



AV Music Show

ORGANIZED BY: SEOSEPE

2027

● AudioVisual, Lighting and Music Technology EXPO ●

THURSDAY - SUNDAY
25-28
FEBRUARY
2027



S.E.O.S.E.P.E. ANNOUNCES AV MUSICSHOW 2027

Athens, Greece – The Board of Directors of **S.E.O.S.E.P.E. (Association of Greek Dealers of Audiovisual and Related Professional Products)** is proud to announce **AV MusicShow 2027**, the second edition of Greece's premier industry exhibition created *by the industry, for the industry.*

Following the success of AV MusicShow 2025, the upcoming exhibition will take place from **25–28 February 2027** at the **Peristeri Exhibition Center, Athens**, under the auspices of S.E.O.S.E.P.E.



BUILDING VISIBILITY, GROWTH AND INDUSTRY ENGAGEMENT

S.E.O.S.E.P.E. Believes that the audiovisual, lighting and music technology sectors play a vital role in greece's business and cultural landscape. Strengthening the industry's visibility, fostering professional development, and promoting its contribution to society remain key priorities for the association.

Direct engagement with professionals, customers, businesses and the wider public is one of the most effective ways to achieve these goals. AV musicshow was established to provide exactly that platform—bringing together manufacturers, distributors, integrators, service providers, end users and technology enthusiasts under one roof.

The inaugural av musicshow 2025 was widely praised by exhibitors, visitors, industry professionals, media representatives and international manufacturers, confirming the need for a dedicated event serving the professional audiovisual and music technology community in Greece.

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BIGGER, BROADER AND MORE AMBITIOUS

Building on this momentum, AV MusicShow 2027 aims to elevate the event to a new level in terms of scale, content and participation.

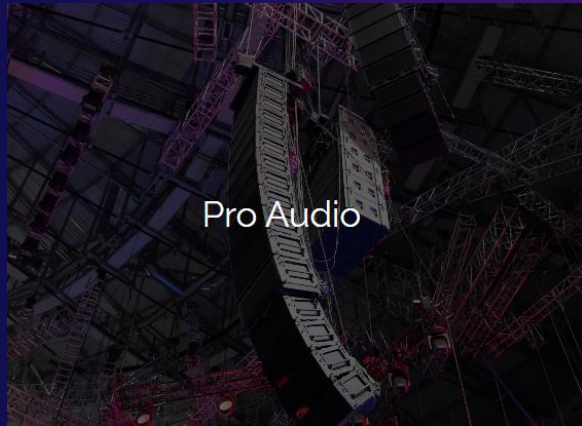
The exhibition will expand to **four full days**, running from **Thursday, 25 February through Sunday, 28 February 2027**, offering visitors more opportunities to explore new technologies, attend educational sessions and connect with industry professionals.

The additional exhibition day also responds to growing demand from professionals and visitors traveling from regional and island areas of Greece, providing greater flexibility and accessibility.

SHOWCASING THE FUTURE OF AUDIO, VISUAL AND MUSIC TECHNOLOGY

AV MusicShow 2027 will present a comprehensive range of technologies and solutions covering the full spectrum of the professional audiovisual industry.

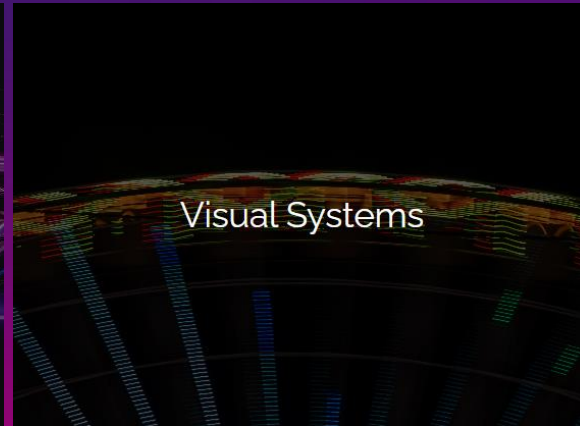
Visitors will discover the latest developments in:



