prolight+sound
25. – 28. 4. 2023
Frankfurt am Main
Welcome home.
The Global Entertainment Technology Show for Light, Audio, Stage, Media + Events
messe frankfurt

Welcome Home!
Our vision for the future of Prolight + Sound

Our aim is to continually reinforce **Prolight + Sound's** status as the **leading international trade fair** for the entire **entertainment technology sector**. Together with the event industry, we want to grow in all segments and constantly establish new thematic fields. Above all, we want to **create a place** where the **industry feels at home**, which generates positive emotions and where **great ideas** for the event industry **of the future are born**.

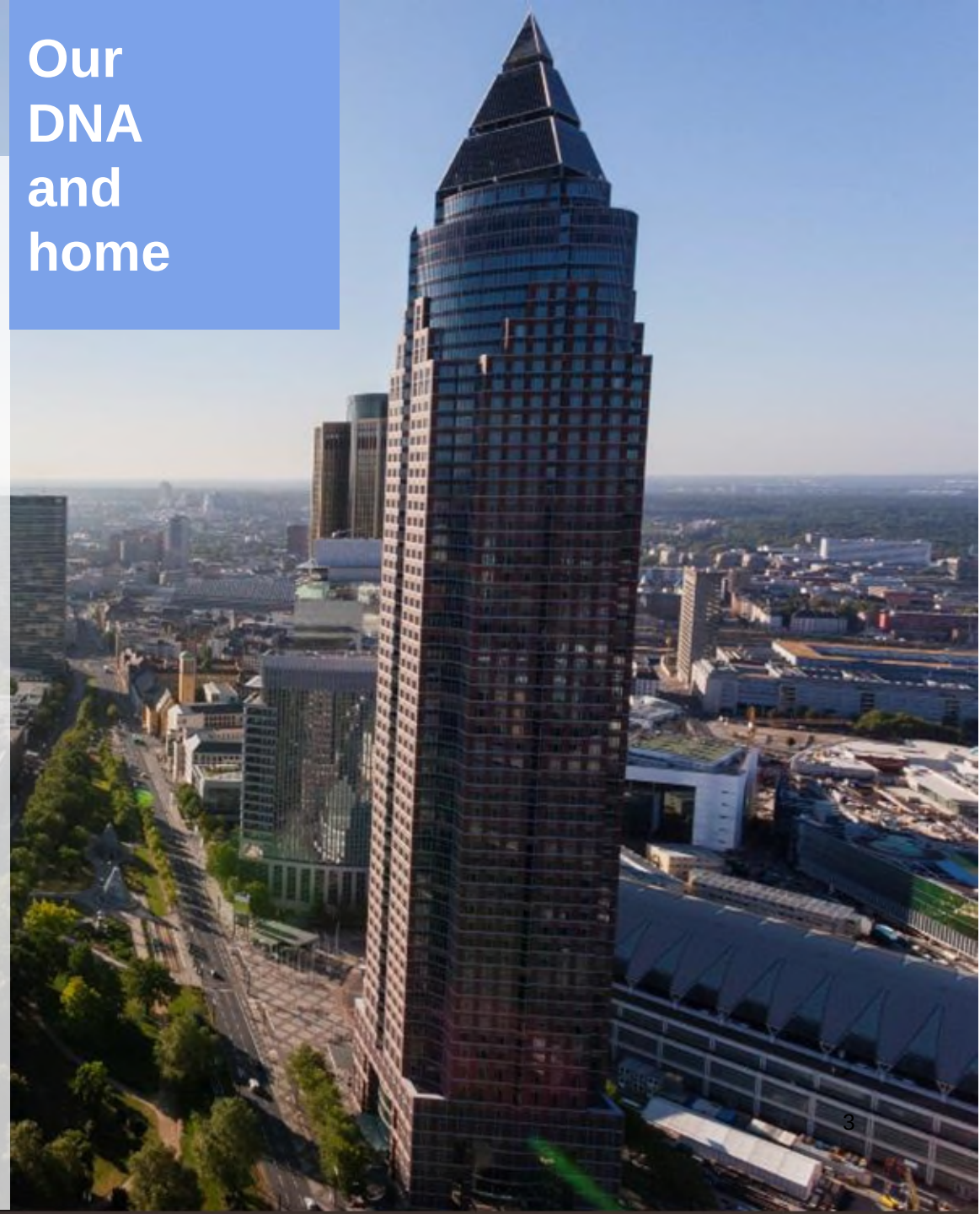
Our DNA and home

Prolight + Sound is the first choice for professional encounters in the event & entertainment technology sector

