

# **SOURCE BOOK**

## **2018 - 2019**

## EDITORIAL PROFILE

Coming 2018, LAVA will be presented as an annual industry source book to better cater the information and procurement needs of our readers. Mainly targeting at buyers, specifiers and users of Lighting & Staging, Audio, Visual equipment and integrated solutions across Asia, LAVA is read by industry professionals such as installers, integrators, consultants, designers, technicians, distributors / resellers, and end users.

The LAVA source book will detail listing of companies that offer products and equipment under specific category of Lighting & Staging, Audio, Visual and Integrated Solutions together with the brands they represented in their individual country. LAVA Source Book will also feature outstanding projects from manufacturers / distributors as well as regional and international industry trade events.

Scheduled in its new format, LAVA 2018 – 2019 Source Book will be made available in both print and digital formats in August 2018.

### PRINT

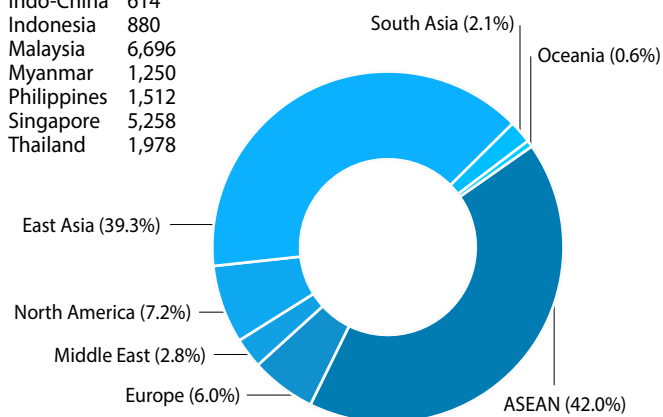
We recognise the important of print when it comes to procurement and buying decisions of our readers. An annual source book that covers all available brands with local resellers / distributors is an easy reference for possible tender invitation and contacts. Besides, print copy is visible and easily accessible for readers who has reception corners and showrooms for their client's references.

### Readership by Job Function

Architects / Designers	9.0%
Associations	2.0%
Audio / Sound Engineers	10.0%
Consultants	6.0%
Distributors / Dealers	18.0%
Installers / Integrators	15.0%
Lighting / Video Programmers	6.0%
Manufacturers	17.0%
Multimedia Professionals	7.0%
Rental & Staging Companies	5.0%
Venue Owners / Operators	4.0%
Others	1.0%

### Readership by Region **43,380**

<b>ASEAN</b>	<b>18,228</b>
Brunei	40
Indo-China	614
Indonesia	880
Malaysia	6,696
Myanmar	1,250
Philippines	1,512
Singapore	5,258
Thailand	1,978



### DIGITAL

Beside print, LAVA Source Book is also readily available for download on our website ([lava.tradelinkmedia.biz](http://lava.tradelinkmedia.biz)) and our newsletter which will be sent to all our online subscribers after the issue's release.

### SOCIAL MEDIA

Visit [www.facebook.com/lightingaudiovisualasia](http://www.facebook.com/lightingaudiovisualasia) and "Like" us to be notified on the latest news, product, project and event updates. Our digital version of the Source Book will also be made available on our facebook for free download!

### EXHIBITION DISTRIBUTION

LAVA Source Book print edition will also be distributed free at trade shows and events that we support. It is our commitment to reach out to as many possible readers both online and offline!

### MOBILE APP (Newly-Added Platform)

-  Scan for contacts
-  News, Products, and Projects
-  Organisational listing
-  Strategic Event Partnership



Scan here to TradeCards Global website

Available on [Google Play](#) & the [App Store](#) (Launching Soon!)



