

Press Release

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Prolight + Sound to celebrate its 25th anniversary and underscore its position as an international trade fair for professional visitors

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For the last 25 years, Prolight + Sound has been synonymous with trends and innovations in the entertainment-technology industry. The next edition from 31 March to 3 April 2020 will present itself as an independent platform occupying the whole of the western section of Frankfurt Fair and Exhibition Centre. More than ever before, the focus of Prolight + Sound will be on professional encounters, offering new trade-visitor services and an even bigger gamut of conferences. A clear structure of the product portfolio makes orientation and networking easier for both visitors and exhibitors.

“Our promise for Prolight + Sound 2020 is unequivocal: we will bring companies together with top decision makers from the industry, increase visitor quality and help continuously generate new, high-grade leads. The event has set a clear course towards the future and creates new incentives for buyers and planners to come to Frankfurt”, says Michael Biwer, Group Show Director of the ‘Entertainment, Media & Creative Industries’ Business Unit of Messe Frankfurt Exhibition GmbH.

Thanks to its focus on the western section of Frankfurt Fair and Exhibition Centre, Prolight + Sound offers short walking distances and optimum presentation conditions. In addition to the display of products in the exhibition halls, companies also have the opportunity to show their latest products and brands in demonstrations and workshops as part of the complementary event programme. Demonstration rooms for elaborate product presentations are also available. Numerous key players from all segments of the market have already announced that they will be exhibiting at Prolight + Sound 2020. They include *Adam Hall, Amptown, Analog Way, ASM Steuerungstechnik, Audio-Technica, AV Stumpfl, Ayrton, Bosch Rexroth, Büteco, Chain Master, Chauvet, Clay Paky, Coda Audio, d&b Audiotechnik, dbTechnologies, Elation Professional, ETC – Electronic Theatre Controls, FBT Elettronica, Gerriets, GLP German Light Products, JB-Lighting, Kling & Freitag, Klotz, König & Meyer, L-Acoustics, Lawo, MA Lighting, Meyer Sound, Music & Lights, nivtec-flexibel, Prolyte Group, Riedel, ROBE Lighting, SBS Dresden, Serapid, SGM Light, Sommer Cable, Waagner-Biro and Yamaha.*

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Full commitment to visitor quality and customer retention

In close cooperation with companies and associations, Messe Frankfurt is implementing a wide variety of measures to reinforce the position of Prolight + Sound as the foremost business platform for decision makers. For the first time, exhibitors can invite an unlimited number of contacts to the event with **free admission ticket vouchers**. Also new is a **Hosted Buyer programme**: Messe Frankfurt will bear flight and hotel costs for a limited number of new top buyers, which are selected in cooperation with key-account exhibitors. Visitors from specialised market segments with a high budget responsibility enjoy exclusive admission to the **Tulip Club**, the VIP lounge of Prolight + Sound. Additionally, Messe Frankfurt organises **guided tours** for international visitors in different product groups.

Clearly structured product portfolio and specialised programme

Prolight + Sound is positioned as the international trade fair for technologies and services in the events and entertainment business. The focus is on innovations for use at concerts and shows, theatre productions and open-air events, corporate events and conferences as well as in film and sound studios. In this connection, the fair encompasses products for both mobile and fixed applications. In other words, Prolight + Sound covers a broad yet clearly defined thematic spectrum and is split into five main sections: *ProAudio*, *ProLight*, *ProStage*, *ProMedia* and *ProEvent*. Individual options are available for each of the different thematic sections.

ProAudio

In Hall 8.0, visitors can discover the entire world of professional audio technology. Moreover, several companies will be demonstrating their PA systems under realistic conditions at the *Live Sound Arena* on the outdoor exhibition area. Additionally, there will be demonstration rooms with the focus on *immersive sound* applications. The new *Centre Stage* offers an opportunity for companies to present future-oriented solutions in the audio field. On top of that, experts will pass on their specialist knowledge on interdisciplinary themes, such as green events, talent development and the legal frameworks. Furthermore, the *Audio Makers Square* is a special area for the international DIY community.

ProLight

Hall 12.1, the upper floor of the biggest and most modern exhibition hall at Frankfurt Fair and Exhibition Centre is the first port of call for visitors interested in professional lighting technology. In addition to lighting technology, projectors, spotlights and lighting-control systems, the hall is the setting for spectacular laser and stage effects in action. The complementary programme of events at Prolight + Sound offers insights into trending subjects, such as intelligent light controls, digital transmission protocols, pixel and voxel mapping and energy-efficient lighting.

ProStage

Over the years, the product segment of theatre and stage technology has developed into one of the main elements of Prolight + Sound. Thus,

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the last editions welcomed an increasing number of manufacturers of over-stage and under-stage machines, stages, grandstands, automation and curtain technology and specialised lighting and control desks for use in theatres. Once again, this product segment will be in Hall 12.0 where, for the first time, there will be a special lecture platform with a programme especially for professionals from the theatre sector. There, companies can take part with demonstrations and workshops or hold lectures relevant to the subject. Moreover, Prolight + Sound is the venue for the presentation of the renowned *Opus – German Stage Award*.

ProMedia

In 2020, companies from the professional AV media technology and systems integration sectors will relocate to Hall 11.0 in the western section of the Exhibition Centre, bringing them closer to the other Prolight + Sound product segments. There, visitors will be able to gain an impression of tomorrow's large-scale displays, digital and interactive signage AVoIP, projection, conference and communication solutions and media control and distribution. Together with associations and exhibitors, Messe Frankfurt is organising a new conference focusing on media technology in Hall 11.0. The main points of the programme include IP-based transmission technology and the interoperability of AV devices. Additionally, Hall 11.0 will be the setting for another edition of the renowned *Sinus – Systems Integration Award*.

ProEvent

At Prolight + Sound, visitors responsible for events will find everything they need to ensure a successful occasion. The spectrum ranges from innovations in the fields of AR and VR, via mobile tent systems and on-site attractions, to software solutions for event organisers. Particular attention will be paid to safety and security and major events and, at the *International Event Safety & Security Conference (I-ESC)* on Wednesday, 1 April, experts will discuss a variety of subjects such as crowd management, occupational safety, etc. Furthermore, Hall 11.0 offers a special exhibition area for manufacturers of safety and security solutions.

Focusing on young talents

Prolight + Sound is taking account of the great demand for qualified personnel with the *Future Talents Day* on the Tuesday of the fair (31 March). The programme includes special events for students and trainees with, for example, lectures on career scenarios in the event industry. Young people can find out about job vacancies at the *Future Hub* in Hall 11.0. A première at Prolight + Sound 2020 is the Start-up Area in Hall 11.0 where companies that have been on the market for less than five years can make presentations for a reduced stand-rental price, including stand construction using sustainable materials.

All conferences, seminars and workshops are open to Prolight + Sound visitors free of charge. Tickets for Prolight + Sound are also valid for Musikmesse from Wednesday to Friday (1 to 3 April). Musikmesse 2020 will be held on the eastern section of Frankfurt Fair and Exhibition Centre on these days but remain open until Saturday.

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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

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