

Press release

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Prolight + Sound sets stage and theatre technology as a focal point for 2021

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Opposing the crisis with full commitment: from 13 to 16 April 2021, for the first time since the lockdown, Prolight + Sound provides an opportunity for product presentation and personal encounters in the entertainment technology industry. Following positive developments in recent years, Messe Frankfurt is expanding the "ProStage" product segment, which covers the entire theatre and stage technology sector, to become a focal topic of the event. This will give it a particularly high priority in exhibitor and visitor acquisition and in the fair's seminar programme.

The "ProStage" product segment includes all solutions for successful stage productions. The spectrum of exhibitors already having declared their participation includes suppliers of stage machinery, control systems, automation and equipment such as *Alfa System, Artthea Bühnentechnik, ASM Steuerungstechnik, Bosch Rexroth, BEO Trekwerk, Bühnenbau Schnakenberg, Bütec, Chain Master, Chemtrol, Conductix-Wampfler, Decima, Füllung & Partner, Gala Stage Mechanical Systems, Gerriets, Gross Funk, Harlequin Deutschland, Maquinas Iberica, Movecat, SBS Dresden, ShowTex, Svetlost teatar, TAIT, Waagner-Biro, and Wahlberg*. In addition, there are numerous companies from the lighting and sound sector offering solutions for theatre productions, including *Adam Hall, Audio-Technica, Ayrton, Chauvet, Clay Paky, Elation, FBT, Focon Showtechnic, GLP, JB-Lighting, Klotz, KS Beschallungstechnik, Link, LMP Lichttechnik, Microtech Gefell, Mipro, Peavey, Robe, SGM Deutschland*, and many more.

In addition to the product presentations, the seminar programme is a mainstay of Prolight + Sound. The linchpin of the seminar programme is the centre stage, simply referred to as "THE STAGE" in Hall 3.0, where exhibitors have the opportunity to present their brands in product demonstrations, lectures and workshops and to get in contact with industry professionals. Against the background of the "ProStage" theme, the programme focuses on innovative solutions for stage productions. "On stage everything comes together. Practically all trades of the live entertainment industry are involved in elaborate theatre productions - a large variety of technical solutions must function together like clockwork. In this context, stage productions form a main theme for the lecture programme on THE STAGE", says Mira Wölfel, Director Prolight + Sound. "We are proud of the confidence companies have placed in us in these difficult times. The very gratifying exhibitor response shows us that

the industry wants to continue to present itself in a well organized manner, to network and to send out economically hopeful signals. To this end, we offer a platform that is optimally adapted to the current challenges".

Messe Frankfurt has developed a sophisticated protection and hygiene concept for a safe and smooth running of the fair on the exhibition grounds. This has been agreed with the responsible authorities and can be flexibly adapted to any changes. Cornerstones of the concept include: a spacious hall design with a minimum of five-metre wide aisles, compliance with distance rules, including appropriate partitions and floor markings, clearly regulated ticketing with full registration, and more intensive cleaning and provision of adequate disinfection facilities. In addition, the halls will be continuously supplied with fresh air during the event.

Prolight + Sound 2021 will be held entirely on the eastern section of the Frankfurt Exhibition Centre. It presents innovations from the ProStage, ProAudio, ProLight, ProMedia and ProEvent segments in Halls 3.0, 3.1 and 4.0. The foyer of Hall 4.1 is home to the associations of the live-entertainment sector and a job exchange, which brings together talents and companies. The large Agora outdoor area will set the stage for product demonstrations under open-air conditions.

Another new feature in 2021 is a Hosted Buyer Programme. Together with major exhibitors, Messe Frankfurt identifies top international buyers, particularly from the theatre and stage technology sector. These buyers receive complimentary flights and hotel accommodation as well as free admission to the event on all days of the fair. In this way, the organisers contribute to a further increase in visitor quality at Prolight + Sound - and thus also to stimulating business for a successful new start of the sector.

Further information is available 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 about 2,600 employees at 29 locations, the company generates annual sales of around €736 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
The Global Entertainment Technology
Show
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