# SAMPLES

## GLOBAL MANUFACTURERS LISTINGS

### Premium Listing



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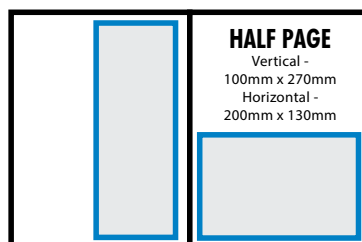
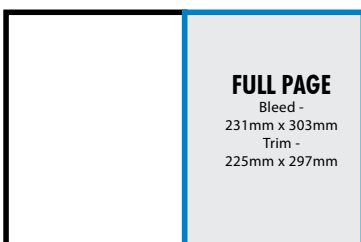
*Company: ABC Inc.  
Address: 10 Ordinary Road  
Country: Singapore  
Tel: +65-1234 5678  
Fax: +65-8765 4321  
Email: info@abc.com  
Website: www.abc.com  
Profile: (100 words)  
Brands: ABC Speakers, DEF Microphones  
Seeking distributors / resellers in: (Countries)*

### Normal Listing

*Company: ABC Inc.  
Address: 10 Ordinary Road  
Country: Singapore  
Tel: +65-1234 5678  
Website: www.abc.com  
Brands: ABC Speakers, DEF Microphones*

## ADVERTISEMENTS

(Within Global Manufacturers Section) /  
(Within Asian Distributors / Resellers Section)



## ASIAN DISTRIBUTORS / RESELLERS LISTINGS

### Premium Listing



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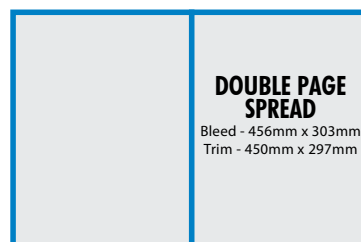
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Contact: Mr. Ordinary  
Profile: (50 words)  
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Website: www.abc.com  
Represented Brands: ABC Speakers, DEF Microphones  
Brands: ABC Speakers, DEF Microphones*

## PROJECT SHOWCASE ADVERTORIALS

(Within Global Manufacturers Section) /  
(Within Asian Distributors / Resellers Section)



Please complete the below listing information as it will be presented in the Source Book and tick on the boxes provided below.

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Brands: \_\_\_\_\_

Sales Coverage: \_\_\_\_\_ (Region / Countries)