Pro Audio



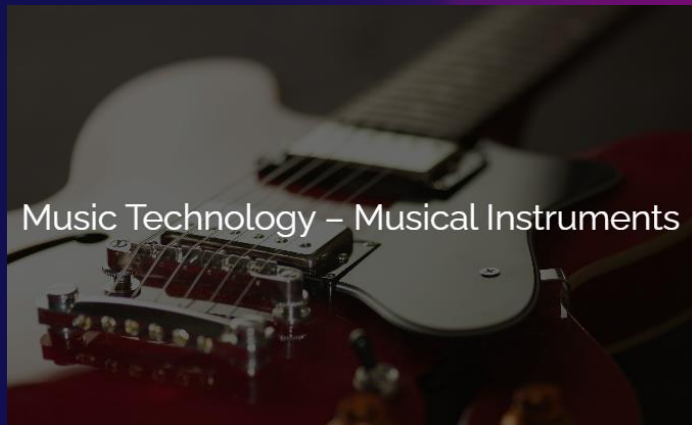
Lighting Systems



Visual Systems



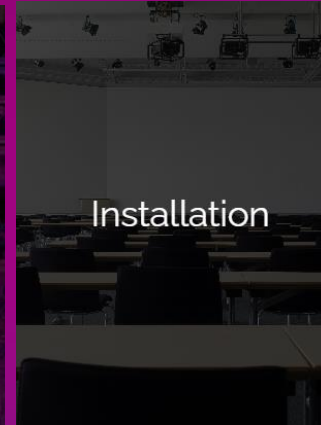
Staging & Rigging



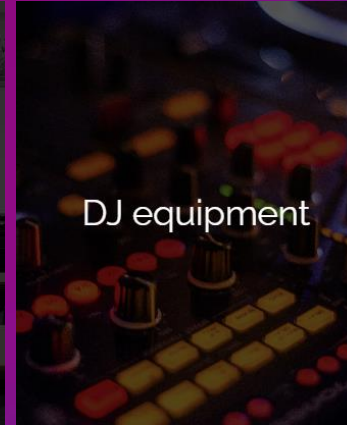
Music Technology – Musical Instruments



Integrated systems solutions



Installation



DJ equipment



Broadcasting

Alongside the exhibition, a dedicated education and knowledge-sharing program will feature seminars, workshops and technical presentations delivered by leading industry experts. Education, professional development and specialization remain central pillars of S.E.O.S.E.P.E.'s mission, and the event will continue to serve as a valuable learning platform for professionals and emerging talent alike.



A MEETING POINT FOR THE ENTIRE INDUSTRY

AV MusicShow 2027 aims to become the leading meeting place for professionals across the audiovisual, lighting, entertainment and music technology sectors, while also welcoming musicians, content creators, students and technology enthusiasts.

The exhibition will provide opportunities for networking, collaboration and business development, while offering exhibitors a powerful platform to showcase innovations, launch products and engage directly with key decision-makers and end users.

With the participation of leading companies from Greece and abroad, attendees will gain first-hand access to the latest products, technologies and industry trends shaping the future of the market.



WHO SHOULD ATTEND?

AV MusicShow 2027 is designed for a broad professional audience, including:

**RENTAL &
PRODUCTION
COMPANIES**

**SYSTEMS
INTEGRATORS
& INSTALLERS**

**AUDIO
ENGINEERS &
SOUND
TECHNICIANS**

**LIGHTING
DESIGNERS &
LIGHTING
PROFESSIONALS**

**VISUAL &
MULTIMEDIA
SPECIALISTS**

**CONSULTANTS
& TECHNICAL
CONTRACTORS**

**MUSIC
PRODUCERS &
RECORDING
PROFESSIONALS**

**PROFESSIONAL
& AMATEUR
MUSICIANS**

**CONTENT
CREATORS &
MEDIA
PROFESSIONALS**

**STUDENTS &
EDUCATIONAL
INSTITUTIONS**

The exhibition is also highly relevant for organizations and venues investing in audiovisual and technology solutions, including hotels, event venues, convention centers, theaters, cinemas, hospitality and entertainment venues, broadcasting facilities, public-sector organizations and cultural institutions.



EXHIBITOR PARTICIPATION

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VENUE

PERISTERI EXHIBITION CENTER – ATHENS, GREECE

Located in the heart of Peristeri, the Peristeri Exhibition Center is a modern venue offering approximately **6,500 square meters of indoor exhibition space** and extensive outdoor parking facilities. The venue benefits from excellent accessibility via the Athens Metro network and public transportation.

For venue information, visit:

<https://www.expocenterperisteri.gr/>



Vasilis Ladonikolas

VASILIS LADONIKOLAS AS PRODUCTION DIRECTOR

The board of directors of S.E.O.S.E.P.E. has once again appointed Vasilis Ladonikolas, technology journalist and publisher of the online magazine **alive.gr**, as production director of **AV Musicshow 2027**. In this role, he will oversee the planning, coordination and execution of the exhibition on behalf of the association's board of directors.

ABOUT US



S.E.O.S.E.P.E. (Association of Greek Dealers of Audiovisual and Related Professional Products) represents companies and professionals active in the audiovisual, lighting, music technology and related sectors in Greece. The Association promotes industry growth, professional education, innovation and collaboration while supporting the development of the wider audiovisual ecosystem.

AV MusicShow 2027 reflects this commitment by creating a dynamic platform where technology, business, education and creativity come together.

For further information regarding participation, sponsorship opportunities and visitor registration, additional announcements will follow.

