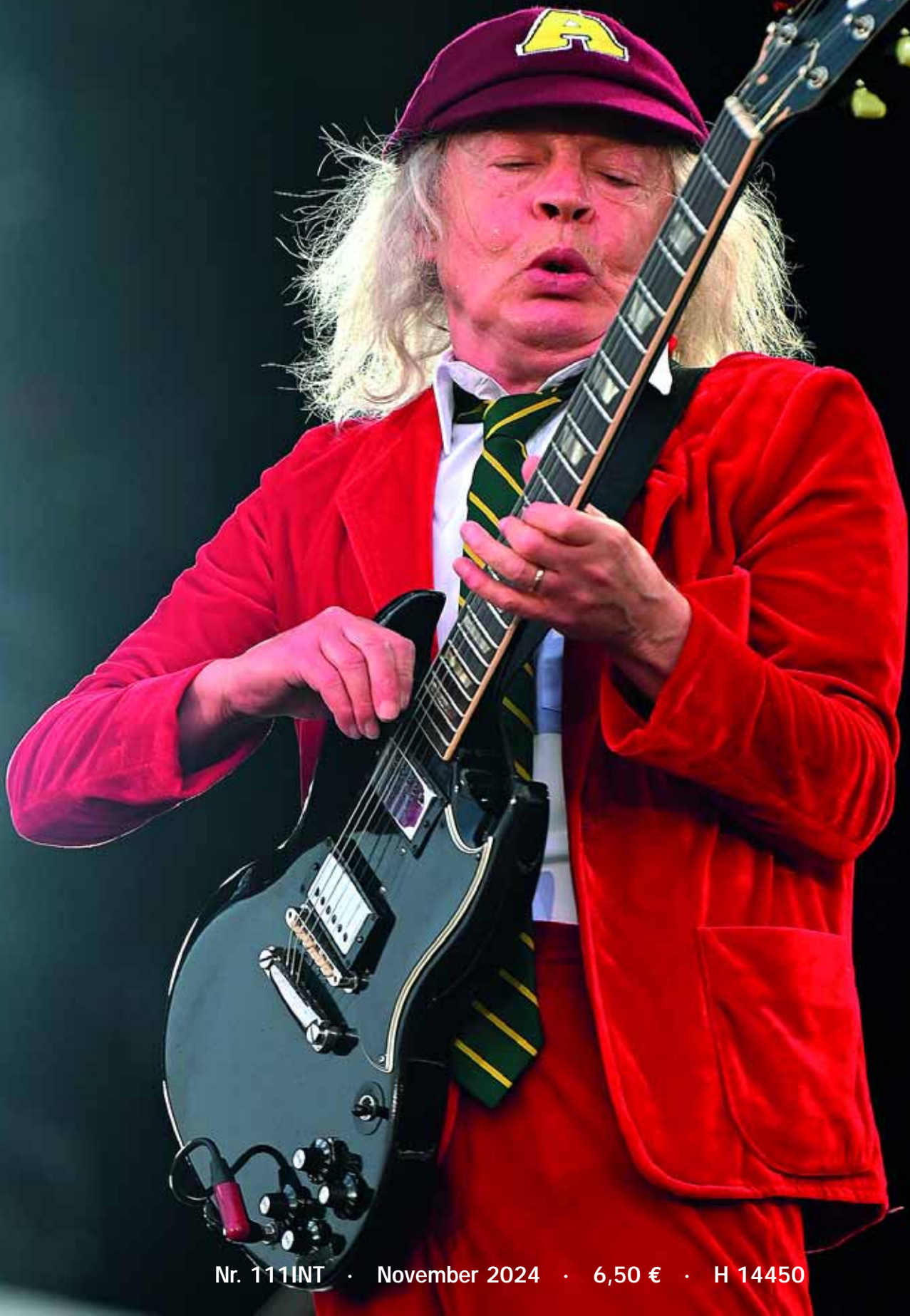


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DUC NGUYEN

Director Leatcon Exhibition & Convention
www.leatcon.com

Touch & Try

From October 22 to 24, 2024, Leatcon in Hamburg will once again be the central meeting point for professionals in the live and entertainment industry. Our central idea: a special networking convention where technology is not just presented but made tangible. The trade fair invites you to experience modern technologies up close, try them out, and deepen your knowledge.

