

Press release

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Prolight + Sound 2021 with new digital services: Innovative Experience Platform and extensive live streaming programme

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From 13 to 16 April, Prolight + Sound 2021 combines the advantages of a physical trade fair platform with the flexibility of digital events. In addition to product presentations and conferences on the Frankfurt exhibition grounds, the event offers a wide range of additional digital services. Thus, exhibitors will be given the opportunity to present their products and solutions to a greater audience and to make contact with professionals from all over the world. Under the name "Prolight + Sound 2021 Hybrid Edition", the event is being expanded by an app-based Experience Platform that offers innovative tools such as AI-supported matchmaking, virtual round tables and customisable company profiles. Users can experience the highlights of the leading trade fair from anywhere on several live streams.

"The entertainment technology industry needs networking, collaboration and economic momentum - now more than ever! We continue to work with full commitment on a successful on-site event at the Frankfurt exhibition grounds, which for the first time in over one year will enable direct exchange within the industry. We have developed a comprehensive hygiene concept for this event and are pleased that numerous exhibitors are joining forces with us. In addition, we want to create a digital opportunity for all companies and professionals to present their brands and make valuable contacts, which across all national borders will help to stimulate business", says Mira Wölfel, Director Prolight + Sound.

Companies booking a stand at Prolight + Sound 2021 can maintain their company profile on the digital experience platform and use services such as AI-supported matchmaking and real-time video communication at no extra cost. In addition, an Advanced Package is available, which offers supplementary features and further options for brand presentation in the live streaming programme. For companies that cannot attend the event on site due to travel restrictions, there is also the option of a digital-only participation.

The visitor features of the Experience Platform are available to all holders of a valid ticket for Prolight + Sound 2021. Exhibitors receive an unlimited number of free vouchers for inviting their contacts.

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Business without borders: the digital experience platform

The new Prolight + Sound services offer a comprehensive solution for transferring classic trade fair success factors such as direct communication and an expressive product experience into the digital sphere. The Experience Platform represents an ideal complement to the presence at the fair - or enables industry participants who cannot be present in person to use the event for their business via computer or mobile device.

Centrepiece of the platform is a **matchmaking system** that uses the strengths of machine learning and artificial intelligence. Thus, exhibitors come into contact with new, high-quality leads who are precisely interested in their product and solution spectrum. At the touch of a button they can make appointments at the exhibition centre or use the **chat and video telephony** functions for real-time communication. The Experience Platform also offers the possibility of maintaining **individual company profiles**, where companies present their services and product innovations in detail. When registering, users can provide detailed information on their interests and areas of operation in order to further optimise the quality of contact suggestions.

Other features of the experience platform include **virtual round tables** where exhibitors can discuss hot topics of the entertainment technology sector with experts. They also have the opportunity to launch **user surveys** to gather valuable feedback from the industry. Using the **team function**, companies can manage their employees directly from the platform. In addition, the platform provides an overview of promising leads at any time.

Audiovisual brand messages: reaching out to the world via video streaming!

The streaming offer at Prolight + Sound provides specialist training and industry insights for international professionals. Exhibitors have a wide range of opportunities to take part in the programme and thus expand their reach and the success of their participation in the fair.

During the event days, the trade show offers three simultaneously broadcasted streaming channels with different focuses. Every day from 7 hrs, the **Prolight + Sound TV** channel is available to the public via YouTube, on the Prolight + Sound website and via the digital Experience Platform. The programme includes lectures from the event, presentations of exhibitors' stands, clips of participating companies, interviews with industry experts and much more. Two further channels are available exclusively via the Experience Platform from 10 to 18 hrs: **THE STAGE Channel** focuses on live broadcasts from the major conference stage in Hall 3.0. The **Conference Channel** shows the highlights of the Prolight + Sound Conference, as well as digital live events from companies. During the broadcasts, participants can use the chat function to exchange ideas and submit questions to the speakers.

Prolight + Sound
The Global Entertainment Technology
Show
Frankfurt am Main, 13 to 16 April 2021

Exhibitors have the opportunity to be represented in the streaming offer via **Virtual Showcase**. A professional film team with a moderator presents product innovations directly from the exhibition stand, conducts interviews with company representatives on request and ensures optimal positioning in the programme. Exhibitors can also book Messe Frankfurt's new, fully equipped **Web Studio** for broadcasting their product launches, press conferences and other events. In addition, all participating companies receive one minute airtime for broadcasting an **info clip** at no extra cost, where they can present new solutions or job offers.

The streaming programme of Prolight + Sound 2021 will be provided entirely in English. The event thus underlines its international focus, especially in Corona times.

Further information about the Prolight + Sound 2021 Hybrid Edition 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