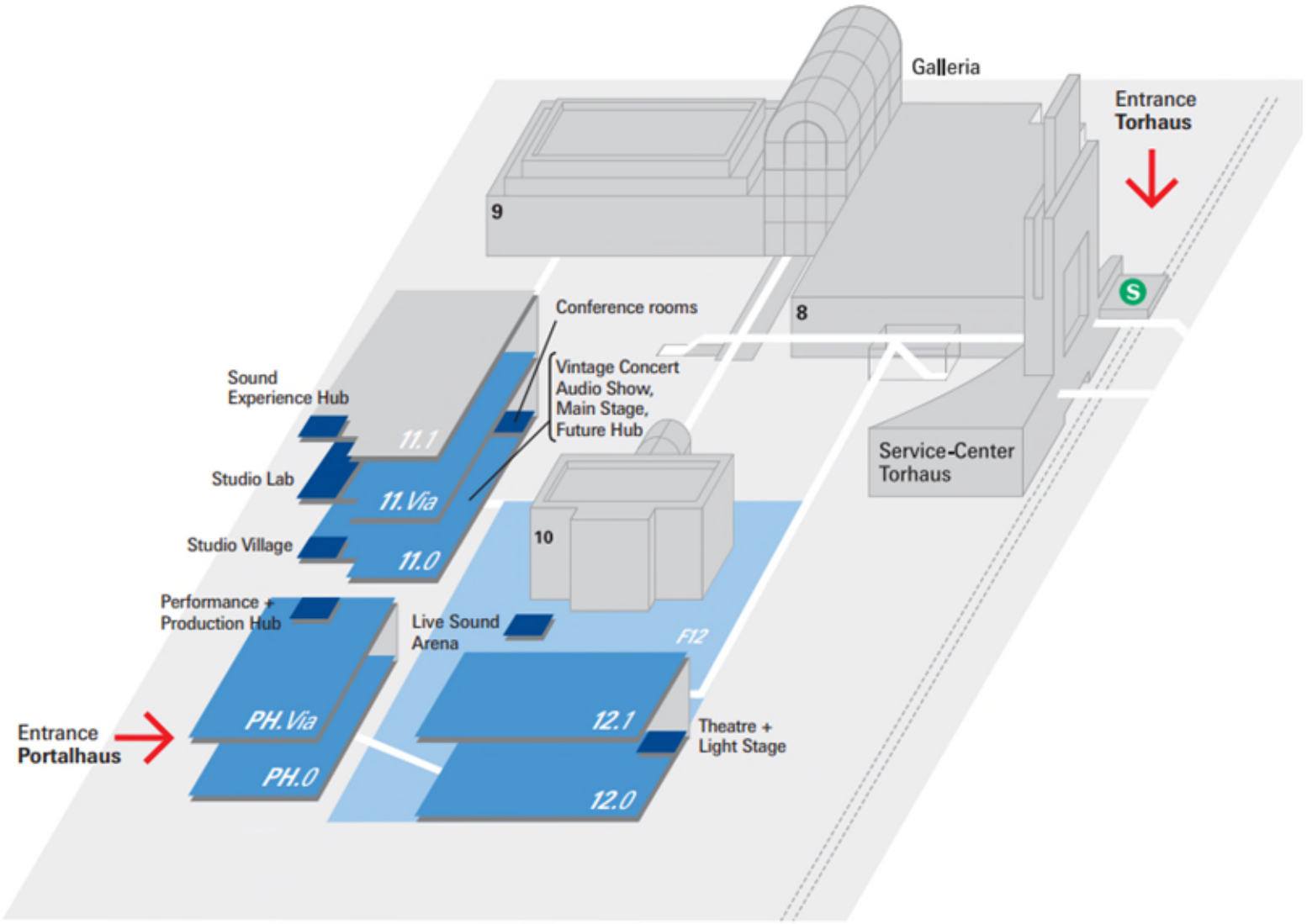
- **We are organisers** ourselves and therefore part of the event family - **we have the same DNA**. We put the **same passion** into our events **that our customers and partners put into their project**

