

Press Release

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## Musikmesse and Prolight + Sound 2019: registration for buyers' benefits programme 'Insider' now open

Johannes Weber  
Tel. +49 69 75 75-6866  
johannes.weber@messefrankfurt.com  
www.messefrankfurt.com  
www.musikmesse.com

**The 'Insider' programme offers a variety of benefits for buyers: from free admission on all four days (2 to 5 April) and cloakroom service to personal on-site support. In 2019, the Insider programme is open for the first time to buyers of both Musikmesse and Prolight + Sound and purchasing decision makers from the music and event sectors can now register as 'Insiders'.**

The Business Matchmaking Programme is aimed at specialist retailers from all parts of the musical-instrument business with up to 50 employees and an annual turnover of less than €2.5 million, as well as employees of commercial enterprises and rental companies from the event, media, stage, lighting and sound technology sector.

After registering at [www.insider-programm.com](http://www.insider-programm.com), participants will be sent a season ticket for both trade fairs, which entitles them to use local public-transport services operated by the RMV public-transport authority in Frankfurt and the region. Insiders will be welcomed at the reception counter in the new Networking Area (Hall 4.1) and given their personal Insider Bag with food vouchers, information about the fairs and other give-aways.

### **The new Networking Area: meeting place for decision makers**

Insider participants and all other buyers attending Musikmesse and Prolight + Sound will find the optimal setting and a peaceful atmosphere for business discussions in the Networking Area (Hall 4.1). With an elaborate lounge design, lecture platforms and catering zones, the Networking Area is a modern venue for encounters between decision makers on the exhibitor and visitor sides. Hall 4.1 is centrally located at the Fair and Exhibition Centre, only a stone's throw from the Messe Frankfurt 'S-Bahn' railway station and the 'Torhaus' entrance. The Networking Area is an essential part of the new Musikmesse concept aimed specifically at international trade visitors.

### **Business Matchmaking: the sure way to find the right contacts**

The Business Matchmaking Programme brings together the right visitors and exhibitors, and thus helps buyers find companies taking part in the fair that are particularly relevant to their business interests. A clearly structured online platform is available for planning meetings with new and existing partners. Additionally, the Messe Frankfurt Matchmaking Team is also available to provide assistance to participants. Retailers

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main

and buyers who register for the Insider programme automatically receive a Business Matchmaking profile, which they can manage easily using an online tool.

Registration at [www.insider-programm.com](http://www.insider-programm.com)

Further information about Musikmesse and Prolight + Sound at [www.musikmesse.com](http://www.musikmesse.com) and [www.prolight-sound.com](http://www.prolight-sound.com).

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500\* employees at 30 locations, the company generates annual sales of around €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

Further information is available at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* provisional figures 2018