Instead of just observing new technologies from a distance, you'll have the opportunity to get hands-on and practically experience the latest developments in event technology. In special experience zones, practical trainings, and interactive setups, technology will be made tangible.

A highlight of this year's Leatcon is the Tracking Area, where visitors can try out various tracking solutions. This technology, which captures the movements and positions of people, objects, or cameras in real-time, is crucial for live broadcasts, event productions, and interactive installations. Different systems can be tested, and their versatile applications discovered, offering exciting insights for both newcomers and experienced professionals.

Another area is the HDR Experience Zone: it showcases the enormous visual possibilities of High Dynamic Range (HDR) and Wide Color Gamut (WCG). After a theoretical introduction by experts Matthias Wilkens and Johannes Grieb, who will give a lecture on the Main Stage on October 22, visitors can experience the effects of HDR/WCG on interactive exhibits in a live setup.

Editorial

The Training Area offers a great opportunity for operators and event technicians to deepen their knowledge of lighting technology. In hands-on training sessions, four relevant lighting consoles will be presented. Whether in Avolites Titan Training, GrandMA 3 User Training, ETC Hog Training, or Chamsys MagicQ Training - the sessions offer exciting insights and help bring skills up to date.

With these and other offerings, we aim to create unique added value for all Leatcon visitors. The trade fair aims to enable everyone - from newcomers to experienced professionals - to expand their knowledge, discover new technologies, and exchange ideas with like-minded people. With over 120 program items, from lectures and workshops to hands-on demos, there should be something for everyone.

Take the opportunity and secure your ticket for Leatcon 2024 now. I'm very much looking forward to meeting you in person in Hamburg.

Best regards,

Duc Nguyen



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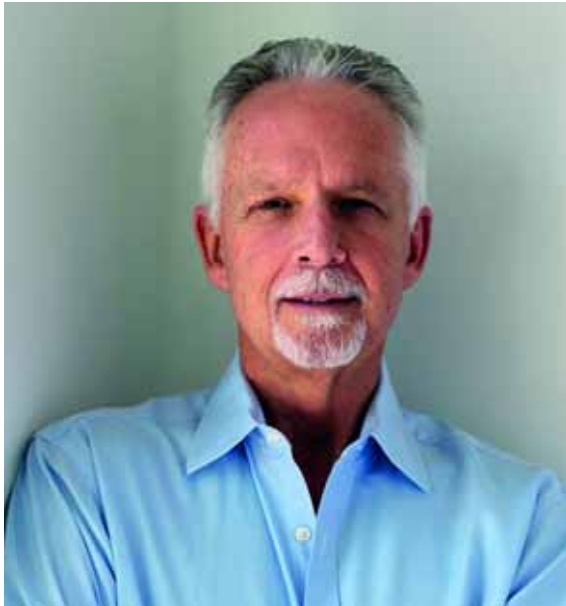
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Jeff Rosica

Jeff Rosica officially stepped down from Avid in June after the company was acquired by STG for \$1.4 billion. He joined Avid in 2013 as Senior Vice President of Worldwide Sales and was appointed President in December 2016. In February 2018, he became CEO.

Rosica announced his departure from Avid in November. At the time, he said he would stay for a while to assist with the transition to the new leadership. Avid announced his successor, Wilfred Dilard, earlier this year. In a notable speech at the HPA Tech Retreat in February, he warned of „catastrophic times“ for the media and entertainment indu-

stry, driven by „uncertain business models“ fueled by technological advancements, especially AI.

In a post on the business network LinkedIn, Rosica described his time at Avid as „an incredible journey“: „(...) It was an incredible journey, and I'm grateful to have had the opportunity to spend more than a decade of my career as part of Avid - especially as CEO, which was an honor, a pleasure, and undoubtedly the highlight of my career! I leave Avid with great pride and high expectations for the company's future. I'll be cheering loudly for the company and the team from the sidelines!“

Rosica also hinted that he is just taking a break.

