

prolight+sound

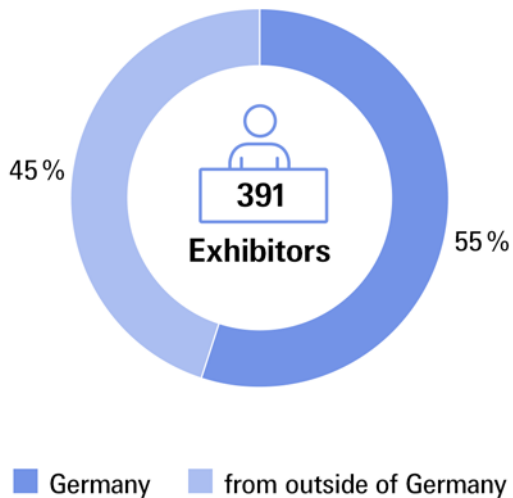
25.–28. 4. 2023
Frankfurt am Main



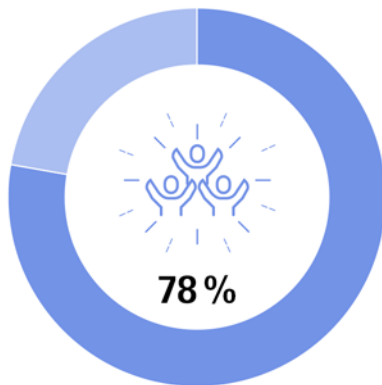
Facts & Figures 2022

messe frankfurt

Exhibitor numbers



Satisfaction of exhibitors



■ of exhibitors are satisfied to very satisfied with Prolight + Sound

Visitor numbers



Satisfaction with achieving the visit objectives



Top 10 international visitors*/**



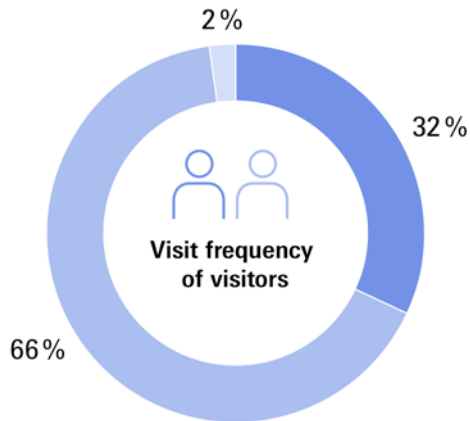
- 1 Netherlands
- 2 France
- 3 Switzerland
- 4 UK
- 5 Italy
- 6 Belgium
- 7 Austria
- 8 Czech Republic
- 9 Norway
- 10 Poland

*without Germany

**from a total of 92 nations

Economic sectors of visitors

- 16% venue
- 16% educational institutions
- 16% event service provider/rental company
- 9% other service providers/freelance professions
- 6% retail
- 5% wholesale and foreign trade
- 4% industry
- 4% craft
- 4% musicians
- 4% media
- 3% architectural/planning offices
- 13% others

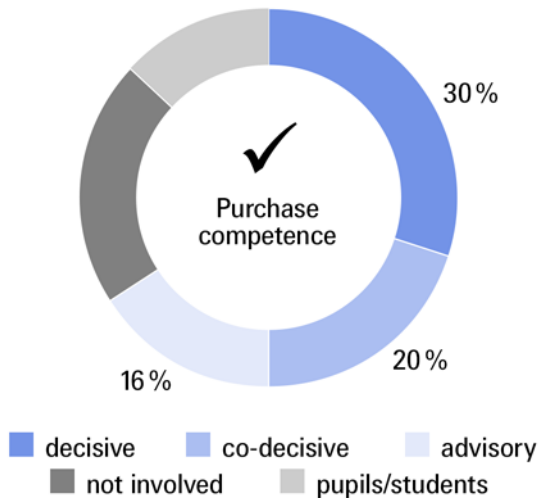


■ First-time visitors

■ Regular visitors

■ irregular visitors

Purchase competence of visitors

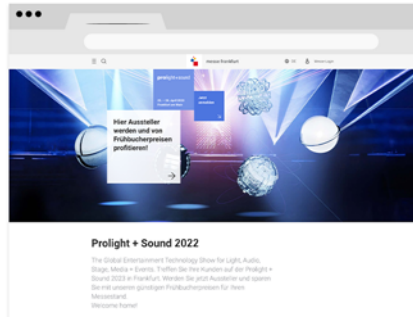
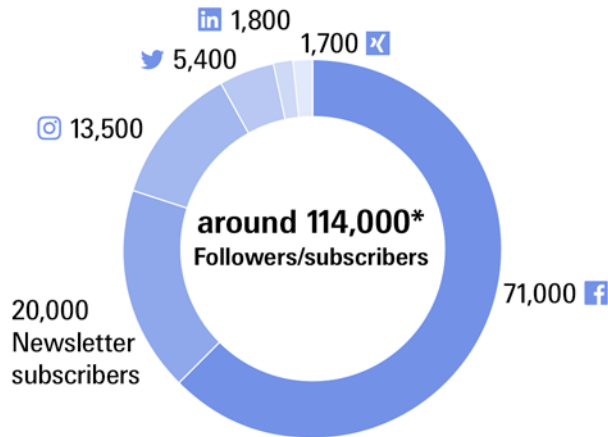


Interest of visitors in the offer*

	%
Light technology	70
PA technology	60
Stage and theatre technology	51
AV media technology	39
Laser technology and effects	34
Projection and display technology	31
Studio technology, recording and broadcast	27
Camera, film and video technology	25
DJ equipment	24
Service providers	15
Safety technology	15
Specialised media	10
Contract furnishing and decoration	8

*Multiple answers possible

Social media/newsletter/website



Prolight + Sound website
about 75,000 views*

Events and conferences



425
events and lectures

Do you have any questions about your trade fair presence?

Then please contact our team by phone or e-mail!



Mira Wölfel

Director

mira.woelfel@
messefrankfurt.com



Monica Prager

ProLight, ProStage,
ProMedia & ProEvent

+49 69 75 75-6130
monica.prager@
messefrankfurt.com



Daniel Welzbacher

ProAudio, ProMedia

+49 69 75 75-6018
daniel.welzbacher@
messefrankfurt.com



Miriam Schmidt

ProStudio

+49 69 75 75-6987
miriam.schmidt@
messefrankfurt.com

For questions about the supporting programme & conferences, the Future Hub and customer programmes or the awards, please contact us by e-mail: prolight-sound@messefrankfurt.com

www.prolight-sound.com | www.prolight-sound.com/contact | prolight-sound@messefrankfurt.com