

Fact sheet

prolight+sound
BANGKOK

Musical Instruments
& Gear
BANGKOK

29.9 - 1.10.2027

Bangkok International Trade and
Exhibition Centre

Fair Name	Prolight & Sound Bangkok Musical Instruments & Gear Zone
Fair Date	29.9 – 1.10.2027 (Wednesday to Friday)
Opening Hours	09:30 am – 5:30 pm
Venue	Bangkok International Trade and Exhibition Centre (BITEC) Hall EH 98
Exhibition Space	9,000 sqm (expected)
Exhibitor	200+ exhibitors (expected)
Visitor	6,000+ (expected)
Product Groups	Musical Instruments: Accordions & harmonicas; brass instruments; electronic & electric instruments; percussion instruments; pianos & keyboards; stringed instruments; woodwind instruments Music related & Others: Accessories & furniture; music education; music related computer hardware & software; processing trade goods equipment & raw materials, recording & studio equipment; sheet music; services, association & media; Music therapy and health; Music merchandise Professional Audio Equipment & Technology: Loudspeakers; amplifiers; public address; consoles; microphones; effects; VOD systems; accessories and cables; DJ equipment; other audio-related equipment and software Conferencing & AV Equipment: Conference systems; networks and protocols; media technology & system integration; other A/V and communication equipment and software Professional Lighting Equipment & Technology: Stage lighting; laser technology; LED lighting; architectural lighting; lighting consoles; outdoor lighting; light sources and accessories; other lighting-related equipment and software Stage Equipment & Technology: Mobile stages and platforms; hoists; truss and rigging equipment; flight cases; stage decoration materials and curtains; special effects; other stage equipment and software LED & Display Technology: Projector; Projection Screens & Shades; Mapping technology; Display - LCD / LED / OLED / Outdoor; Interactive Display; Video Wall; Immersive Technology; AR / VR / MR / XR; other display related equipment and software
Visitor Profile	Trade: Manufacturer, Wholesaler, Distributor / Dealer / Retailer, Importer / Exporter, Agent Services: Architectural Design, Contractor, Engineer, Sound / Lighting / Stage / Video Engineering Company, Facility Management, System Integrator & Installer, Rental & Staging Company / Event Production House, Event Organiser, System Engineering End-Users / Industry Sectors: Entertainment, Hospitality, Worship, Government, Education, Corporate & Building, Healthcare, Musician & Instrumentalist, Music lover, Music teacher & student, Business development manager / Sales manager, Skilled worker, Miscellaneous

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 2027)	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	Yes
Admission		Free admission		
Organiser		Messe Frankfurt (HK) Ltd VNU Exhibitions Asia Pacific Co Ltd		
Contact		Messe Frankfurt (HK) Ltd 35F, China Resources Building, 26 Harbour Rd., Wanchai Hong Kong, China Tel.: (852) 2230 9238 / (86) 21 6160 8492 Contact: Ms. Janice Kwan/ Ms. Jocelyn Zhang Janice.kwan@hongkong.messefrankfurt.com / Jocelyn.zhang@china.messefrankfurt.com VNU Exhibitions Asia Pacific Co Ltd 88 The PARQ, 4th Fl.Ratchadaphisek Rd., Khlong Toei, Khlong Toei, Bangkok 10110, Thailand Tel.: +66 (0) 94-965-5889 Contact: Ms. Kamolchanok Nantaburorn kamolchanok@vnuexhibitionsap.com		

(As of 16 Sept 2026)



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