



PALM EXPO 2006

The 15th China International Exhibition on Pro Audio, Light & Technology

31st May - 3rd June 2006

CIEC, Beijing, China

**Delivering the Same Great Show with a Brand New Name:
CALM EXPO RE-BRANDS AS PALM EXPO CHINA –
The International Exhibition on Pro Audio, Light, Music & Technology**

15TH PALM EXPO China 2006

31 May – 3 June 2006

China International Exhibition Centre

Beijing, China

www.palmexpo.net

**Show Dates for PALM EXPO China 2006 remains the same –
See you at CIEC from 31 May – 3 June 2006!**

The organisers of the CALM China Expo, the **China Entertainment Technology Association* (CETA)**, **IIR Exhibitions Pte Ltd** and **China Technology Market Management & Promotion Centre**, are pleased to announce that CALM EXPO, China's largest and most established international exhibition has been re-branded to be known as **PALM EXPO China** with effect 20th February 2006.

PALM EXPO, CHINA will also incorporate **INSTALL CHINA**, a dedicated segment of cutting edge installation and integration technologies for residential and commercial projects. The move to re-brand the highly successful show seeks to streamline the convergence of technologies for the entertainment, leisure, and architectural sectors and to align the show organisers' vision to provide a comprehensive and complete solutions showcase to the target audience.

PALM EXPO China 2006 is expected to break its 2005's records of over 100,000 qualified visitors from 55 countries, and attract more than 130,000 qualified visitors from over 65 countries. With more than 1200 companies from over 40 countries who are slated to exhibit at **PALM EXPO China 2006**, the show size is expected to increase to over 60,000 sqm! In less than three months to the show date, **PALM EXPO China 2006** is already 95% sold!

At such a vast international magnitude, **PALM EXPO China 2006** will be the definitive platform for industry professionals to network, exchange ideas, increase market share and take their businesses to greater heights through conferences, seminars, workshops, product demonstrations, networking platforms, and industry gatherings.

This year, **PALM EXPO China 2006** will be even more exciting, fuelled with a series of show highlights including the PALM Expo 2006 Continual Education Programme which comprises a dynamic range of exhibitors' seminars/workshops, Media/Association Nitez. PALM EXPO will also be celebrating its 15th Anniversary this year with a mega industry dinner to mark this special occasion and for networking amongst the industry professionals.

Re-organisation of PALM EXPO China 2006 Organising Members

With the re-alignment of **PALM EXPO China 2006's** management and branding approach, **PALM EXPO** will be lead by CETA, China Technology Market Management & Promotion Centre and IIR Exhibitions, with the Proprietor Committee of the National Grand Theatre Stage Equipment Department & General Equipment Department as the assistant organiser.

PALM EXPO China 2006 continues to receive support from the Ministry of Culture, Ministry of Science and Technology, P. R. China, the People's Government of Beijing Municipality, P. R. China, China's Illuminating Engineering Society, P. R. China.

Further, with effect from December 2005, the China Council for Promotion of International Trade Beijing Sub-Council (CCPIT-Beijing Sub-Council) has ceased to be a joint-organiser of the exhibition.

CETA, the China Technology Market Management & Promotion Centre, IIR Exhibitions and Proprietor Committee of the National Grand Theatre Stage Equipment Department & General Equipment Department will continue to expand and increase **PALM EXPO China 2006's** credibility and repute as THE must-attend exhibition for pro-audio, sound, light, music and technology!

*CETA - Formerly known as the China Theatrical Equipment Association. (中国演艺设备技术协会)

About IIR Exhibitions Pte. Ltd.

IIR (www.iir-exhibitions.com) is part of the Informa Group (www.informa.com), and is made up of four market-facing divisions which include:

- [Academic & Scientific](#)
- [Professional](#)
- [Commercial](#)
- Conferences and Exhibitions

And a fifth unit devoted to promoting partnerships within the group and with other parties.

IIR was established in 1973 and is the world's leading knowledge and skills transfer company with a global network of 45 companies and 116 operating units. IIR Exhibitions organises over 70 events in 11 countries. Each market sector is analysed and researched to deliver timely and relevant business information that meets the needs of that market. IIR works closely with trade associations, government bodies and corporations. Our portfolio of events serve major key markets including aviation, energy, entertainment, environment, food, graphics, healthcare, life sciences, medical, packaging, printing, property management, publishing, safety, security and transport.

About Informa

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