

# Pro AV Africa 2026 Expo Set to Launch at Gallagher Convention Centre

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*Connecting the Future of Audio-Visual Innovation in Southern Africa*

Practical Publishing is excited to announce the launch of Pro AV Africa 2026 Expo, which will be hosted at the Gallagher Convention Centre from July 14th to 16<sup>th</sup>, 2026. Practical Publishing has been hosting business to business events since 2005.

This premier event will bring together global exhibitors from the audio-visual (AV), industry, showcasing the latest technology and solutions to drive the future of AV across multiple sectors.



The Pro AV Africa Expo 2026 will feature cutting-edge innovations across a wide range of categories, including and not restricted to:

- 3D Design Software and Pre-visualisation
- Architectural Lighting and Control Systems
- Audio Control Systems, PA Systems and Network Infrastructure
- Broadcast TV, Radio, and Live Streaming Solutions
- Custom Manufacturing and Flight Casing
- DJ Equipment, Drones, and Camera Gear
- Film Equipment
- LED Screens, Projection Systems and Media Servers
- Motors, Hoists, Rigging and Safety Systems
- Tracking Systems, Staging Structures and System Integration Solutions

This event will attract a diverse audience from touring professionals, installation specialists, broadcast and film experts, and educators. With live demonstrations, product showcases, and networking opportunities, Pro AV Africa 2026 will empower attendees to connect, learn, and adopt the latest AV innovations.

## **Key Market Segments and Target Audience**

### **1. Touring Audio, Video, and Lighting Market**

This segment will cater to concert producers, AV technicians, and rental companies, offering solutions for live events, festivals, and touring productions.

#### **Attendees Include:**

- Tour Managers and Production Managers
- Live Sound Engineers and Lighting Designers
- Performing Artists, Event Organizers, and Festival Producers



## 2. Installation and Integration Market

Pro AV Africa will showcase solutions for corporate AV, government institutions, retail environments, and more, focusing on permanent installations and smart integration.

### **Attendees Include:**

- Systems Integrators, AV Consultants, and Facility Managers
- Corporate AV Buyers, Architects, and Retail Managers
- IT Managers and Building Engineers

## 3. Film and Broadcast Industry

The expo will feature specialised equipment for film, TV, radio, and streaming production, catering to professionals working in broadcast and post-production environments.

### **Attendees Include:**

- Directors, Cinematographers, and Production Teams
- Broadcast Engineers and Content Creators
- Streaming Providers and Technical Directors

## 4. Education Market

The event will also target AV professionals from universities, schools, and training institutions, with a focus on educational technology and distance learning solutions.

### **Attendees Include:**

- University AV Managers and Educational Technology Directors
- Media Lab Instructors and IT Staff
- Distance Learning Coordinators and Lecture Hall Managers



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DWR Distribution, a South Africa-based distributor providing full technical solutions to the architectural, commercial, system integrator, broadcast, and entertainment markets will be the platinum sponsor for the first event. “It was a significant loss for the live events and broadcast industry when we lost our bi-annual tradeshow due to the pandemic in 2020,” says Duncan Riley, founder of DWR. “That’s why it’s so exciting to see Pro AV Africa 2026 stepping in to fill that void. Dyelan Copeland and Charnia Yapp from Practical Publishing, who have been successfully organizing exhibitions since 2005, are sure to make this one another success. We’re proud to be part of it and hopeful that visitors from all over Africa will attend, and that suppliers from around the world will collaborate with the market to create something truly memorable.”

### Event Details

#### □ **Pro AV Africa 2026 Dates:**

- **Exhibition Days:** July 14th - 16th, 2026
- <https://proavafricaexpo.co.za/>

□ **Venue:** Gallagher Convention Centre, Midrand, South Africa