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■ Digital X is coming to Cologne on September 18-19, 2024. With stages, marketplaces, brand houses, and top-tier speakers, Cologne's city center will once again become a world exhibition of digitalization in 2024. Future megatrends and digital solutions will be brought to life - in areas such as the future of work, connected business, security, and sustainability. Digital X is Europe's largest cross-industry digitalization initiative. Organized by Deutsche Telekom, it involves over 300 national and international partners. This year, Telekom is bringing the Fantastischen Vier as the top act to the Digital X stage. The most famous German hip-hop band will play one of their first concerts of 2024 at Cologne's Mediapark. The concert can be followed live at home or on the go through a free live-stream on Magenta Music and corresponding social media channels. Further details can be found at www.telekom.com/digitalx.

■ The European Association of Event Centers (EVVC) invites you for

the 25th time to the Management Symposium (MFT), setting sail on September 23-24, 2024, heading „Course North-East“ towards Rostock. This year, the focus is on sustainability and future perspectives, but extensive and qualified input will also be provided on topics such as law, personnel, and technology. In sixteen different sessions, all aspects of work in the event industry will be covered: From sustainability or personnel management to technology and legal frameworks, the program is broad in scope. In the sessions, experts from renowned agencies, lawyers from partner law firms, international guests, and industry voices will share best practices. Networking will not fall short either, as the EVVC invites attendees to a community evening with delicious food, cool drinks, and music.

■ Minister of State for Culture Claudia Roth will present the Applause Award for the first time in Rostock on November 20, 2024. The award recognizes outstanding live music venues and concert series in six categories and is endowed with around 1.6 million euros. This will be the 11th time that Claudia Roth presents the Applause Award. Since 2013, she has honored venue operators and organizers. The prize is realized by the Initiative Musik.

■ Dry hire specialist Niclen and event technology distributor Publitec are hosting a three-day open house on their premises in Dortmund this fall. From October 9-11, 2024, interested customers can attend the „Niclen Family Open House Days“. Simultaneously, a special sale of used event technology will take place on-site through the Niclen Family brand „Rudi Deluxe“. The adjacent Lichtburg event location will be used for the Open House Days, where visitors can meet multiple manufacturers showcasing their products. „Since our restructuring earlier this year, we've formed some new distribution partnerships, including with Adam Hall Group, Hof, and Pixera“, explained Publitec Sales Manager Ulf Krynojewski.

■ The kick-off for the „Sustainable Event Industry Initiative“ by 2b Diferent and Baum eV at the Darmstadt stadium on September 27, 2024,



marks the beginning of a long-term initiative. Many of the 820 Baum members use trade shows and events as an effective marketing communication tool. Transformation in line with the Green Deal and the Corporate Sustainable Responsibility Directive (CSRD) mandates considering sustainability aspects in event planning and execution. The initiative provides a platform for cooperation between service providers and clients in the event industry. It is also scientifically networked, aiming for close collaboration with educational institutions to raise awareness from the start of training. Independent research projects will provide important findings and results to all initiative participants.

■ This year, manufacturer and distributor Kindermann is hosting the „Xperience Tour“ in three German cities. After last year's success, the event is being expanded to three locations: Porsche Museum in Stuttgart (September 24, 2024), Volkswagen AG Forum in Wolfsburg (September 26, 2024), and Volkswagen's Transparent Factory in Dresden (October 10, 2024). Dealers, planners, and system integrators interested in innovations in conferencing, collaboration, and connectivity are invited. Visitors can expect not only innovations from Kindermann but also from distribution partners like Bose Professional, Legrand, LG, Maxhub, Newline, Optoma, Panasonic, Philips, Sony, Vogel's, Yamaha, and Zee Vee.

■ The next Showlight will take place from May 19-22, 2025, in Dijon, France, at Le Parc des Expositions et Congrès. About 400 attendees are expected, leaving ample time

for discussions and networking over the three days. In 2025, Showlight offers exhibitors a choice between two options: the traditional 3 x 3 m stand with a table and six chairs, or a table with six chairs in the center of the exhibition space for discussions during breaks. The latter is introduced as a cost-effective alternative for smaller exhibitors.



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TIM BERTON'S LAB





In the labyrinth

Since the end of July 2024, the international exhibition „Tim Burton’s Labyrinth“ has been on display at the Radsetzerei in Berlin. The exhibition delights not only fans of the American cult director Tim Burton but also anyone who loves fairy-tale art and darkly macabre humor.

