

Press Release

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The new 'Future Hub' at Prolight + Sound 2020: Start-up presentation, recruiting, career planning

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Full commitment to the talents of today and tomorrow! The new 'Future Hub' in Hall 11.0 of Prolight + Sound is designed to concentrate offers of particular interest to young companies and professionals. In the spirit of the latest 'green event' trends, the special area will make good use of resource-friendly materials and green electricity.

With the Future Hub, Prolight + Sound is offering for the first time a separate presentation area with special participation rates for the start-up scene of the event industry. Moreover, the area is also the optimum setting for educational institutes and companies wanting to recruit personnel. Newcomers to the sector can find out about career opportunities and obtain valuable tips for planning their professional futures at the Future Hub.

The Future Hub has four main sections:

Start-up Area

Prolight + Sound 2020 is set to reveal the innovative strength of young companies. Start-ups from all segments of the event-technology sector, which have been on the market for less than five years, can present their products and solutions in the Start-up Area. When it comes to stand construction, Messe Frankfurt attaches particular importance to sustainability with elements such as frames, fabric coverings, doors and walls, as well as carpeting, being made of fully reusable materials. The electricity supply is generated by photo-voltaic cells on the roof of Hall 12.0 – and rounded off by the use of low-emission and solvent-free paint for the backwalls of the exhibition stands.

Campus

With universities, academies and other institutes of advanced education offering specialised courses of study revolving around events, 'Campus' is the first port of call for motivated newcomers to the sector who are looking for basic and advance training opportunities in the event industry.

Career Centre

The Career Centre is the meeting place for companies with vacancies to fill and for specialists looking for new challenges. Organised in cooperation with the German Media and Event Technology Association (VPLT), the result is a presentation platform for exhibitors whose focus is on recruiting well-trained staff. Additionally, visitors can use touch

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screens to find out about situations vacant in the entertainment-technology sector.

Networking Lounge

A place to relax, talk shop and make contacts. In the heart of the Future Hub, the Networking Lounge is the ideal setting for discussions in a peaceful atmosphere. Moreover, coffee and snacks are available to ensure the strength and endurance necessary for a successful time at the fair.

Visitors will find the main lecture stage of Hall 11.0 in the immediate vicinity of the Future Hub. One of the main themes to be covered is career planning. The seminar programme is being organised in cooperation with associations, universities and companies. Participation is free of charge for all Prolight + Sound attendees.

Further information about 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

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