

# premium audio shanghai

International exhibition for audio equipment  
and sound system

13 – 15.9.2024

Shanghai Exhibition Centre (SEC),  
China

# Essence of sound

Contact us for more details

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# Capture the sound of music in the refined audio industry

## Why exhibit?

- Organised by the world's leading trade fair organiser, Messe Frankfurt, with extensive expertise in organising global event and entertainment technology shows, including Music China and Prolight + Sound Guangzhou.
- Strong support from local organiser, the Shanghai Computer Music Association (SCMA) with rich industry connections and understanding of China's musical landscape.
- Shanghai has a long tradition of music appreciation, making it the ideal location to launch a trade fair dedicated to high-end audio. In addition, China has the largest and fastest growing middle-income group in the world. With rising disposable incomes, this creates strong prospects for audio companies to introduce innovative, high-fidelity solutions to a large audience of music enthusiasts.
- Extensive promotional channels to maximise your visibility:



**Social media marketing** – over 1.6M views across multiple digital media platforms with KOL & KOC live streaming



**Targeted promotion strategy** focused on Eastern China region and aimed at reaching diverse age demographics



**Cross-industry smart data mining** to drive customer strategies



**3,500+ global media contacts** covering online and offline channels



**Customised Match2Meet services** to pair up appropriate buyers and boost revenue generation

Messe Frankfurt is extending its footprint in Asia's event and entertainment technologies sector with the inaugural Premium Audio Shanghai (PAS). Beyond cultivating an atmosphere for enjoying music and life, the first edition of PAS expects to feature domestic and international brands showcasing the finest audio and Hi-Fi systems across 7,500 sqm of exhibition space. The fair will provide a one-stop platform for attendees from all walks of music to discover the latest audio innovations, to explore new products and trends, and to find potential business partners.

## Who should visit?

Manufacturers, dealers, distributors, retailers, importers, exporters, sound engineers, recording studios, music schools, conservatories, music teachers and students, professional musicians, amateur musicians, music lovers and Hi-Fi enthusiasts.

## What's in the showroom?

Hi-Fi audio, finest audio equipment, music therapy equipment, AI audio system, car audio system, projector, projection screen, headphones, microphones, album, vinyl, cables, wires and accessories.

## What's beyond the showroom?

Participants can also gain insights through seminars at the conference. These include:

- High-end equipment for music therapy application
- In-car audio selection and review
- Auto audio model photoshoot
- GrandPrix audio equipment awards ceremony