After stops in Madrid, Paris, Brussels, and Barcelona, with over 650,000 visitors, the exhibition featuring around 200 previously unpublished original artworks has now arrived in Berlin. Tickets for the exhibition, organized by Concert Concept and DEAG Classics, are available until November 3, 2024. The exhibition is open Wednesdays and Thursdays from 2 PM to 8:30 PM, Fridays and Saturdays from 10 AM to 9:30 PM, and Sundays from 10 AM to 8:30 PM. It is closed on Mondays and Tuesdays.

In the exhibition, the audience dives into Tim Burton’s fascinating universe. Visitors embark on a captivating and immersive journey into the heart of Burton’s artistic vision. The exhibition offers a unique opportunity to glimpse into Burton’s mind and explore the depths of his creative spirit. In octagonal rooms designed with a sense of mystery, hundreds of his original drawings, sketches, and paintings are on display, along with life-sized installations of Burton’s creations.

„Tim Burton’s Labyrinth“ is a tribute to his cinematic genius. The combination of cutting-edge exhibition elements such as video mappings, animated scenographies, and light installations with analog exhibits makes this exhibition a must-see experience. Visitors wander through the eerie forest of *Corpse Bride*, encounter the quirky characters from *Edward Scissorhands*, *Charlie and the Chocolate Factory*, and *Beetlejuice*, and get lost in the magical worlds of *Alice in Wonderland* and

The Nightmare Before Christmas. The music for this exhibition, personally authorized by Tim Burton, is composed by his regular collaborator, Danny Elfman.

Tim Burton

Born in 1958, the artist and director Tim Burton is one of the most fascinating filmmakers in contemporary cinema. His distinctive style has defined films such as *Beetlejuice* (1988), *Batman* (1989), *Edward Scissorhands* (1990), *Batman Returns* (1992), *The Nightmare Before Christmas* (1993), *Ed Wood* (1994), *Mars Attacks!* (1996), *Sleepy Hollow* (1999), *Planet of the Apes* (2001), *Charlie and the Chocolate Factory* (2005), *Corpse Bride* (2005), *Sweeney Todd* (2007), *Alice in Wonderland* (2010), *Miss Peregrine’s Home for Peculiar Children* (2016), *Dumbo* (2019), and *Beetlejuice 2* (2024), his latest production and sequel to the original. Long before his directorial career, Tim Burton expressed his genius through drawing, painting, and photography, which remain a central part of his creative process today. As the creator of a unique, eccentric, and darkly humorous aesthetic, Tim Burton has produced numerous films and works that have become classics of film history. This year, he received a star on the Hollywood Walk of Fame.

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“ The government must step up ”

After the cancellation of Taylor Swift’s concerts, René Tumler, Managing Director of the EVVC, comments on safety at large events.



Following the Austrian authorities’ prevention of a suspected terror attack, which led to the cancellation of three Vienna concerts by superstar Taylor Swift, safety at large-scale events is once again a major topic. René Tumler, Managing Director of the European Association of Event Centers (EVVC), is calling on the government to take action to ensure safety in event venues.

For the arenas, halls, and stadiums organized within the EVVC, it is clear: ensuring the safety of all visitors and staff is the top priority in hosting (large-scale) events. Many venues in Central Europe have long been

investing in efficient security technology and concepts. However, as the case of the canceled Taylor Swift concerts in Vienna shows, even these measures are not always a reliable guarantee of safety. The incident highlights, once again, that cooperation with regional and national authorities is crucial, especially for large events in the cultural, sports, or business sectors.

From René Tumler’s perspective, the government must also pave the way for new security technologies: „We now have the ability to use cameras combined with artificial intelligence in event venues. To utilize modern technologies like these in the future, we need legal frameworks and support from the responsible policymakers.“

The EVVC also addresses current legislation regarding the training and deployment of security personnel. As an alternative to the current § 34 a of the Trade Regulation Act (security industry), the association calls for targeted, low-barrier training for event security. The German federal government’s planned Security Industry Act is headed in the wrong direction, according to René Tumler: „Security tasks at an event must be clearly defined and distinct from other service roles, such as ticket control. The current draft of the law remains too vague. We believe it would be more effective to develop security concepts based on the type of event rather than the number of participants.“

Expanded board

At the WTF24 (We Transform Future) event held in the Grand Hall Zollverein in Essen, the FWD event organizers’ association held its 2024 annual general meeting and expanded its board.



