

PRO AUDIO - LIGHTING
MULTIMEDIA & MUSIC EXPO

SMEX

SURABAYA MUSIC EXPO

2019

f smexgcs

smex.gcs

www.surabayamusicexpo.com



INTRODUCTION

Seen the success of the previous year, SMMEEX 2018 which is as a pioneer of Music Expo in Indonesia, especially in Surabaya.

The 10 th SMMEEX 2019 now present a various instrument, music products, such as pro-audio, lighting & multimedia. This time we expected can keep the existence and keep with the event on international scale, so hopefully can be a space for all music devotee and music industries.

MARKET OVERVIEW

The growth of indonesia's economy is now included in the category of 10 countries that have the best growth rate above 5%, it is an extraordinary thing that indonesia came to be seen as a country should be considered in the world arena. Indonesia now has the economic system changes because of the swift currents of globalization in the more open to international trade are more market oriented that has a rapidly growing private sector.

This is also coupled with indonesia economic growth and foreign investment inflows, high pressure will increase on property development and rapid expansion of infrastructure such as shopping, entertainment, media companies, hospitality and venue / convention so as to ensure the demand for equipment and supplies for professional sound, music, audio visual technology, broadcast and lighting technologies will experience a significant increase.

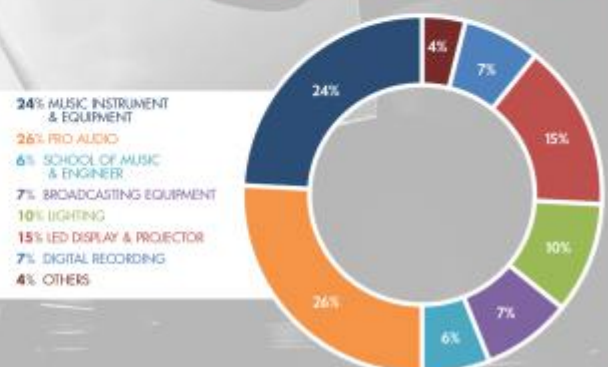
VISITOR'S PROFILE


- **Trade** : (manufactures, agents, distributors, dealers, retailers, exporter & importer)
- **Professional** : (recording studio, concert & live event organizer, audio consultant, sound enginer, contractor, professional architects, designers, etc)
- **Corporate & user** : (operation manager, hospitality, engineers, procurement managers working in the education, entertainment, property, government, corporate company, commercial building, stadium/sport facilites, pub & club, shooping mall, cinema & theatre, dj & ligt jocky, etc)

VISITOR'S BREAKDOWN BY NATURE OF BUSINESS



VISITOR'S BREAKDOWN BY NATURE OF INTEREST





VISITOR'S PROFILE

- Instrument music equipments
- Professional audio sound system
- Lighting system including LED, LCD projector (MULTIMEDIA)
- Broadcasting equipment
- Computer or Digital music
- Production house
- Music school

SUPPORTING PROGRAM

- MUSIC CLINIC
(all instrument product, sound-system, lighting & LED)
- SEMINAR & WORKSHOP
- DEMO LINE ARRAY
- STAGE MUSIC PERFORM
- INSTRUMEN EQUIPMENT COMPETITION

MEDIA PROMOTION

•Advertising

Press coverage & advertising in news paper, trades magazines in regional level and is supported by local trade and advertising as well.

•Mailing

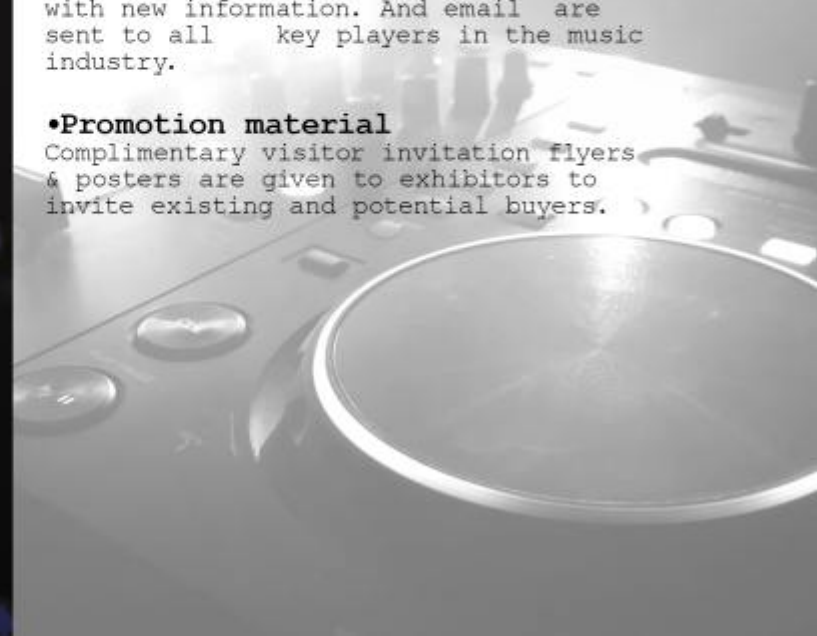
A comprehensive direct mail campaign will be executed to an extensive data base of leading buyers in indonesia.

•Online

A website which is fully dedicated to the event is updated on regular basis with new information. And email are sent to all key players in the music industry.

