

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

prolight+sound

A joint effort for the future of events and entertainment: Prolight + Sound starts in Frankfurt am Main

Frankfurt am Main, 24 04 2023. The global entertainment technology industry is back in Frankfurt. From 25 to 28 April, 457 companies¹ from 34 countries will present innovative solutions for spectacular events, impressive productions and outstanding visitor experiences. For the first time since 2019, Prolight + Sound will take place without global travel restrictions. As a result, the show has seen a significant increase in internationality: 56 percent of exhibitors come from outside Germany. In close cooperation with associations, companies and other partners, Prolight + Sound offers a programme that is geared to the current challenges facing the industry. Professionals will receive valuable inspiration on energy- and resource-saving events, personnel development in times of high demand for skilled workers and more gender equality in the event industry.

At Prolight + Sound, top buyers, decision-makers, planners, operators and interested newcomers meet the who's who of suppliers of professional event solutions. The spectrum of products and topics ranges from lighting and lasers to sound systems and studio equipment, projection and AV media technology. Especially in the field of theatre and stage technology, Prolight + Sound has developed into Europe's most important and comprehensive meeting place. With new special areas for networked AV systems and moving-picture production, the show continues to expand its portfolio. Added to this are advanced presentation and lecture formats on studio technology, music production, DJing and live sound, which underline the importance of the audio sector as a mainstay of Prolight + Sound.

“The event industry is recovering and the confident underlying mood is being transferred to Prolight + Sound, which, together with the industry, is back on course for growth. Jointly, we are looking to the future – with a lot of positive energy, but also with respect for the tasks ahead. In close cooperation with the sector, we create a place at Prolight + Sound where great ideas for the business of tomorrow are born. We anticipate four days full of innovative technologies and creative solutions. And we are particularly looking forward to an emotional reunion with our colleagues in the global event industry”, says Wolfgang Marzin, President and Chief Executive Officer, Messe Frankfurt.

¹ 2022: 368 exhibitors, certified by FKM

Generating enthusiasm – in today's and tomorrow's event professionals!

Demographic change is already having an impact on the personnel situation in the event industry. Against this background, topics such as recruiting and staff development are more present at Prolight + Sound than ever before.

The *Future Hub* in Hall 11.0 bundles content that is of particular interest to newcomers to the industry. The area functions as a meeting point between young talents and companies with vacancies as well as educational institutions in the event sector. In addition, the Future Hub offers a presentation area for innovative start-ups.

In addition, Prolight + Sound invites students to the *Future Talents Day* on Friday, 28 April. The theme day offers a specialised range of lectures on career scenarios, networking events with exhibiting companies, behind-the-scenes tours and much more. A special highlight on *Future Talents Day* is the "Technology Live on Stage" event. Here, visitors experience a complete event process in a mini format and get an insight into the variety of jobs and trades that are necessary to make an event a success. The Association of Media and Event Technology (VPLT) is responsible for this format in cooperation with Adam Hall, d&b Audiotechnik, Lleyendecker, Neumann&Müller and the "Live in Hessen" network.

The event business is not a "men's world"!

A valuable impulse for more gender equality: together with the "Women in Lighting" (WIL) initiative, Prolight + Sound is implementing new offers that put the merits of female professionals into the spotlight and motivate women to pursue a career in the event industry.

Talks and lectures with inspiring personalities will be held daily on the *Theatre + Light Stage* in Hall 12.0. In addition, the *Women in Lighting Lounge* will celebrate its premiere: it will be a meeting space for female lighting professionals and interested newcomers, a venue for interviews and a source of information about career scenarios. In addition, there will be daily *WIL meet-ups* at the stand of Ayrton, entertainment lighting partner of Women in Lighting.

Greener events: Small steps towards a big goal!

In recent years, the awareness for more sustainability in the organisation of events has grown significantly. In times of rising energy prices, the careful use of natural resources is becoming even more relevant. Prolight + Sound picks up on these developments and provides impulses for a more ecological event industry.

The European Association of Event Centres (EVVC) organises daily Green Sessions on the *Main Stage* in Hall 11.0. In addition to technological solutions for more climate protection, the main topics include social sustainability, environmentally friendly tour management and sustainability communication. Messe Frankfurt's Sustainability Board is also actively participating in the Prolight + Sound conference programme. It provides an insight into how the company meets its social responsibility for more sustainability, which steps have already been implemented and where these are already visible at the fairs in Frankfurt.

In addition, exhibitors who make a contribution to climate protection and a more positive CO₂ balance are specially marked. Moreover, there are guided trade fair tours to the stands of companies with particularly environmentally friendly solutions.

New special areas: Experience trends, expand knowledge, enjoy moments!

The innovative power of the entertainment technology sector is massive. With new special areas, Prolight + Sound reflects technological trends and continues to expand its exhibitor and visitor target groups.

A premiere at the event is the *Future Walk*: an interactive area that demonstrates the disruptive effect of networked AV media technology. It focuses on IP-based processes that will permanently change the industry in the coming years: from remote production to device-independent workflows and mixed reality. Responsible for the area is the company MakePro X, together with other partners and exhibitors. Another new addition is the *Kamera Hub*, which gives moving-picture production a home at Prolight + Sound. In cooperation with the German Association of Television Camera Operators (BVFK), it will present trendsetting camera and lighting technology and invite visitors to talks and workshops.

The audio sector also has a lot of new things to offer. With the *ProAudio College*, Prolight + Sound and the German Tonmeister Association (VDT) provide a specialised further training programme for sound technicians in live and studio environments. Furthermore, musicians and audio technicians will experience a new kind of stage concept on the *Silent Stage* in Hall 11.0. It shows how direct sound can be reduced on concert stages – for a cleaner sound and less stress for the ear. The *Performance + Production Hub* will be even more extensive than last year. It provides an insight into the future of music production, DJing, beatmaking and digital live performing. In addition to Soundadd UG, the PRO MUSIK e.V. association is another partner of the area this year. In the course of this cooperation, Prolight + Sound is increasingly integrating live music into the fair: Performances by well-known artists, for example, will create a stronger event atmosphere on the outdoor area.

Attendance to all lectures, workshops, showcases and product demos is free of charge for holders of a valid Prolight + Sound ticket. The ticket also includes admission to the big get-together on the evening of the first day of the fair (from 18:00) with live music and drinks.

Further information on Prolight + Sound can be found at www.prolight-sound.com.

Partners of Prolight + Sound are the German Association of Media and Event Technology (VPLT) and the European Association of Event Centres (EVVC). More information at www.vplt.org and www.evvc.org.

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.

Quick facts:

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| Exhibitors: | 457 |
| Exhibitor nations: | 34 |
| Share of international exhibitors: | 56 % |
| Increase in exhibitors compared to 2022 figures (certified by FKM) | 24 % |
| Top 5 exhibitor nations | Germany, China, Netherlands, Italy, Great Britain |

Press information and photographic material:

- www.prolight-sound.com/press

Accreditation for journalists:

- www.prolight-sound.com/accreditation

Links to websites

- 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 some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

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

* Preliminary figures for 2022