

GRIT & GLORY

THE SUCCESS STORY OF PROWAVE EXPO 2024



As the organizers of the 17th edition of PROWAVE Expo, we are thrilled to report the overwhelming success of this year's event, held from July 26-28, 2024, at Classic Convention Three and Athidhi Convention in Shamshabad, Hyderabad. This premier B2B expo has once again proven its pivotal role in the professional sound, lighting, A/V, music production, installation, and entertainment industries.

Record-Breaking Attendance and Industry Impact

The 17th edition marked a significant milestone with over 28,681 attendees across India, including professionals from the southern states and growing participation from the northern and eastern regions. This exceptional turnout underscores the event's growing influence and the industry's trust in PROWAVE Expo as the leading platform for innovation and networking. Our expo showcased the latest cutting-edge technologies, with over 125 booths spread over 100,000+ square feet of exhibition space. The diversity and quality of products on display were matched by the enthusiastic response from visitors, who were keen to explore new business opportunities and connect with industry leaders.

PROWAVE Expo Heartily Thanks its Sponsors (N-Labs – Platinum Sponsor) (ATI Pro – Golden Sponsor) (Pixomotion - Co-Sponsor) (Universal Tech Truss – Truss Partner) (Multi Stage Craft – Telecom Partner) for their added support in making this edition a successful one.





Unparalleled Networking and Business Opportunities


One of the standout features of this year's event was the Outdoor Line Array - Live Demo, with more than 26 Pro Audio Brands which captivated audiences with its state-of-the-art sound reinforcement technologies. This live demo exemplified the dynamic and immersive experiences that PROWAVE Expo consistently delivers. The expo facilitated hundreds of new business connections, with exhibitors and visitors alike praising the quality of interactions and the potential for future collaborations. Our goal has always been to create an environment where innovation meets opportunity, and this edition of PROWAVE Expo truly exemplified that vision.

Expanding Horizons

From its inception, PROWAVE Expo has been dedicated to expanding the market and bringing the latest industry trends to even the most remote areas of the southern states. This year's event continued that mission, helping to further integrate and elevate the South Indian market within the broader national and global industry landscapes. We are deeply grateful to our exhibitors, visitors, partners, and the entire industry community for their support and participation. The success of this edition is a testament to the collaborative spirit and forward-thinking mindset that defines PROWAVE Expo.

1	3	26	125	375	3K+
Venue	Halls	Line Array	Stalls	Brands	Products





The 17th edition of the PROWAVE Expo significantly contributed to the economic growth of the Pro Sound, Lighting, and A/V industries in several ways:

1. Increased Revenue for Exhibitors and Vendors

- The expo provided a direct boost to the sales and marketing efforts of the exhibitors. With over 28,681 attendees, many exhibitors reported significant increases in sales, both from on-site deals and from new business opportunities generated during the event. This surge in demand for advanced sound and lighting equipment translated into higher revenue streams for participating companies.

2. Job Creation and Employment Opportunities

- The expo's success spurred the creation of numerous job opportunities within the industry. Companies expanded their workforce to meet the increased demand generated by the expo, particularly in areas such as sales, technical support, and event management. Additionally, the event itself created temporary employment for event staff, technicians, and service providers, contributing to the local economy in Hyderabad.

3. Boosting Local Businesses and Tourism

- The influx of thousands of visitors to Hyderabad for the expo had a positive impact on the local economy. Hotels, restaurants, transportation services, and other local businesses benefited from the increased footfall, contributing to the city's economic growth. The success of the expo also enhanced Hyderabad's reputation as a premier destination for large-scale industry events, potentially attracting more such events in the future.

4. Expansion of Market Opportunities

- By connecting exhibitors with a broader audience, including international buyers and partners, the expo helped Indian companies expand their market reach. This expansion into new domestic and international markets is expected to generate long-term economic growth for the Pro Sound and Lighting industry in India, contributing to increased exports and the establishment of new distribution channels.
- New Business Structures were established in Hyderabad expanding the operating territories for Companies like Sharp Pro Audio, BSM Lights, A Pro Lights, Dev Electronics, S Pro Lights, M Pro-Tech, N Labs, Zypher Labs, Dass & Co, BE Acoustics, Pinto Electronics, AudioTrack, Elite Lights, RA Cabinet, SD Cabinets, A-Plus Audio and more


5. Encouragement of Investment in Technology and Innovation

- The expo highlighted the importance of investing in the latest technologies to stay competitive in the rapidly evolving Pro Sound and Lighting industry. The success stories from the expo are likely to encourage more companies to invest in R&D, leading to the development of innovative products and solutions. This, in turn, will contribute to the economic growth of the industry by maintaining its relevance and appeal in both domestic and global markets.

6. Catalyzing Industry-Wide Growth

- The cumulative effect of increased sales, job creation, and expanded market opportunities catalyzes broader industry growth. The economic activity generated by the expo supports the development of related industries, such as event management, hospitality, and logistics, further boosting economic growth in the regions connected to the expo.

In summary, the 17th PROWAVE Expo not only drove immediate economic gains for exhibitors and local businesses but also laid the groundwork for sustained growth in the Pro Sound and Lighting industry through market expansion, job creation, and increased investment in innovation.