The new expanded board of FWD (left to right): Markus Illing, Vera Viehöfer, Christian Eichenberger, Matthias Thoben, Tom Koperek, Anja Osswald, Jörg Pries, Christian Seidenstücker, Alexander Ostermaier, Jörg Zeißig and Silke Schulte.

The general meeting was led by Markus Illing, Chairperson, and Vera Viehöfer, Deputy Chairperson, who discussed the re-election, the expansion of the board, and the association’s key focus areas.

During the meeting, the board, previously composed of eleven members, was expanded by two new experts: Jörg Pries (Schenker Germany), who brings extensive logistics expertise, and Marc Mundstock (AXICA Eventlocation/Berlin Catering), who has a strong network in Berlin. Both were elected to the board by the members.

Additionally, Matthias Thoben (Engelmann Messe & Design) and Jörg Zeißig (Holtmann) were re-elected to their positions, continuing their

work for the association alongside Illing, Viehöfer, Andreas Weber (CFO), and board members Christian Eichenberger, Tom Koperek, Anja Osswald, Sascha Poddey, Burkhard Schmitz, and Christian Seidenstücker.

Following the meeting, a talk was held with staff members from the office, including Julia Jost, Sophie Messerschmidt, Marko Roscher, Managing Director Alexander Ostermaier, and Christian Eichenberger, offering direct insights into their work and updates on their areas since the 2023 meeting. Key topics of focus were business, people, sustainability, and politics.



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“ Content Everywhere “

The IBC 2024 is set to take place from September 13 to 16 at the RAI in Amsterdam, featuring a range of new exhibition elements, including networking, learning opportunities, the AI Tech Zone, and the IBC Talent Program.



Michael Crimp, CEO of IBC, states: „IBC continues to find new ways to address the trends, issues, challenges, and opportunities driving innovation in media and entertainment. Additions like the AI Tech Zone, the Talent Program, and the AV User Group event, combined with this year’s strong lineup of visionary speakers for the conference, ensure that we remain positioned as the world’s leading M&E event. In a year where major global sporting events and election broadcasts are putting media performance more in focus than ever before, we are bringing together an industry eager to explore new methods and technologies.“

The new AI Tech Zone serves as a central hub for AI providers, creatives using the technology, and solution providers addressing specific industry needs. The AI Tech Zone stage will feature industry leaders and visionaries offering insights into how AI is transforming media and entertainment and shaping the sector’s future. A networking zone will allow the IBC community to directly engage with some of the innovative players driving AI for M&E.

To accommodate the new AI Tech Zone, IBC has expanded its exhibition space to Hall 14, which also includes a second „Content Everywhere“ area. Steve Connolly, Director at IBC, explains: „We aim to accommodate the exponential growth of Content Everywhere with Hall 14, which serves as the central area for Over-the-Top (OTT) and multi-platform services.“

The exhibition will also feature a unique IBC Talent Program in the Showcase Theatre in Hall 8. The free sessions will explore how the M&E community can collaborate to foster new talent, make training accessible, and establish shared standards for diversity and inclusion. In collaboration with key stakeholders and partners, the IBC program will highlight

the benefits of partnerships and mentoring, introduce the next generation of media professionals to the industry, and enhance engagement with M&E companies.

Also new this year is a special Audio-Visual (AV) buyer event on the eve of the exhibition. In partnership with the AV User Group, IBC has organized an IBC Speed Pitch Event on September 12 for 40 of its members. This event offers media technology companies the opportunity to pitch their products, services, and brands directly to major AV buyers.

