

Press Release

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Prolight + Sound to cooperate with International Association for Suppliers of Broadcast and Media Technology (IABM)

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Prolight + Sound is to further extend its international partnerships for its 25th jubilee edition, which will take place from 31 March to 3 April 2020 in Frankfurt am Main. Accordingly, the trade fair will, for the first time, be working with IABM (International Association for Broadcast and Media Technology).

IABM will be supporting Prolight + Sound's complementary programme with a lecture series on innovative AV and radio applications. Some of the key areas of the content will include IP-based broadcasting technologies, interoperability between AV devices, the ever more complex landscape of competing standards and specifications, as well as general trends in media technology. In addition, IABM will advise the organisers of Prolight + Sound on sector-specific issues, will help with exhibitor and visitor acquisition and will also be represented with an exhibition stand in Hall 11.0.

"The shift towards AVoIP solutions and cloud-based workflows has engendered a considerable need for further professional development, even amongst experts, who have been in the business a long time. We are delighted to have on board a partner with IABM's expertise and excellent network links throughout the sector, so as to be able to give even greater coverage to innovations in the broadcasting and media technology segment at Prolight + Sound," says Mira Wölfel, Director of Prolight + Sound.

"As an international get-together for the entire event and media technology business, Prolight + Sound is of outstanding importance. We are looking forward to bring our industry knowledge to the event and to some interesting discussions with visitors at our exhibition stand," says Andreas Hilmer, Chair of the Board at IABM. "We are committed to supporting our members at major shows and events around the world, and Prolight + Sound is increasingly being supported by our members as professional video and audio becomes ever more widely adopted beyond its traditional broadcast application", adds Peter White, CEO, IABM.

With this collaboration, Prolight + Sound will be building out its extensive range of topics and will, therefore, achieve a further step in its evolution towards becoming a rendezvous with a completely comprehensive range of products and services for all professionals in the entertainment technology industry. New to the event is a dedicated area in Hall 11.0,

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
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where IABM members and other interested companies can exhibit at a ready-made, turnkey stand at a specially reduced rate. On a lecture platform immediately next door, experts in their field will give talks on current issues in AV media technology. The programme items offered by IABM will be held here, too. The collaboration will also be supported by extensive marketing measures to further enhance the quality – and quantity - of the trade visitors from the AV media technology segment.

Further information on Prolight + Sound can be found at:

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 more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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

Prolight + Sound
Internationale Messe der Technologien
und Services für Entertainment,
Integrated Systems und Creation
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2020