•Promotion material

Complimentary visitor invitation flyers & posters are given to exhibitors to invite existing and potential buyers.



DATE &
VENUE

JULY
25th
28th
2019

GRAND CITY

EXHIBITION
HALL *Level Ground*

OPEN GATE
10.00 - 22.00

REGISTRATION
ENTRY



Jl. WALIKOTA MUSTAJAB & Jl. KUSUMA BANGSA
SURABAYA 60272 | EAST JAVA | INDONESIA
TELP : 031-545 9000
www.grandcitysurabaya.com

SMEX

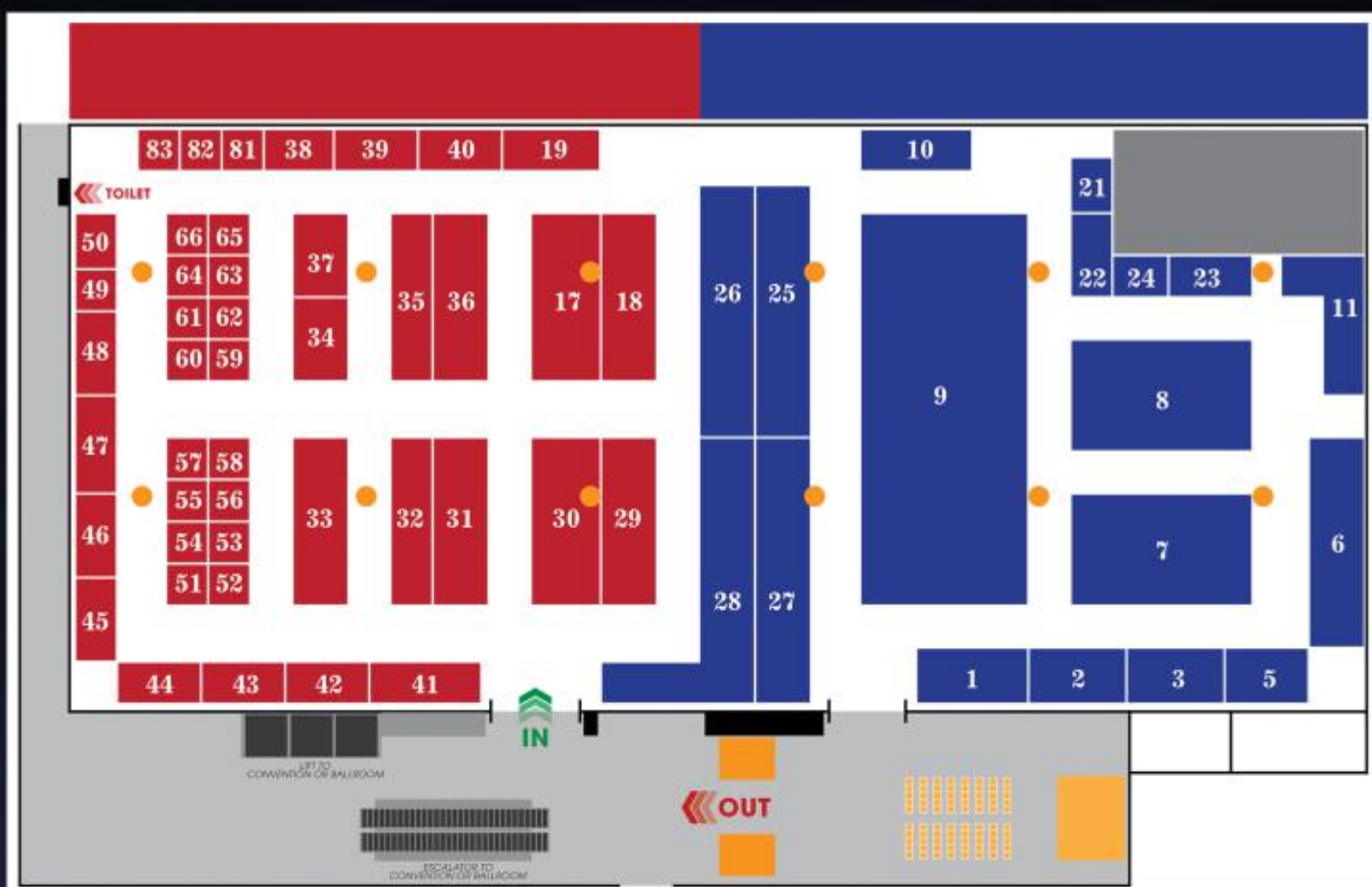
SURABAYA MUSIC, MULTIMEDIA & LIGHTING EXPO



2018



FLOOR PLAN



■ MUSIC INSTRUMENT AREA ■ PRO AUDIO & LIGHTING AREA ■ PREFUNCTION EXHIBITION HALL

GRAND CITY EXHIBITION HALL • LEVEL GROUND • DIMENSION 4.042 M²

SMEX

SURABAYA MUSIC & MULTIMEDIA EXPO
2019

PT. HARDAYAWIDYA GRAHA
Jl. Walikota Mustajab & Jl. Kusuma Bangsa
Surabaya 60272 | East Java | Indonesia
Telp : 031 545 9000
Fax : 031 5240 5758
www.grandcitysurabaya.com
IG : grandcityballroom

CONTACT PERSON

Satria : 0822 3235 0377
Gilang : 0838 3017 4406

VENUE



ORGANIZED BY

