

Press release

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## Strong backing: Prolight + Sound 2021 meets current challenges in close cooperation with the industry

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**Despite the difficult situation for the event industry, Prolight + Sound sees itself on track for the coming edition from 13 to 16 April 2021. The great confidence placed in the leading trade fair by exhibitors and partners, even in times of crisis, proves to be a decisive factor in its success. Messe Frankfurt is responding to the industry's desire to meet up in person in Europe for the first time since the lockdown, to present new products and to jointly send out positive and constructive signals for the event industry. A comprehensive hygiene concept ensures safe participation and can be flexibly adapted to current requirements.**

Numerous key players from all areas of the industry are aware of the great relevance of a joint meeting place, especially in times of enormous challenges. Among the companies that have already declared their participation in Prolight + Sound 2021 are industry leaders such as Adam Hall, Analog Way, ARRI Arnold & Richter Cinetechnik, ASM Steuerungstechnik, Audio Technica, Avolites, Ayrton, Bosch Rexroth, Büttec, Cast C. Adolph & RST Distribution, Chainmaster, Chauvet, Clay Paky, D.T.S. Illuminazione, Epson Germany, ETC Electronic Theatre Controls, FBT Elettronica, Gerriets, GLP German Light Products, Hearsafe, JB-Lighting, Klotz, König & Meyer, KS Beschallungstechnik, Kvant, Lawo, Leyard Europe, Link, Maquinas Iberica, Meyer Sound, Microtech Gefell, Milos, Mipro, Pan Acoustics, Peavey Electronics, Robe, Robert Juliat, ROE Visual Europe, SEEBURG acoustic line, SBS Bühnentechnik, SGM Germany, TAIT International, TW Audio, Waagner-Biro and many more. A risk-free, non-binding declaration of participation is still possible for all companies in the industry.

"Given the exceptional situation, the industry's commitment to Prolight + Sound 2021 exceeds our expectations. We are grateful and proud for this support! As a trade fair company, we are part of the global event family and are aware of the incredibly demanding tasks currently facing the entire industry. This makes it all the more crucial to create a place where a wide variety of players can confront the crisis with a spirit of innovation and proactive action. The event is just as important for highlighting the economic and social significance of the event industry to the public, and we are delighted that many companies and institutions are joining us in this endeavour," says Mira Wölfel, Director Prolight + Sound.

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## **"Great opportunity": associations stand behind Prolight + Sound**

It is not only the commitment of leading companies that sends out positive signals - the associations of the event industry also support Prolight + Sound. "The trade fair offers an excellent opportunity to show that it is possible to organise and stage events safely. It offers a great opportunity to 're-start' our event industry. The biggest trade fair for professional lighting, audio, stage technology and system integration solutions in Europe is therefore an important signal for our sector", says Randell Greenlee, Director of Business and International Affairs, Association for Media and Event Technology (VPLT).

Ilona Jarabek, President of the European Association of Event Centers e.V., adds: "To do without Prolight + Sound as the world's leading trade fair for event technology in 2020 was one of the many, many painful experiences of the corona pandemic. The fair in spring 2021 will therefore become all the more important in order to revive the direct exchange between hall operators and service providers and, together with all the protagonists, to find further ways out of the crisis. We look forward to seeing you again in Frankfurt! Martina Fritz, Managing Director of DPVT, the German certification authority of the AV-media and event industry, also confirms the special significance of the leading trade fair: "Especially in difficult times like these, a central meeting place for the industry is important in order to jointly adapt to the New Normal and to develop and implement strategies for the industry. Manufacturers, users, customers and visitors come together here and can jointly benefit from new developments and technologies". Marcus Pohl, Chairman of the Professional Association of Self-employed Service providers in the Event Industry (ISDV) adds: "We support Messe Frankfurt in ensuring that Prolight + Sound 2021 takes place and that the industry once again has the meeting place it needs. This is why the ISDV will be represented at Prolight + Sound 2021 to talk to the industry about the sector".

## **Protection and hygiene concept paves the way back to personal contact**

In consultation with the responsible authorities, Messe Frankfurt has drawn up a detailed concept for the resumption of its events, which includes hygiene, medical and organisational measures. The safety of exhibitors, visitors and employees is the top priority - at the same time, the smoothest and most successful possible trade fair operations are guaranteed.

When adapting the hygiene concept to the special requirements of Prolight + Sound, it was important not to restrict participants in their walking routes and to dispense with a one-way street principle in the halls. For this reason, the organisers have opted for corridors with a minimum width of 5 metres, which can be walked on in both directions. In addition, there will be a spacious entrance area and additional waiting, communication and lounge areas. Messe Frankfurt's state-of-the-art ventilation system supplies the exhibition halls with around 75 m<sup>3</sup> of fresh air per hour and person during the event - four times more than in open-

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plan offices and more than eight times as much as in normal hotel rooms. There are also adjustments in visitor management, including regulated ticketing with pure online advance booking and full registration. As part of its hygiene concept, Messe Frankfurt is also implementing contactless access controls and is once again intensifying the cleaning of more heavily frequented areas and spaces. Of course, masks and disinfectants will be provided in sufficient quantities.

As far as stand planning is concerned, exhibitors will receive detailed information on special building regulations and recommendations in order to enable as many people as possible to visit the stand while maintaining the minimum distance of 1.5 meters. Meeting and lecture areas can also be realized under certain conditions. On the Prolight + Sound website, exhibitors and visitors can obtain up-to-date information about special requirements and measures in the course of the hygiene concept: [prolight-sound.com/hygiene](https://prolight-sound.com/hygiene).

### **Also 2021 with a wide range of topics and events**

Prolight + Sound 2021 will be held entirely on the eastern section of the Frankfurt Exhibition Centre and will occupy Halls 3.0, 3.1 and 4.0 for the latest solutions from the ProAudio, ProLight, ProStage, ProMedia and ProEvent segments. In addition, associations will be presenting themselves in the foyer of Hall 4.1, which is also home to the job market. On the "Agora" outdoor area, exhibitors have the opportunity to present their solutions under open-air conditions. The hall plan is online available at: [prolight-sound.com/hallplan](https://prolight-sound.com/hallplan). Part of the event will again be an extensive lecture and presentation program, which of course also takes into account the current distance and hygiene regulations. The programme will be staged on the new main stage THE STAGE, centrally located in Hall 3.0, and in several conference and demo rooms on the Via level of Hall 3 and on Hall Level 4.C. Despite the special challenges, Prolight + Sound 2021 will also feature a number of special events, including the special exhibition "The Vintage Concert Audio Show" and the "ProDJ SMF", an interactive experience zone created by the makers of the Sample Music Festival. In addition, the "Future Hub" will celebrate its premiere at the event. It bundles offerings that are of particular importance for young companies and young professionals.

All further information as well as registration forms and site plans are available at [prolight-sound.com](https://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 2,600\* employees at 30 locations, the company generates annual sales of around €733\* 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

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(60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary figures 2019

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