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## PLASA Focuses Robe in Nashville

### Products Involved

LEDBeam 100™   LEDWash 1200™   LEDWash 300™   LEDWash 600™   MMX Spot™  
ROBIN® Actor 6   ROBIN® DLF Wash   ROBIN® DLX Spot

Robe lighting Inc. enjoyed a brilliant PLASA Focus exhibition in Nashville, where they showcased their latest moving light technologies in the form of the ROBIN LEDWash 300, 600 and 1200, plus the new Actor 6 and the fabulous latest 'hot' product of the moment, the ROBIN 100 LEDBeam.

Also highlighted were the MMX Spot (discharge lamp) and the DLX Spot and DLF Wash (fresnel) LED fixtures – so there was a big emphasis on the more sustainable, energy-saving, lightweight and super-bright products with which Robe is currently driving the market. All products attracted a huge amount of interest, and the booth was busy from the moment the show opened right through the two days, which flashed by in a 'moment'.

The Robe Inc. team was there in force, including CEO Harry von den Stemmen, Rental & Staging Segment Manager Heather Busch, Inside Sales Manager Jerry Seay and Entertainment & Leisure Segment Manager David Chesal.

The very successful PLASA Focus format – concentrating on bringing technology and manufacturers ideas and information to a primarily local market in a highly personable atmosphere – seems to be working well for a territory as large and diverse as the US reports Harry.

At the show, Robe engaged with many major local players – including 4Wall, LMG, Christie, Bandit Lites, etc. - together with those from out of town like MDG and Main Light as well as a plethora of up-coming locally based designers working in numerous different areas, from bands and clubs to houses of worship and theatres.

"I was extremely pleased with the turnout and the quality and variety of visitors," comments Harry.

Heather adds, that with Nashville known as the 'Music City' and a rapidly growing hub for all things related to the live music industry, "Many rental companies are opening shop here because of the large concentration of musical and related talent in the area, and a number of leading LDs call the city 'home', so it was an ideal location for the exhibition".

Robe rocked at the show for another reason apart from being busy and having lots of very cool technology on display – throwing a party on the Wednesday (middle) night at the nearby Reverb Room of the Hard Rock Café.

The Robe Party became a real buzz point of the whole show

The extremely convivial atmosphere vibed with live music from local rockers Lewis Copeland and attracted 200 people – friends, clients, new acquaintances and competitors – all of whom enjoyed a fantastic evening and Robe's very welcoming hospitality. Most had such a good time that they only left when the venue closed at 1 a.m.!

Says Harry, "It was really great to see the industry getting together like this and everyone mixing and enjoying themselves so much. This industry is about people at the end of the day, and the social side is seriously important for business in general".

Robe has a long tradition of getting the party started around the world, and it has been a little while since they have thrown one in the US .. but with the success of Nashville, this trend looks set to continue! Look out Las Vegas!!! Harry sums up, "PLASA Focus Nashville was a blast and the principle of 'work-hard-play-hard' worked superbly.

"We saw many people – existing customers and exciting new ones – and had numerous constructive conversations with LDs, visual designers and other creatives. The whole atmosphere was extremely positive and up-beat, and I think PLASA Focus is a perfect mix and a real way forward".