- The **home of Prolight + Sound, Frankfurt**, is an international financial centre, an important centre for industry, services and trade fairs and is **one of the world's economic cities**

- **Messe Frankfurt** is one of the **world's leading trade fair, congress and event organisers** with its own exhibition grounds



Home of Prolight + Sound 2023



Hall 11
ProAudio: sound reinforcement technology, headphones, room acoustics, studio, recording and production technology, monitoring
ProMedia: media controls, camera technology
Special Areas: Main Stage, Sound Experience Hub, Studio Lab, Studio Village, Vintage Concert Audio Show, Associations
Future Hub: Start-up Area, Networking Lounge, Campus, Career Center
Conference rooms: PLS Conference, Manufacturers' Forum, I-ESC

Hall 12
ProMedia: projection and displays, network technology
ProLight: lighting and laser technology, effects, virtual reality
ProStage: theatre and stage technology, stage equipment, truss systems and floors
ProEvent: event services, equipment and planning
Special Area: Theatre + Light Stage

Portalhaus
Audio Demo Rooms
Special Area: Performance + Production Hub

Outdoor Area F12
ProAudio: Live Sound Arena
ProEvent: LED-Displays, Mobile Stages, Communication Technology

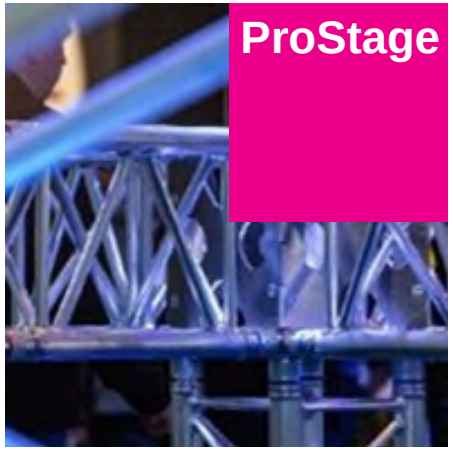
You reach these markets with us

- Event venues (stadiums, arenas...)
- Opera, concert and theatre houses
- Event services/rental
- Architecture and planning offices
- Shop, stand and trade fair construction
- Retail, wholesale and foreign trade
- Amusement and theme parks
- Brand and experience worlds
- Building and room acoustics
- Event agencies
- Sound studios
- Music production
- Film, television and radio technology
- Municipalities
- Universities, educational institutions in the event sector

The product range of our exhibitors

Lighting technology, projectors, spotlights, moving lights, effects, lighting controls, laser technology, ceiling track systems

PA equipment, mixing desks, amplifiers, AVoIP, loudspeakers for fixed installations, recording and DJ equipment, sound tools, headphones and monitoring



Stage technology, machinery, truss systems, stages and floors, automation and curtain technology

Projection and display technology, media controls and networks, video technology, broadcast

Event facilities, service providers, onsite attractions, event safety and security, tents and temporary structures

Operational areas: concerts and shows, theatre productions, open-air events, corporate events and conferences, film and sound studios, museums, worlds of experience, theme parks, night-life venues, cruise ships

5 good reasons
for your participation

1. **The leading event & entertainment technology show in the EMEA region:** We are the largest platform for the lighting, theatre and stage technology sectors, with over 400 exhibitors and brands here alone

2. The best leads for you:

32 %* of visitors are first-time visitors. This is how you continuously gain new, high-quality contacts. Our customer programmes ensure over 300 selected TOP buyers + decision-makers from the theatre and theme park industries (worldwide)

*Prolight + Sound Facts & Figures 2022

3. **The No. 1 launch platform:**
80 %* of exhibitors see Prolight + Sound as a relevant platform for the event industry to present their products and services in the future. In addition, many hundreds of journalists and multipliers guarantee a high level of attention at the event

*Prolight + Sound Facts & Figures 2022

4. **Unique:** In the EMEA region, we are the only leading international trade fair for decision-makers in event technology, theatres, theme and amusement parks

Would you have known?
There are around 1,700* amusement, leisure and theme parks in Germany alone.
In Europe over 1,000 more.
A total of around 800** theatre venues in Germany and
over 2,000 other theatres and opera houses in Europe

*Statistiken zu Vergnügungs-, Freizeit- und Themenparks | Statista
**Statistiken zum Theater | Statista/

5. **We offer unlimited possibilities:**
From a well thought-out, fully furnished complete package to a spectacular brand presentation. From the presentation of your PA systems or LED walls outdoors under real conditions to your own rooms for indoor presentation

Almost 30 years on the market.

