



16th – 18th July 2009 Suntec Singapore International Convention & Exhibition Centre

Press Release
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For Immediate Release

Exciting programmes lined up for PALME Asia's 21st year celebration

PALME Asia 2009, celebrating its 21st presentation on 16 to 18 July 2009 at Suntec Singapore, is poised to be much better and vibrant this year. The show also incorporates two other verticals, namely INSTALL Asia 2009 and Event 360. Many exciting features have been lined up to cater to the emerging trends in the Asia. These initiatives have been met with overwhelming approval from the market, as almost 70% of the booths have already been snapped up five months ahead of the show dates.

Said Anna Cheong, Exhibitions Director, "We are delighted that the response thus far has surpassed all expectations, with new and existing participants flocking to enquire about our show." New aspects of this year's show include themed pavilions and dedicated showcases in the areas of: 1. Architectural Lighting, 2. Digital Signage, 3. House of Worship, 4. Control Technologies, 5. Ecotechnology and 6. Video Conferencing. These specialised feature-areas will further pave the way for exhibitors to bring to life the practical applications of their latest state-of-the-art technologies. These six areas will also be the focus areas of PALME Asia 2009 and INSTALL Asia 2009. In addition, conferences in the areas of Architectural Lighting, House of Worship, Control Technologies and Digital Signage will take place concurrently with the show. These represent the emerging markets within South East Asia.

In its "coming-of-age" year, PALME Asia 2009 will also feature a networking luncheon bringing together exhibitors and key stakeholders of the major projects happening across South East Asia. This will enable exhibitors to pitch their products to an array of potential buyers under one roof, cutting out on the need to set up appointments and travel to present individually to each large-scale project buyer.

With these extensive programmes, coupled with the unanimous support and participation of the industry, this bodes well as all indications point towards PALME Asia 2009 and INSTALL Asia 2009 reaching unprecedented heights this year.

Exhibition Booths and Showcase Feature Areas at PALME Asia 2009 and INSTALL Asia 2009 are limited. For more information on the floor plan and current lineup of exhibitors, please contact:

Anna Cheong (Exhibitions Director) at +65 6319 2644 or anna.cheong@iirx.com.sg.

Or

Gwendolyn Goh (Exhibitions Manager) at +65 6319 3006 or gwendolyn.goh@iirx.com.sg.

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About PALME Asia (www.palme-asia.com)

PALME Asia 2009, South East Asia's Leading International Professional Audio, Lighting, Audio Visual & System Integration Exhibition, is in its 21st year of presentation. It is held in conjunction with Install Asia 2009 and Event 360.

About INSTALL Asia (www.install-online/asia)

INSTALL Asia 2009 is South East Asia's Leading Audio Visual Installation & Integration Exhibition. It is the only exhibition for Cutting-edge AV Installation & Integration Technologies and Applications for commercial and residential projects.

About Event 360 (www.palme-asia.com/360)

Event 360 is the event for manufacturers and suppliers of technologies and services tailored for the event and entertainment industry. It is the latest vertical in the exciting PALME Asia series.

About IIR Exhibitions Pte Ltd (www.iirx.com.sg)

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