

**prolight+sound**

## Facts and figures 2023



### Industry visitors' positions

Self-employed	30 %
CEOs, MDs and Board members	15 %
Operations and Area managers	6 %
Heads of department, Team lead	11 %
Employees	17 %
In education or training	15 %
Other	6 %

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## Facts and figures 2023



### Interested in

Lighting  
technology

**68 %**

PA technology

**55 %**

Theatre and stage technology

**41 %**

Laser technology and effects

**36 %**

AV media technology

**32 %**

Projection and display technology

**30 %**

DJ equipment

**26 %**

Studio, recording, broadcast

**26 %**

Camera, film- and video technology

**25 %**

Service providers

**14 %**

Security technology

**12 %**

Industry media

**9 %**

Contract interiors and decoration

**8 %**

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Facts and  
figures 2023



## Decisionmakers in buying and procurement

I decide	<b>24%</b>	
I'm a joint decisionmaker	<b>22%</b>	
I advise	<b>22%</b>	
I'm not involved	<b>23%</b>	
School and university students	<b>9%</b>	

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figures 2023



**27,556**  
industry visitors



2022 – 2023

**113**

countries  
of origin



**47 %**

are international



**85 %**

are satisfied or  
very satisfied\*

\*With the targets  
they met at the fair



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## Visitors from

Rest of Europe\* **81 %**

Asia **11 %**

Rest of the world **8 %**

\*Outside Germany

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**453**  
exhibitors



**56 %**

international  
companies



**88 %**

are satisfied or  
very satisfied\*

\*With the targets  
they met at the fair