How did we manage that?

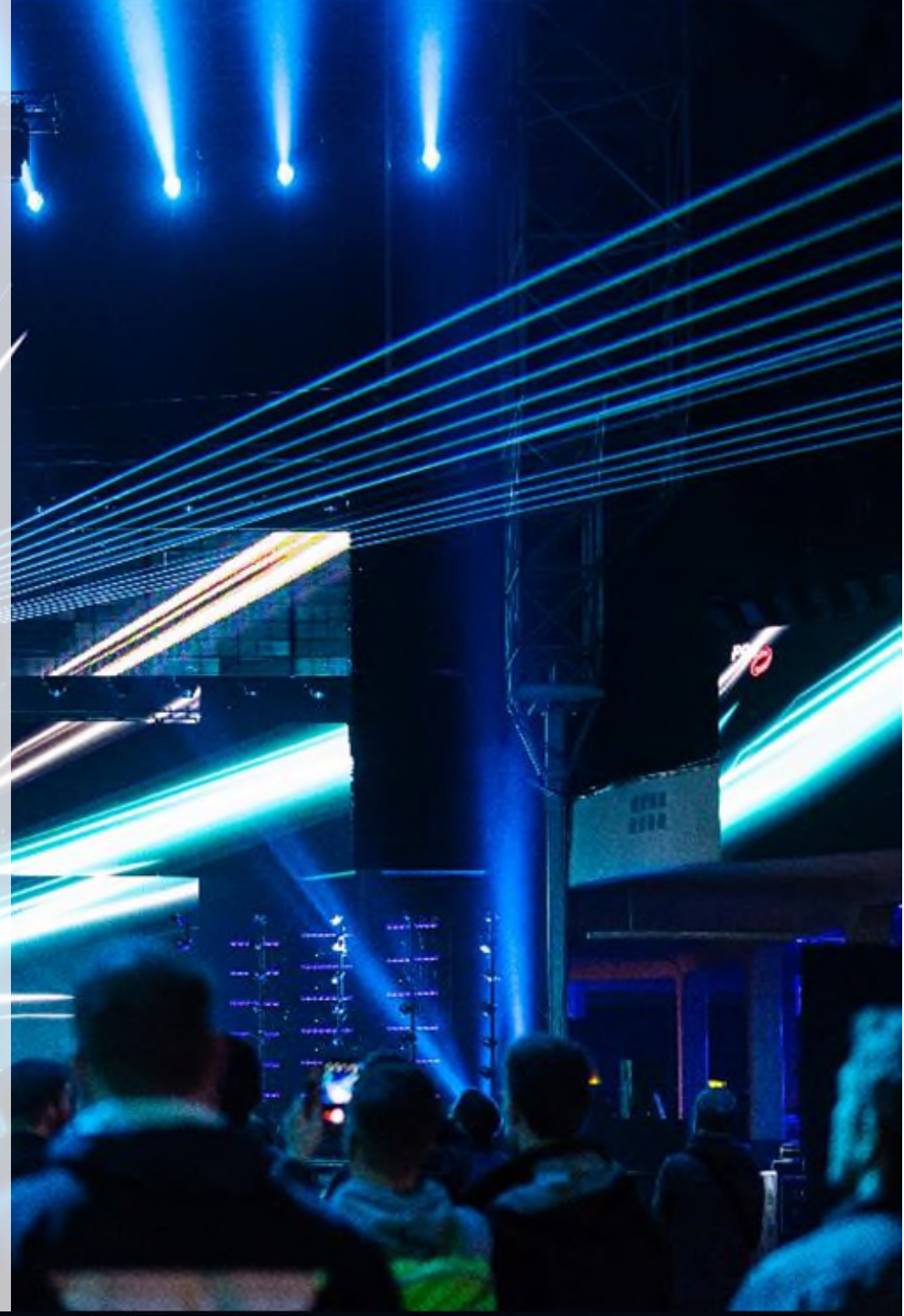
With our customers and partners...

- ... we are constantly **working on the expansion and optimisation of our portfolio**; we have the largest product range of lighting and theatre technology in EMEA.

- ... we have brought new **topics, formats and trends into focus**, such as sustainability in the event industry, promotion of young talent and shortage of skilled workers, gender quota and much more.

