

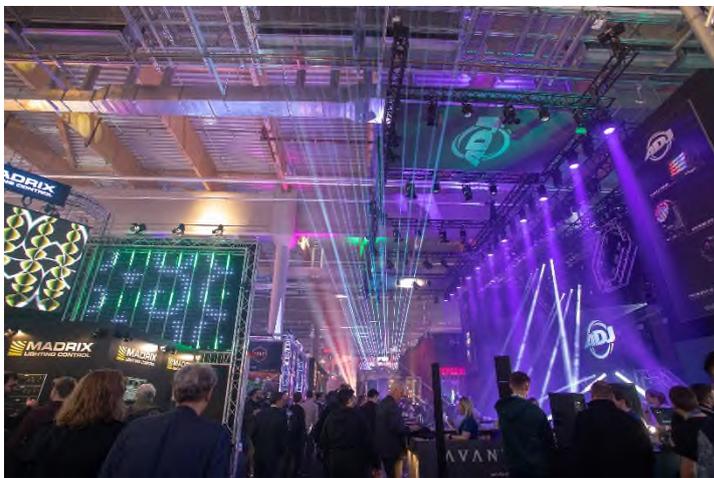
news +++ Prolight + Sound
25 - 28 April 2023

prolight+sound

Prolight + Sound cooperates with amusement park association IAAPA and will be present at the IAAPA Expo Europe

Prolight + Sound, the leading trade fair for event & entertainment technology, and the International Association of Amusement Parks and Attractions (IAAPA) are jointly aiming to leverage potential. To this end, Prolight + Sound will have a stand at IAAPA Expo Europe in London (12 - 15 September 2022). IAAPA is also planning to take part in the next Prolight + Sound in Frankfurt am Main (25 - 28 April 2023).

With a multitude of show stages, elaborately themed attractions and special events, amusement parks are an important customer market for manufacturers of lighting, sound, stage and AV media technology. Like other sectors, the global attractions industry faces labour shortages and continues to find ways to rebound as it reopens safely following the pandemic. Against this background, Prolight + Sound and IAAPA are working on strengthening the ties between the sectors.



Prolight + Sound is the leading trade fair for event & entertainment technology. Source: Jochen Günther

Mira Wölfel, Director Prolight + Sound: “Our mission is to bring suppliers and buyers of innovative technical solutions together. That's why we use IAAPA as a platform to further increase the awareness of the Prolight + Sound brand in the amusement park industry. Furthermore, it is close to our hearts to support companies in the best possible way in their search for skilled workers. In the past, a number of companies in the leisure attractions and tourism sector have already taken the opportunity to connect with young talents at the fair. In the interests of the industry, we would like to highlight this potential even more and, in this context, we are particularly pleased that IAAPA, as the industry's umbrella organisation, will also be represented at Prolight + Sound 2023.”

Prolight + Sound has been an international meeting place for companies and professionals from the event and entertainment technology sector since 1995. The focus range is on innovative products that create impressive visitor experiences and enable spectacular productions. In addition to lighting and audio systems, these include, in particular, solutions in the fields of lasers and stage effects, LED and projection, stage technology and equipment, media control and networks, as well as the latest trends in holography, AR/VR and immersive entertainment. In addition, Prolight + Sound offers a comprehensive range of services for recruiting and careers in the event and entertainment sector. Of the approx. 20,000 visitors to Prolight + Sound 2022, 13 percent were students and trainees. 8 percent of the visitors stated that they were looking for new professional challenges.



The show presents an extensive range of solutions for impressive visitor experiences and spectacular productions. Source: Jochen Günther

As an international trade fair brand, Prolight + Sound is present with events in Germany, China and Dubai. More on the global activities at www.prolight-sound.com/worldwide.

Prolight + Sound

The Global Entertainment Technology Show

The event Prolight + Sound will be held from 25 - 28 April 2023.

Press releases and photographs:

- www.prolight-sound.com/press

Social media:

- www.facebook.com/prolightsoundfrankfurt/
- www.twitter.com/pls_frankfurt
- www.instagram.com/pls_frankfurt
- www.youtube.com/plsfrankfurt
- www.prolight-sound.com/linkedin

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters 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