

Press Release

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Meeting place for decision makers: new 'Networking Area' for Musikmesse and Prolight + Sound in Hall 4.1

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Stylish, modern and fully orientated towards the needs of international buyers – that's the new 'Networking Area' in Hall 4.1 of Musikmesse and Prolight + Sound. Thanks to an elaborate lounge concept, it creates the optimum setting for business discussions in a relaxed atmosphere. Only a few steps from the Messe Frankfurt 'S-Bahn' local-railway station and the 'Torhaus' entrance, Hall 4.1 offers presentation space for associations of the music and event sector, business lounges with seating and workplaces, lecture areas and catering zones.

In cooperation the Society of Music Merchants (SOMM) and the Professional Lighting & Sound Association of Germany (*Verband für Licht-, Ton- und Veranstaltungstechnik - VPLT*), Messe Frankfurt is organising an extensive seminar programme especially for retailers and managers. Also contributing to the programme of events in the 'Networking Area' will be other associations and experts from the fields of business, marketing and law. After the lectures and panel discussions, visitors will have the opportunity to exchange ideas and information with the speakers in the business lounges.

During a gala evening event on Thursday, 4 April 2019, the 'Networking Area' will also be the setting for the presentation of four important awards: 'Opus - German Stage Award', 'Sinus - Systems Integration Award', 'MIPA - Musikmesse International Press Award' and 'PIPA - Prolight + Sound Press Award'. Events for trainees and students of the music and event sector are also in planning, which will give companies the opportunity to make contact with talented young people.

The 'Networking Area' will also be an important port of call for participants in the 'Insider' VIP programme, which offers buyers from the music and entertainment technology sector a variety of benefits – from free admission to cloakroom service. "In 2019, the two trade fairs will be focused more than ever before on international trade visitors. Musikmesse in particular is emphasising its primary function as a platform for professionals and, with measures to reduce noise levels, we will also aim to improve the business quality in the product halls. The 'Networking Area' supplements this by providing modern communication and encounter facilities for decision makers on both the exhibitor and visitors sides away from the product presentations", says Michael Biber, Group Show Director of the 'Entertainment, Media & Creative Industries' Business Unit of Messe Frankfurt Exhibition GmbH.

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The different parts of the 'Networking Area' will be linked by a common design approach to ensure the area makes a harmonious and consistent overall impression. The design is in line with the 'Parks & Recreation' directive. Standing for tranquillity and concentrated working, the playful design elements also produce an atmosphere reflecting the creative dynamism of the music and event sector.

Further information about Musikmesse and Prolight + Sound can be found at www.musikmesse.com and 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 2,400 employees at 30 locations, the company generates annual sales of around €669 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).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de