- ... despite the Corona crisis, we managed a successful #restart in 2022. **78 %* of exhibitors were satisfied to very satisfied with Prolight + Sound 2022.**

*Prolight + Sound Facts & Figures 2022



Prolight + Sound is more than just a product show. These highlights await you in 2023...

Key notes, live demos and panels by and with international experts

Theatre + Light Stage, centrally located in Hall 12.0. Visitors experience products vividly in presentations and workshops. Programme highlights: Stage and theatre technology as well as industry-relevant topics.

Main Stage in Hall 11. The focus is on future-oriented solutions for audio and sound systems. In addition, cross-sectoral topics such as sustainability / green events and promotion of young talents.

Manufacturers‘ Forum

Companies present their innovative products and examples of best practice

Sustainability and Guided Tours

Specialised thematic thread with lectures, panels and best-practice presentations on the responsible use of natural resources in the event industry

Special marking with the "Green" label in the exhibitor search and in the fair catalogue for exhibitors with solutions that contribute to a positive eco-balance

Guided Tours moderated trade fair tours on the subject of theatre technology and sustainable event technology

Even more.
Full focus on future talents

Campus & Career

Future Hub: Central place for young event talents

- **Career Center:** Meeting hub between professionals and companies with vacancies
- **Start-up Area:** A cost-effective showcase option for young innovative companies
- **Campus:** Universities and academies can present their event-related courses here – powered by VPLT
- **VPLT Jobmarket:** First port of call for professionals looking for a job

„Future Talents Day“ am 28. April Diverse programme to facilitate the entry into professional life for trainees and student

Organised bus tours directly to the fair Collaboration with selected educational institutions and associations (e.g. IGVW)

ProAudio College by Bildungswerk VDT e.V.

Certified lecture programme organised by VDT e.V.* for trainees and students as well as young professionals.

Topic 1: Exclusive training modules from the new SQQ7 curriculum

Topic 2: Current tasks from the sound reinforcement scene

Topic 3: Studio production in the home studio

*The Bildungswerk des Verbandes Deutscher Tonmeister GmbH is the central contact point for the international pro audio industry and sees itself as a service provider for an entire industry.

We bring you the
Top Buyers to Frankfurt

Our customer programme at Prolight + Sound

Hand in hand with our exhibitors, we invite around **300 top international decision-makers** from the theatre and theme park/adventure world sectors to Frankfurt.

Hosted Buyer Programme

Of these, **around 120 selected international customers** will receive **extended VIP features** from us as part of the Hosted Buyer Programme.

The exclusive advantages:

- Free admission on all days of the fair
- Free RMV ticket for local public transport during the trade fair days
- Free parking in the Rebstock multi-storey car park
- Lounge access (Café Elf in Hall 11)
- All-day catering
- Free cloakroom service
- Carriage of one guest
- Discounted hotel offer at the Hilton City Centre

Extended VIP features for hosted buyers:

- Assumption of travel costs (train or flight)
- Hotel accommodation in a 4* star hotel
- Participation in Guided Tours
- Invitation to the get-together event and the award ceremonies
- VIP seats in the lecture areas

