

# 7th Live Entertainment Expo TOKYO

Dates: **Feb. 5** (Wed) - **7** (Fri), 2020

Venue: **Makuhari Messe, Japan**

Organiser: **Reed Exhibitions Japan Ltd.**

## Post Show Report

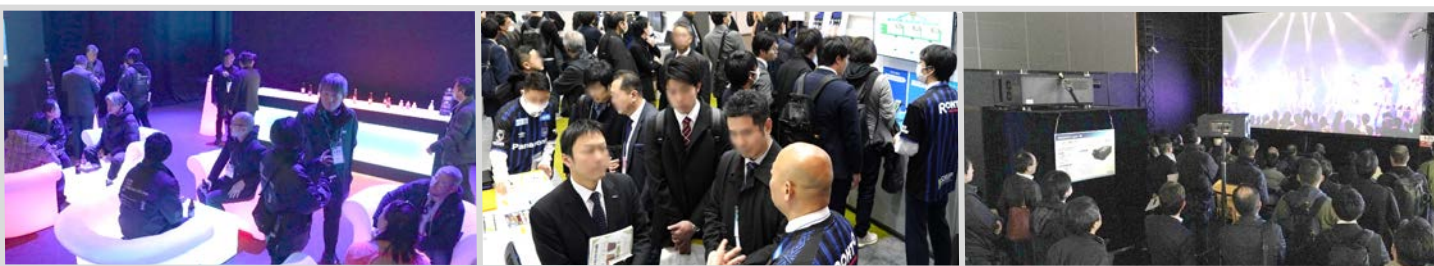


## Japan's Largest Live Entertainment Trade Show Ended in Great Success!

**7th Live Entertainment Expo TOKYO**, Japan's largest trade show for the live entertainment and media industries, took place on Feb. 5<sup>th</sup> – 7<sup>th</sup>, 2020 at Makuhari Messe, Japan.

Breaking its previous records in the number of exhibitors and visitors, the show saw another great year with 35,467 visitors (9,595 visitors increased), and 536 exhibitors during the 3-day-show period. The venue was filled up with excitement and talks emerged among the participants.

The show has been supporting all genres of the live entertainment & media industries for the past 7 years, and functioned this year again as a business platform for industry professionals from across Japan and the world.



# Key Figures



Number of Exhibitors

# 536

Number of Visitors

# 35,467

*9,595 Visitors increased  
from the previous show!*

Number of Attendees for  
Conference Sessions

# 21,545

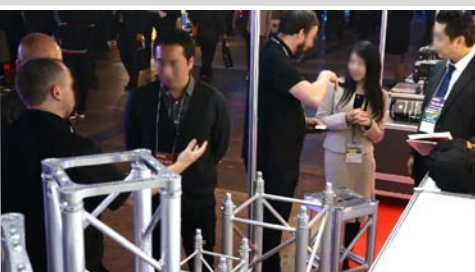
\*All figures include concurrent shows

## Variety of Exhibits

**All kinds of products/services for  
live entertainment & media industries gathered:**

- Displays/Pro-lighting
- Pro-audio/PA System
- Stage Art/Visual Effects
- Space Designs/Decorations
- Event Equipment/Services
- Event Planning/Operating Services
- Stadium/Arena Equipment
- Truss Systems
- Control Field Equipment
- eSports-related Products/Services (Operation, Stage Direction, Casting, Broadcasting Services, etc.)
- Ticketing/Payment Solutions
- Broadcasting/Streaming Technologies
- Promotional Items (T-shirts, Towels, Hats, etc.)

**...and more!**





# Hot Topics of the Show

## Cutting-edge Technologies for Displays & Stage Arts

One of the most attractive features of the show was the amazing products of Displays & Stage Arts.

Example of Displays/Stage Arts were...

- Giant LED Displays
- 8K Theatres
- Interactive LED Floor Displays
- Projection Mapping
- Mist Screen
- Spinning Sparkler ...and more!

The show attracted visitors by gathering cutting-edge technologies under one-roof and providing a wide range of options for their business.



## eSports Business World

The new zone specialised in eSports Business was firstly launched in this edition to contribute to the future growth of the eSports industry. It gathered variety of eSports Business related products/services such as...

- eSports Gaming Contents
- Gaming PC/Gaming Chairs
- Live Streaming Solutions
- Operation Services ... and more!

eSports teams/athletes, media, local governments, and companies' advertising/marketing division who are interested in eSports business discovered the actual products and considered purchasing at the venue!



## Wide Variety of Promotional Products

About hundred of exhibitors gathered in *Promotional Products Zone* showcasing diversity of items for live entertainment industry such as:

- Concert Merchandise
- Cooling Items
- Cheering Items
- Original Brand Items
- eSports Athlete Uniforms
- T-shirts
- Hats
- Towels
- Bags ... and more!