LIGHTING & STAGING	AUDIO	VISUAL	INTEGRATED SOLUTIONS	RATES
<input type="checkbox"/> Cables & Connectors <input type="checkbox"/> Colour Filters <input type="checkbox"/> Curtains & Drapers <input type="checkbox"/> Decorations & Props <input type="checkbox"/> Dimmers <input type="checkbox"/> Flightcases <input type="checkbox"/> Gobos <input type="checkbox"/> Lamps <input type="checkbox"/> Laser Technology <input type="checkbox"/> Leds <input type="checkbox"/> Lighting Accessories <input type="checkbox"/> Lighting Controls <input type="checkbox"/> Lighting Consoles <input type="checkbox"/> Lighting Software <input type="checkbox"/> Load Monitoring Systems <input type="checkbox"/> Moving Lights <input type="checkbox"/> Overstage Equipment <input type="checkbox"/> Projectors <input type="checkbox"/> Riggings <input type="checkbox"/> Special Effects <input type="checkbox"/> Spotlights <input type="checkbox"/> Spotlights Accessories <input type="checkbox"/> Stage Controls <input type="checkbox"/> Stage Floors <input type="checkbox"/> Stroboscopes <input type="checkbox"/> Truss Systems <input type="checkbox"/> Understage Equipment <input type="checkbox"/> Winches & Chain Hoists <input type="checkbox"/> Others :	<input type="checkbox"/> Acoustics <input type="checkbox"/> Amplifiers <input type="checkbox"/> Audio Recorders <input type="checkbox"/> Audio Reproduction <input type="checkbox"/> Audio Processors <input type="checkbox"/> Audio Systems <input type="checkbox"/> Cable & Connectors <input type="checkbox"/> Digital Audio Streaming <input type="checkbox"/> Headphones <input type="checkbox"/> Headsets <input type="checkbox"/> Loudspeakers <input type="checkbox"/> Line Arrays <input type="checkbox"/> Live & Monitor Consoles <input type="checkbox"/> Microphone <input type="checkbox"/> Microphone Accessories <input type="checkbox"/> Mixing Consoles <input type="checkbox"/> Power Amplifiers <input type="checkbox"/> Signal Processors <input type="checkbox"/> Studio & Production Consoles <input type="checkbox"/> Wireless Systems <input type="checkbox"/> Others :	<input type="checkbox"/> Camera Technology <input type="checkbox"/> CRT Projectors <input type="checkbox"/> Digital Video Streaming <input type="checkbox"/> Foam Machines <input type="checkbox"/> Fog Machines <input type="checkbox"/> Hologram Technology <input type="checkbox"/> Laser Projectors <input type="checkbox"/> LCD / DLP Projectors <input type="checkbox"/> LCD & Plasma Displays <input type="checkbox"/> LED Displays <input type="checkbox"/> Multivision Walls <input type="checkbox"/> Projection Screens <input type="checkbox"/> Pyrotechnics <input type="checkbox"/> Rear Projection Boxes <input type="checkbox"/> Stage Monitors <input type="checkbox"/> Studio Monitors <input type="checkbox"/> Video Monitors <input type="checkbox"/> Video Mapping <input type="checkbox"/> Video Processing <input type="checkbox"/> Video Software <input type="checkbox"/> Video Recorders <input type="checkbox"/> Video Reproduction <input type="checkbox"/> Water Effect / Technology <input type="checkbox"/> Others :	<input type="checkbox"/> Audio Network Technology <input type="checkbox"/> Augmented Reality <input type="checkbox"/> Cable & Connectors <input type="checkbox"/> Conference Systems <input type="checkbox"/> Digital Cinemas <input type="checkbox"/> Digital Signages <input type="checkbox"/> Energy Management <input type="checkbox"/> Furniture, Racks & Mounts <input type="checkbox"/> Interactive Displays <input type="checkbox"/> Interpreting Equipment <input type="checkbox"/> Intercom Systems <input type="checkbox"/> IP & Network Distribution <input type="checkbox"/> Media Controls <input type="checkbox"/> Media Distribution Systems <input type="checkbox"/> Media Servers <input type="checkbox"/> Media Software <input type="checkbox"/> Microphones <input type="checkbox"/> Multimedia Live Streaming <input type="checkbox"/> Presentation Systems <input type="checkbox"/> Router & Switches <input type="checkbox"/> Security & Access Control <input type="checkbox"/> Transmission Systems <input type="checkbox"/> Wireless Communication <input type="checkbox"/> Others :	<p><b>Advertisement (Full Page)</b></p> <input type="checkbox"/> USD2,000 x ____ insert (s) <input type="checkbox"/> SGD2,800 x ____ insert (s) Under: _____ (Category) <i>Bleed: 231mm x 303mm</i> <i>Trim: 225mm x 297mm</i> <i>Format: PDF in 300 dpi</i>
Total Number of Premium Listing (s) : _____ Listing (s) : _____	Total Number of Premium Listing (s) : _____ Listing (s) : _____	Total Number of Premium Listing (s) : _____ Listing (s) : _____	Total Number of Premium Listing (s) : _____ Listing (s) : _____	<p><b>Advertisement (Half Page)</b></p> <input type="checkbox"/> USD1,700 x ____ insert (s) <input type="checkbox"/> SGD2,380 x ____ insert (s) Under: _____ (Category) <i>Size: 200mm x 130mm</i> <i>Format: PDF in 300 dpi</i>
				<p><b>Listing (L)</b></p> <input type="checkbox"/> USD100 x ____ listing (s) <input type="checkbox"/> SGD140 x ____ listing (s)
				<p><b>Premium Listing (PL)</b></p> <input type="checkbox"/> USD150 x ____ listing (s) <input type="checkbox"/> SGD210 x ____ listing (s)
				<p><b>Advertorial (Double Page Spread)</b></p> <input type="checkbox"/> USD2,600 x ____ insert (s) <input type="checkbox"/> SGD3,600 x ____ insert (s) Under: _____ (Category)

**BOOKING DEADLINE: 1 June 2018**

**ARTWORK SUBMISSION DEADLINE: 15 June 2018**

I confirm the above listing(s) / advertisement(s) placed for my organisation for LAVA Source Book 2018 - 2019. We bear the sole responsibility to inform Trade Link Media Pte Ltd any change to our company details before the printing deadline (22 June 2018).

Full Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature / Date \_\_\_\_\_

# ORDER FORM

FOR DISTRIBUTORS/RESELLERS

2018-2019 Source Book

Please tick  your choice below.  
US\$ - US Dollars, S\$ - Singapore Dollars



Please complete the below listing information as it will be presented in the Source Book and tick on the boxes provided below.

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_


Country: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Represented Brands: \_\_\_\_\_

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SAMPLES	SALES COVERAGE	RATES
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