

prolight+sound

BANGKOK

30.9 – 2.10.2026

Bangkok International Trade and
Exhibition Centre

Live the
future of
entertainment

www.prolightsound-bangkok.com



messe frankfurt

vnu ASIA PACIFIC

A premier showcase for the entertainment, event, and music industries

Expected scale:



150+ exhibitors



5,000+ visitors



7,000 sqm

To allow key players from across the entertainment and event spectrum to grow their presence in Southeast Asia, Prolight + Sound Bangkok will make its much-awaited debut from 30 September – 2 October 2026.

Bolstered by Messe Frankfurt's vast international resources, and VNU Exhibitions Asia Pacific's domestic expertise, the show is primed for success.

Building on this solid foundation, Prolight + Sound Bangkok will unite the world's leading brands, innovations, and technologies in the entertainment, pro AV and music sectors, creating a global hub in the heart of Thailand for the professional lighting, audio, entertainment technology, and music instrument industries.

Grow your professional network and step into a market ripe with new business possibilities!



Why Bangkok?

Pro-business government policies

- Thailand 4.0 and the Creative Economy Plan, alongside Bangkok's strategic geographical location, have contributed to its rise as a regional hub.
- Travel initiatives like Thailand's APEC Business Travel Card programme and visa-free access for several countries serve international players.

Rapidly growing local entertainment and events industries

- Major concerts and cultural experiences such as Summer Sonic Bangkok and the S20 Songkran Music Festival are already attracting large audiences.
- A diverse array of festivals like 808 Festival and Wonderfruit appeal to both local and international visitors.
- Slated mega events including Tomorrowland and Formula One will further accelerate future growth.

Strong industry outlook

- Asia-Pacific continues to present robust development in the entertainment and pro AV sector, with live events showing strong growth rates of 10.8 percent in 2024¹.

Source:

1 ProAVL Asia, <https://www.proavl-asia.com/details/76124-healthy-pro-av-growth-forecast-in-latest-avixa-iota>

Exhibitor profiles

Prolight + Sound Bangkok will attract some of the biggest international names across several key industry verticals. Manufacturers are also invited to showcase the latest innovations and trends, appealing to buyers striving to stay ahead of the curve. The fair will spotlight:



Professional audio equipment & technology

Conferencing & AV equipment

Professional lighting equipment & technology

Stage equipment & technology

LED & display technology

Music & related equipment



Visitor profiles

At Prolight + Sound Bangkok, visitors will primarily hail from Thailand, and more widely from ASEAN, Asia-Pacific, and other overseas countries. This is a great opportunity to showcase your products to a diverse range of buyers in a region where demand for entertainment and pro AV solutions is high. You can expect to connect with:

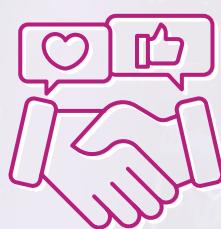
- Associations
- Engineering companies and contractors
- Entertainment venues: amusement parks, sports arenas, and stadiums
- Event organisers, agencies, and promoters
- General and event service providers
- Hotels, clubs, and resorts
- Independent professionals
- Media
- Municipality and government officials
- Music schools, music education and training institutions
- Performance venues: theatres, concert halls, and museums
- Performing arts companies
- Retailers
- Systems integrators for studio and post-production
- Wholesalers and exporters



Exhibiting gets you so much more than just a booth

Our robust year-round marketing campaign offers extensive online and offline exposure to place your brand directly in the spotlight. By exhibiting at Prolight + Sound Bangkok, you not only get a booth at what is set to be Southeast Asia's premier industry showcase, but you also gain additional targeted industry exposure through:

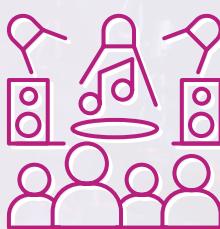
Trade and Media Partnerships:



50+

Industry &
mass media outlets

Publicity:



Additional coverage
through professional PR
agency with strong track
record of maximising
audience reach

Potent email campaigns:



200K+

contacts targeted through email
campaigns powered by
Prolight + Sound's global network

Partners & supporters:

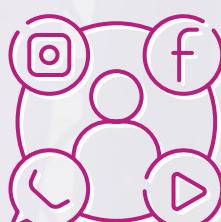


Messe Frankfurt global
sales network covering

180

countries & regions

Social media exposure:



200K+

combined social media
community

Telemarketing, WhatsApp and direct invitation:



Year-round precision
marketing

Harness the power of Stage On!