Facts & Figures 2022

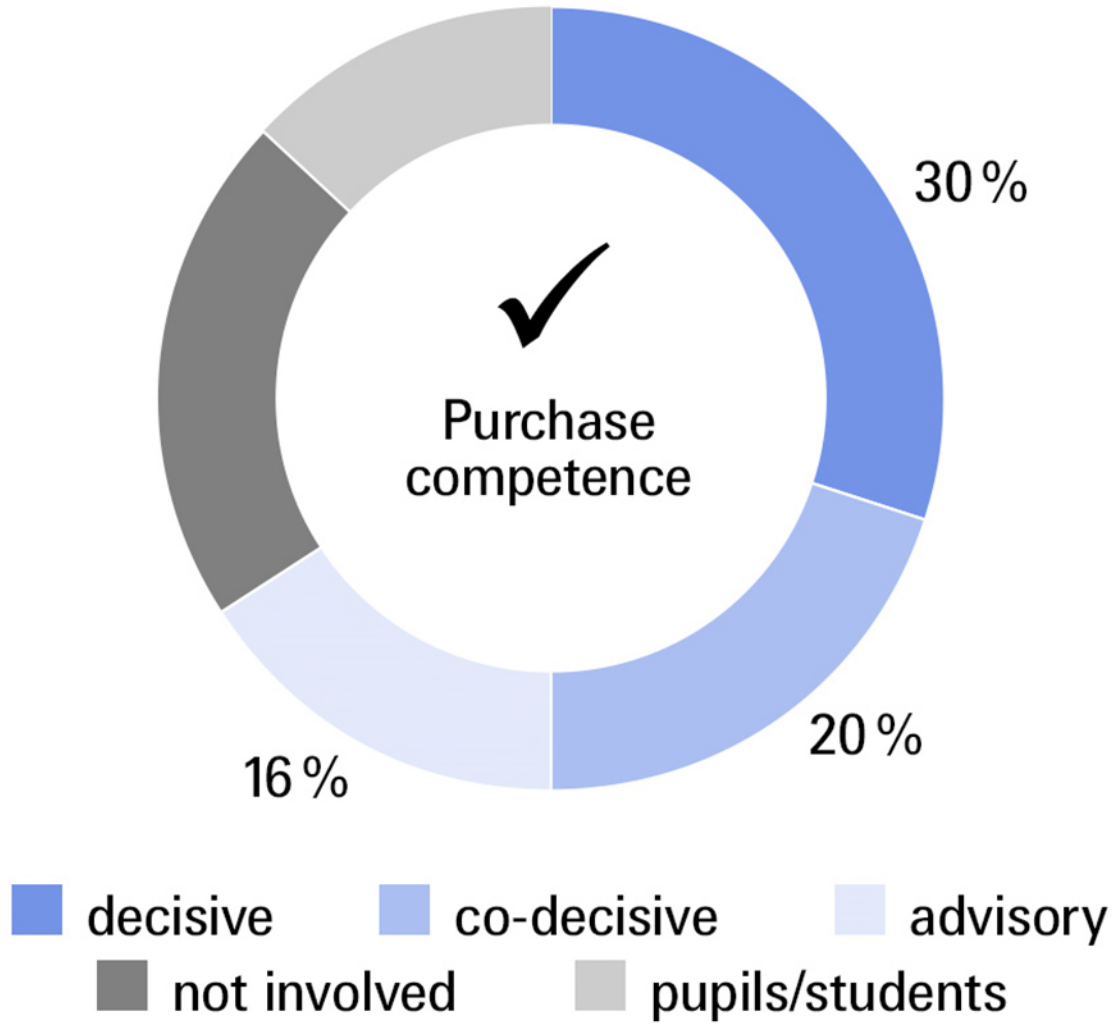
Top 10 international visitors*/**

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

Purchase competence of visitors

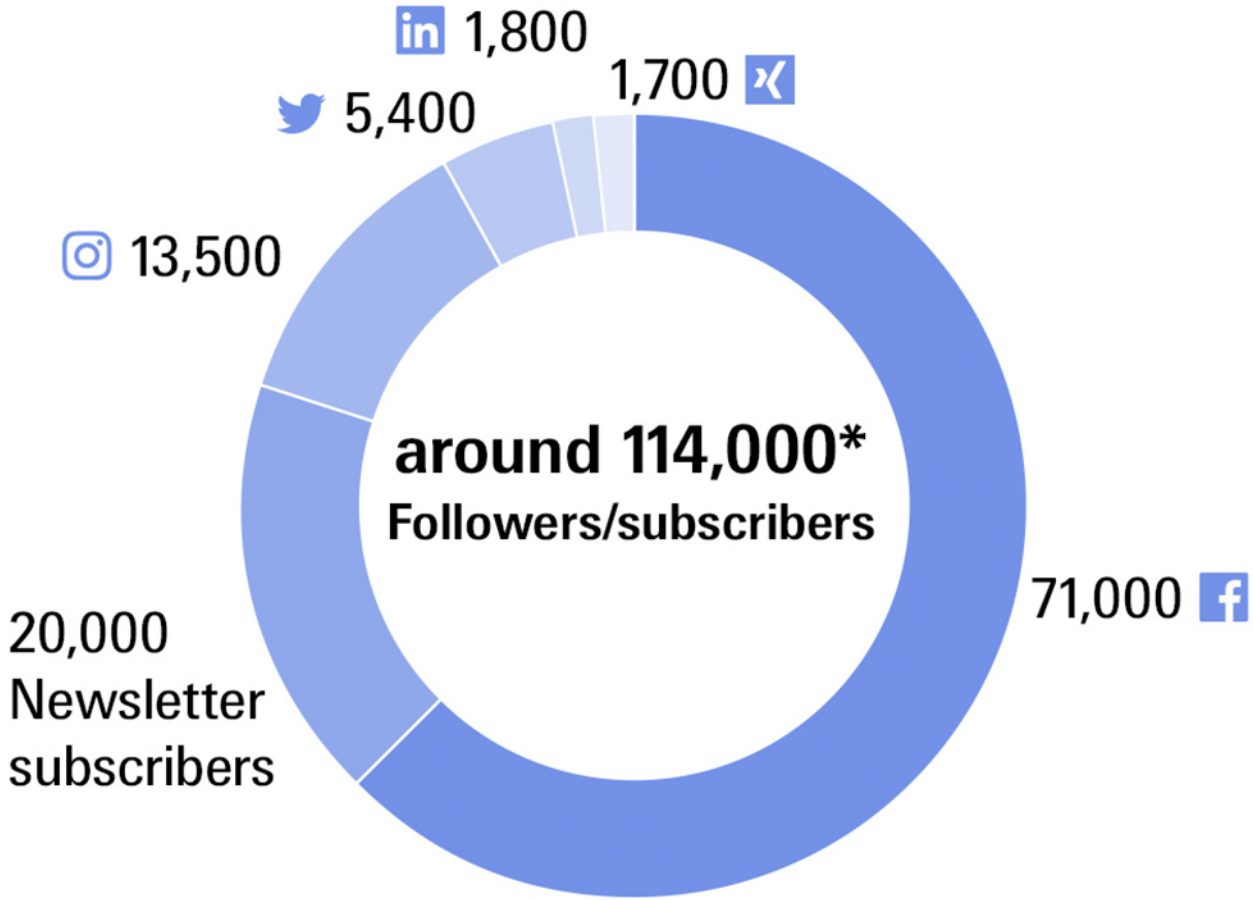


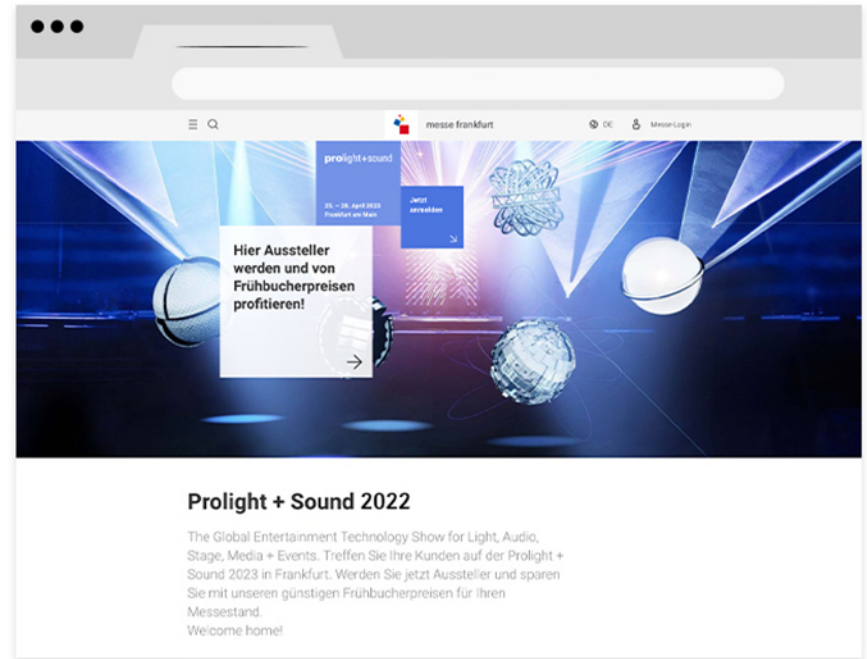
Interest of visitors in the offer*

	%
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*

*Status April 2022

Any questions about your trade fair presence?

Then please contact our team by phone or email!

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If you have any questions about the **event programme & conferences**, the **Future Hub** and **visitor programmes** or about the **awards**, please contact us by mail: prolight-sound@messefrankfurt.com

Prolight + Sound 2023: Be part of the family!

#prolightsound23

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