunities were presented. The Theatre Forum held B2B meetings of technical directors of theaters with manufacturers and suppliers of equipment from 11 theaters in 10 Russian regions. One of the participants from the exhibitor’s side was Doka Centre. Vasily Litvin, Head of Lighting Department: “We are extremely satisfied with

this new format. We learned new information from the theaters and had a great opportunity to present ourselves".

In pro sound, Mixingschool.ru once again held a series of seminars for sound engineers, which was filled to capacity.

A line array demonstration was also presented in the festival square. The demonstration featured products from eight different brands including B&A, DAS Audio, JBL, Lorrenz, Outline, TDA, TurboSound, and Universal Acoustics, and was witnessed by the many professionals in attendance.

Technical partners of the fair included MF Group, Euroshow, First Line production and GTD Lighting who became the sponsor of the registration area.

The show was held in parallel with NAMM Musikmesse Russia, the international fair for musical instruments, sheet music, music production and music business connections. The exposition presented six different pavilions, dedicated to different product groups, included Guitar World, Drummers United, DJ & Electro World, Keyboards World, pavilion CHOIREXPO and Yamaha Weekend Hall. The fair was held in ECC "Sokolniki" from 14 to 17 of September.

Prolight + Sound NAMM Russia will return in 2018, from September 13 to 15 at Moscow's Sokolniki Center. For more information, please visit [www.prolight-namm.ru](http://www.prolight-namm.ru)

Other Prolight + Sound fairs worldwide:

- [Prolight + Sound Shanghai](#)  
11 to 14 October 2017, Shanghai, China
- [Prolight + Sound Middle East](#)  
17 to 19 October 2017, Dubai
- [Prolight + Sound](#)  
10 to 13 April 2018, Frankfurt-am-Main, Germany
- [Prolight + Sound Guangzhou](#)  
10 – 13 May 2018, Guangzhou, China

Other NAMM Shows worldwide

- [The NAMM Show](#)  
25 to 28 January 2018, Anaheim, California

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

### **About NAMM**

The National Association of Music Merchants ([NAMM](http://www.namm.org)) is the not-for-profit association with a mission to strengthen the \$17 billion music products industry. NAMM is comprised of approximately 10,300 member companies located in 104 countries and regions. NAMM events and members fund [The NAMM Foundation](http://www.namm.org)'s efforts to promote the pleasures and benefits of music, and advance active participation in music making across the lifespan. For more information about NAMM, please visit [www.namm.org](http://www.namm.org), call 800.767.NAMM (6266) or follow the organization on [Facebook](https://www.facebook.com/namm), [Twitter](https://twitter.com/namm) and [YouTube](https://www.youtube.com/namm).