Outdoor Line Array

This open-air demo area enables exhibitors to actively showcase the power and quality of their PA and AV systems in a realistic setting.

Demo Rooms

Access purpose-built showrooms where potential clients can experience products in an exclusive setting as they were meant to be heard – free from the background noise of the show floor.

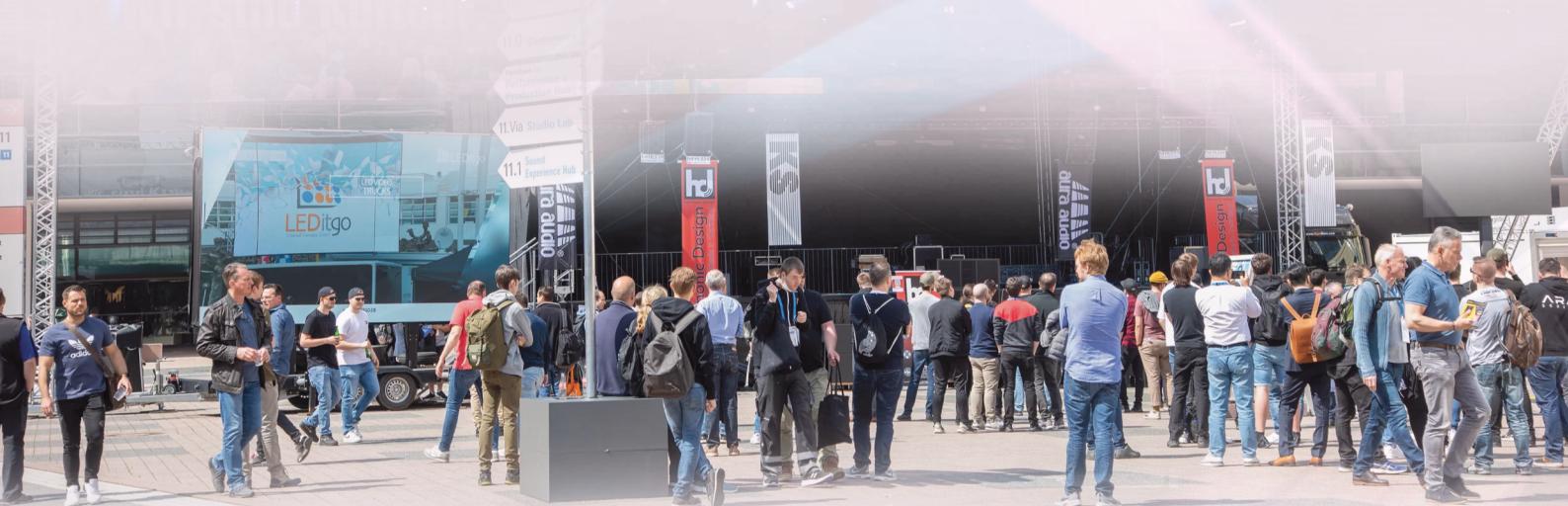
Fair facts

Show opening hours

30.9 – 2.10.2026 (Wednesday to Friday) 10:00 – 18:00

Participation fee*	Raw Space (min 24 sqm)	Package Stands (min 9 sqm)	Premium Package Stands (min 9 sqm)
Standard rate	USD 420 / sqm	USD 480 / sqm	USD 525 / sqm
Early bird rate (deadline 31 March 2026)	USD 390 / sqm	USD 450 / sqm	USD 495 / sqm
Loyalty rate	USD 400 / sqm	USD 460 / sqm	USD 505 / sqm
Corner booth surcharge	NA	Yes, 5%	Yes, 5%

*Please refer to the application form for furniture entitlements and terms & conditions.



Other exhibitions in the business field of Messe Frankfurt's Event & Entertainment Technologies:

prolight+sound
GUANGZHOU

music
CHINA

Messe Frankfurt (HK) Ltd

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Stay tuned

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