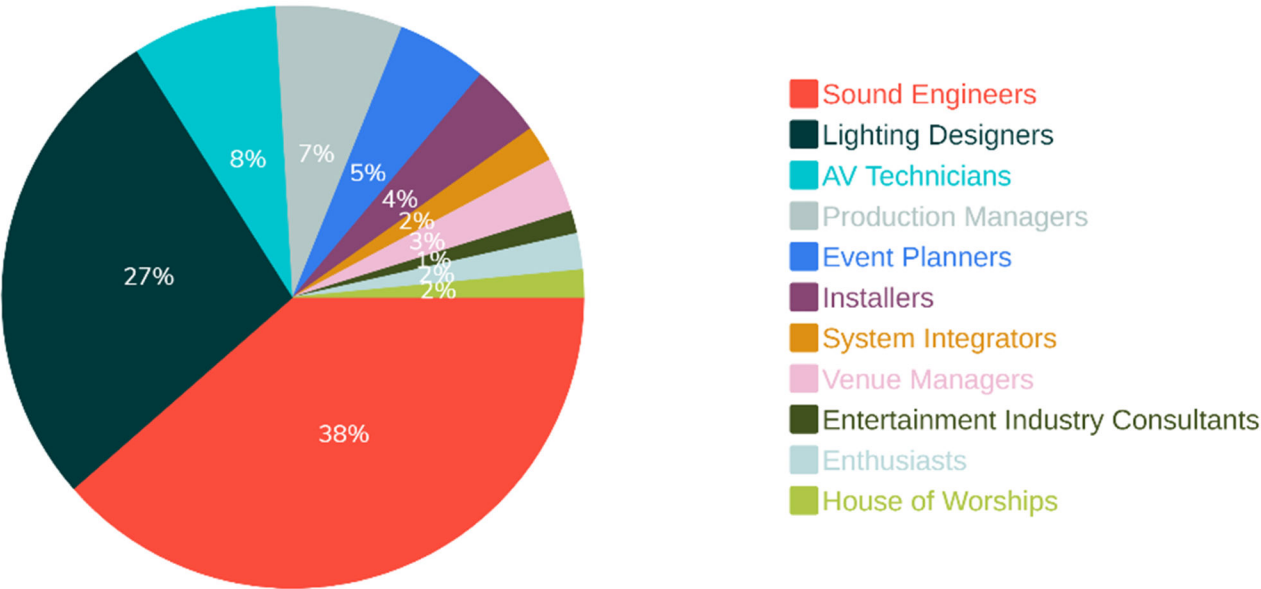




" PROWAVE EXPO TURNS PAN INDIA."

PROWAVE Expo 2024 was the most anticipated Profesional Sound & Light Expo of the year which had visitors from 28 States of India. The visitor demographics at the 17th edition of the PROWAVE Expo reflected a diverse and well-targeted audience, essential for the event's success in the Pro Sound, Lighting, and A/V industries. Here's a breakdown of the key demographic insights:

VISITOR DEMOGRAPHICS



Testimonials from Clients at the 17th Edition of PROWAVE Expo



"The 17th edition of PROWAVE Expo exceeded our expectations. The event was brilliantly organized, with a diverse range of exhibitors and attendees. We made several valuable connections and explored innovative technologies that will help us stay ahead in the competitive market. This is a must-attend event for anyone in the sound and lighting industry!"

Mr. Gaurav Jain

CEO at Atipro Technologies

"As a regular exhibitor at PROWAVE Expo, we were once again impressed by the scale and quality of this year's event. The footfall was incredible, and the level of interest in our products was higher than ever before. PROWAVE Expo continues to be the best platform for us to showcase our latest offerings and connect with industry professionals across India."

Mr. Hemal Bhatt

Founder & CEO at N Labs



"The PROWAVE Expo in Hyderabad was a game-changer for us. The live demo sessions were particularly useful in demonstrating our products in action, and the response from attendees was overwhelmingly positive. We closed several deals on the spot and have lined up follow-up meetings that are sure to lead to long-term partnerships. Kudos to the organizing team for a stellar event!"

Mr. Mohit Palesha

Director at MP TV Corp. (Dynamite Audio)

"The quality of attendees was impressive, and we had the opportunity to engage with top-tier professionals from across the industry. The exposure our brand received was unparalleled, and we secured several key partnerships during the event. This is definitely one of the best platforms for reaching the professional sound, lighting, and AV markets, and we can't wait to participate again"

Mr. Raj Malhotra

Partner at Sound Emporium (A-Pro Lighting)





Pro Sound and Light in Kerala is experiencing a dynamic phase, driven by technological advancements and growing entertainment and events industry demand. Kerala's sound engineering scene is thriving with educational institutions offering specialized courses that produce highly skilled professionals. Graduates from these programs find opportunities in various sectors, including film production, radio, television, live events, and more. Key players and a growing market for sound and lighting services in events like festivals, concerts, and weddings support the industry in Kerala.

The PROWAVE Expo has been pivotal in showcasing the latest trends and innovations in Pro Sound and Light, with its 15th edition in Kochi (November 2023) being a significant success. 15+ New Brands have been Established in the Kerala Market. More than 20+ new Business Network Expansion are expected this year. The expo serves as a hub for professionals in the industry to connect, learn, and explore new business opportunities across South India.

As we look forward to future editions, we remain committed to driving growth, fostering innovation, and creating unparalleled opportunities for all stakeholders in the entertainment technology industry.

Thank you for making the 17th edition of the PROWAVE Expo our most successful yet!

See you at Kochi !

PRO WAVE EXPO[®]

SAI SOLUTIONS
THE EXHIBITION MANUFACTURERS