Press Release

**We Will Get Through This Together –**   
**Adam Hall Group Organizes an Industry Talk**   
**as a Livestream at** [**www.event.tech**](http://www.event.tech/)

**Neu-Anspach – March 25, 2020 – Get ready for March 31st: the Adam Hall Group will be hosting an online industry talk via a livestream. With cca. one-hour rounds of moderated discussions between experts, the Adam Hall Group is reacting to the international developments of the Coronavirus (Covid-19), which among other things led to the cancellation of Prolight + Sound 2020. Afterwards, the global event technology provider will present its 2020 product highlights in a Virtual Tradeshow. The livestream of the Adam Hall Industry Talk starts on March 31, 2020 at 10:00 a.m. CET at** [**www.event.tech**](http://www.event.tech/)

**Expert Panel Discussions**

No subject has the event technology industry so worked up at the moment like the effects of the Covid-19 virus. The Adam Hall Group is therefore taking the opportunity to bring some of the leading industry leaders from the areas of services, associations, & Co. to the discussion table: How are companies handling the current situation? What dangers, risks but also opportunities does the near future hold for the event technology industry?

“We want to use the industry talk to bring leaders in our industry to the table to talk about current and future challenges,” explains Alexander Pietschmann, who will also be participating in the Adam Hall Industry Talk as the CEO of the Adam Hall Group. “We also want to make it possible for our partners, customers, trade press, and any event technology fans to obtain up-to-date information about our latest product solutions during the virtual tradeshow without having to unnecessarily put their health at risk.”

The participants of the Industry Talk at a glance:

* Marcel Courth (moderator): Chief Editor, Production Partner, Publisher of Unit Professional Technolgy & Live Communication
* Marcus Pohl: Chairman, ISDV & President, IGVW
* Nico Ubenauf: CEO, satis&fy
* Joe Lamond: President & CEO, NAMM
* Luca Lastrucci: CEO/co-founder, Powersoft
* Marcus Graser: CEO, Clay Paky
* Simon Kropp: Chief Editor, EventRookie
* Alexander Pietschmann (host): CEO, Adam Hall Group

**Product Highlights**

Adam Hall product experts will use the virtual tradeshow, which is available as an on-demand video, to present the latest event technology solutions from the brands LD Systems, Cameo, Gravity, Defender, and Palmer. In addition to new Cameo state-of-the-art spotlights for theater, stage, theater, industrial, architecture, and broadcasting applications, as well as LD Systems audio systems for wider use in events and installations, the Adam Hall Group will also showcase the new modular Defender MIDI 5 2D cable protector series for barrier-free, multidirectional setup.

**Adam Hall Industry Talk: March 31, 2020, 10:00 a.m. CET**

**Livestream at** [**www.event.tech**](http://www.event.tech/)

#WeWillGetThroughThisTogether #ProAudio #ProLighting #EventTech #ExperienceEventTech

**More information:**   
[adamhall.com](https://www.adamhall.com/gb-en)

[cameolight.com](https://www.cameolight.com/en/)

[ld-systems.com](https://www.ld-systems.com/en/)

[gravitystands.com](https://www.gravitystands.com/en/)

[palmer-germany.com](https://www.palmer-germany.com/en/)

[defender-protects.com](https://defender-protects.com/en/)

**About Adam Hall Group**

The Adam Hall Group is a leading German manufacturer and distributor that offers event technology to its partners around the world. Its target groups include retailers, B2B distributors, event and rental companies, broadcasting studios, AV and system integrators, private and public companies, and manufacturers of industrial flight cases. Under its brands **LD Systems®, Cameo®, Gravity®, Defender®, Palmer®, and Adam Hall®,** the company offers a broad range of professional audio and lighting technology as well as stage accessories and flight case hardware. Founded in 1975, the Adam Hall Group has become a modern, innovative provider of event technology and has over 14,000 m² of storage space at its Logistics Park at the company headquarters near Frankfurt am Main. Thanks to its focus on value creation and service, the Adam Hall Group has already received a number of international awards for its innovative product developments and pioneering product design from well-known institutions like Red Dot, German Design Award, and iF Industrie Forum Design. LD Systems®, in cooperation with the design agency F. A. Porsche, demonstrates the future of pro audio design with its MAUI® P900 column speaker and recently received the coveted German Design Award for this. You can find more information about the Adam Hall Group online at [www.adamhall.com](http://www.adamhall.com/).  
  
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