It served as a great sourcing opportunity for visitors to meet the demand for new products.



# Conference Sessions by Industry Leaders

**Bilingual conferences took place next to 7th Live Entertainment Expo TOKYO, welcoming 21,545 industry players as audience!**



« Live Concerts & Staging Production » Date: Feb. 5 (Wed) 16:00~16:45  
**Synergistic Effect Created by 360 Entertainment Business**

VERBAL  
Artist / Music Producer



« International Theme Parks » Date: Feb. 7 (Fri) 12:00~12:45  
**Disney Entertainment Show Engagement**

Paul Rivet  
Director, Entertainment & Costuming, Walt Disney Attractions Japan  
Director, Entertainment, Disney Parks Live Entertainment



« Amusement Industry Worldwide » Date: Feb. 5 (Wed) 14:00~14:45  
**Global Trends in the Theme Park and Amusement Industry**

Dennis Speigel  
President & Founder, International Theme Park Services, Inc. (ITPS)  
Past Chairman, International Association of Amusement Parks & Attractions (IAAPA)



# Next Show Outline

## 8th Live Entertainment Expo TOKYO

Dates: Feb. 24 (Wed) – 26 (Fri), 2021 Venue: Makuhari Messe, Japan

Organised by: Reed Exhibitions Japan Ltd.

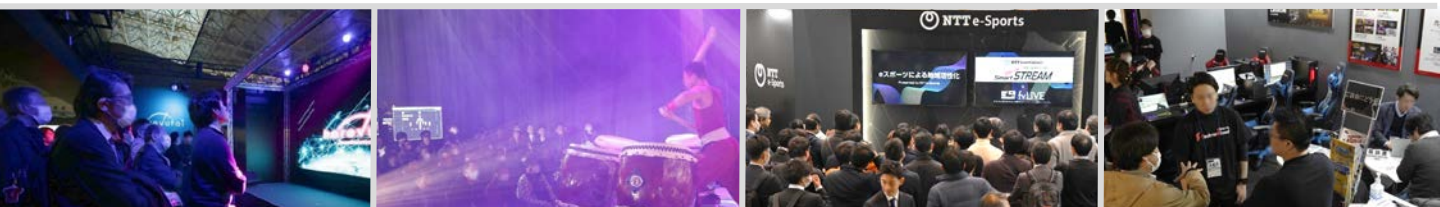
### Join as Exhibitor!

In the next edition, **950 exhibitors** and **40,000 visitors** will gather in **8th Live Entertainment Expo TOKYO** and will be a destination for both the suppliers and buyers to weigh a wide range of options, expand business and find connections in the growing market. If you are considering to exhibit, please contact Show Management as soon as possible. Exhibiting space is filling up quickly.

**Exhibiting Information Request:** [https://www.live-event.jp/ex\\_en/](https://www.live-event.jp/ex_en/)

If you are planning to visit, request for visitor ticket to enter the show.

**Visitor Ticket Request:** [https://www.live-event.jp/inv\\_en/](https://www.live-event.jp/inv_en/)



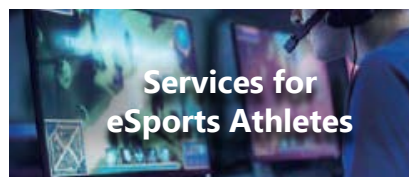
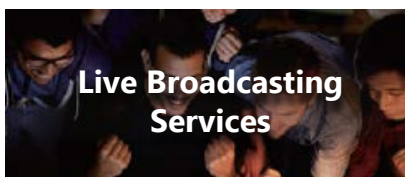
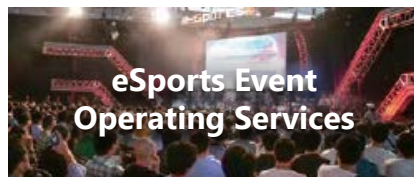
## Special Zone & Concurrent Shows

Held inside 8th Live Entertainment Expo TOKYO

### eSports Business World

This special zone will gather variety of eSports related Products & Services. The zone was firstly launched in the previous edition and since it was a success, the expectations are growing toward the next edition.

Following is an example of exhibits inside the zone:



Following shows will be held next to **8th Live Entertainment Expo TOKYO**:

**8th Events & Amusement Expo TOKYO** **4th Japan Sports Week**

**4th Government & Public Sector Week Japan**

### Contact

**Organiser:** Reed Exhibitions Japan Ltd.

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**E-mail:** <mailto:live-expo.eng@reedexpo.co.jp> **URL:** <http://www.live-event.jp/en/>

**For Press Inquiries >>** <mailto:atarashim@reedexpo.co.jp>

- "Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept.

- The numbers of exhibitors (including co-exhibitors) and visitors are subject to change after further confirmation. Numbers includes concurrent shows.