Other exhibition highlights include:

- Esports Showcase in Hall 8, showcasing the latest innovations in gaming production and broadcasting
- World Skills Café, focusing on skills, diversity, and education
- IBC Innovation Awards, taking place on Sunday, September 15, at the RAI
- Technical Papers Program, running throughout the IBC conference
- IBC Accelerator Media Innovation Program, bringing together media companies and technology partners to demonstrate how they address real-world challenges and drive progress in the industry
- IBC Conference

By the time of publishing, the exhibition space booked for IBC 2024 had already exceeded last year’s total. The overall number of exhibitors, as well as new exhibitors, has also increased. Steve Connolly remarks: „We are seeing overwhelming demand from exhibitors, with many returning brands increasing their space and new companies joining. There is already very positive buzz around this year’s exhibition. We’re expecting a few exciting days ahead!“

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Trade fair review: Significant growth

Germany's trade fair industry saw more than just significant growth throughout 2023 compared to 2022. The vast majority of industry trade fairs made a successful post-COVID comeback. In total, nearly 320 trade fairs were held in 2023.



This is according to a recent study by the Association of the German Trade Fair Industry (AUMA). Around 183,000 companies exhibited at roughly 70 trade fair venues across Germany in 2023, marking a 30% increase over 2022. The fairs attracted approximately 11.4 million visitors, 3.8 million (+50%) more than in the previous year. Exhibition space grew from 5.7 to 6.34 million square meters (+11%). Nearly two dozen fairs premiered in 2023, with themes focusing on the construction and energy sectors, particularly sustainability and digitalization, as well as the hospitality industry. No trade fairs were held exclusively online anymore.

At 166 major trade fairs with international or national significance in Germany, 147,000 exhibitors and 7.5 million visitors participated. Of the total 6.34 million square meters of exhibition space, 5.2 million were dedicated to international or national flagship fairs in Germany.



International participants returned to Germany's trade fair scene with impressive numbers. In 2023, 96,000 exhibitors came from abroad, compared to a third fewer in 2022. China regained its top spot among exhibitor nations, accounting for over 15% of international exhibitors, surpassing its pre-pandemic figure of 14% in 2019. Italy ranked second with 12%, followed by Turkey with 5.2%, marking its first appearance among the top exhibitors.

More than 200 trade fairs were held in the first half of the year, including flagship events such as the world-leading trade fair for water, sewage, waste, and raw materials management IFAT in Munich (May), the ILA aerospace exhibition in Berlin (June), and the leading trade fair for printing technology Drupa (May/June). Overall, more than 330 fairs are planned for 2024.

A first glance at the upcoming AUMA organizer outlook reveals that nearly 50% of trade fair organizers intend to further strengthen their international flagship fairs in Germany. Over 35% aim to expand their business abroad. Three-quarters of organizers expect that German trade fairs will perform equally well or better in international competition over the next 12 months. Most of this competition occurs within Germany and the European Union, with additional key markets in North America, South, East, and Central Asia, as well as the Middle East. The full study is set to be released in the summer.



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Milestone anniversary

30 years dedicated to event and entertainment technology: Prolight + Sound is celebrating its anniversary, offering exhibitors special „Anniversary Packages“.

2025 will be a particularly special year for Prolight + Sound: the leading trade fair for event and entertainment technology will celebrate its 30th anniversary, making it one of the most enduring trade fairs in the industry. From April 8 to 11, 2025, visitors, exhibitors, and partners will be treated to a celebratory edition full of highlights in Frankfurt am Main.

Through the ups and downs of three decades, Prolight + Sound has become a key fixture in the international event sector. Despite the experience and stability that come with such a long history, the trade fair represents more than tradition and expertise. It also embodies innovation, creativity, and a continuous passion for the industry, while remaining attentive to its evolving needs. As part of its anniversary, Prolight + Sound will return with a new April date, moving from its usual March slot.

Over the summer, the trade fair team visited numerous exhibitors to plan the upcoming show together. „Fueled by the inspiring atmosphere of these conversations and the overwhelmingly positive feedback, preparations are already in full swing“, says PLS Director Mira Wölfel.

In addition to innovative product launches from renowned brands and an attractive supporting program, the event will feature several birthday surprises. Exclusively for the anniversary, exhibitors can take advantage of attractive all-inclusive booth packages, such as the „Anniversary



Package“. Attendees can also look forward to one of the largest job and talent areas in the sector, a unique outdoor stage, and community nights at popular Frankfurt venues. More information and regular updates about Prolight + Sound 2025 can be found at www.prolight-sound.com.

