

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

## prolight+sound

### Prolight + Sound 2023: Great anticipation for the leading trade fair of the entertainment technology sector

**The industry is getting ready for four full days of business, networking and positive energy. At Prolight + Sound (25 to 28 April), visitors can discover all the latest trends and technologies for spectacular events. For the first time since 2019, the show will take place without major global travel restrictions. As a result, exhibitors from all over the world, including Asia, will once again be represented in large numbers. Prolight + Sound will thus be a global meeting place for companies, decision-makers, professionals – and for young talents on the threshold of a career in the event industry. The show offers a broad spectrum of products and themes, from lighting and lasers, via PA systems and studio technology, to projection and LED as well as event services. Particularly in the field of theatre and stage technology, the event has evolved into Europe’s largest meeting place.**

“Together with our partners and the whole team, we have worked unceasingly to create the platform the industry needs and deserves. We are looking forward to numerous premières in the programme, to the exhibitors’ innovations and interesting encounters. Particularly, I am looking forward to celebrating the successful future of the event industry with the exhibitors and visitors at the get-together on the evening of the first day of the fair”, says Mira Wölfel, Director Prolight + Sound. The key players showing their new products and innovations at the show include ADJ, Adam Hall, Area Four Industries, Artthea Bühnentechnik, ASM Steuerungstechnik, AV Stumpfl, Ayrton, Büttec, Cast, Chainmaster, Chauvet, Chemtrol Division, Clay Paky, ComputerWorks, DAS Audio, Dataton, Elation, ETC, Eurotruss, FACE, Focon, Gala Systems, Gerriets, GLP, Highlite International, HOAC, HOF, Igus, InEar, JB-Lighting, Kling & Freitag, KS Audio, Kvant, L-Acoustics, Laserworld, Lawo, Lightpower, Link, LMP Lichttechnik, MA Lighting, Major, Martin by Harman, Meyer Sound, Mipro, Osram, PK Sound, Portman, Primacoustics, Prolights, Radial Engineering, Riedel, Robe, Robert Juliat, Rosco, SBS Bühnentechnik, SGM, TAIT, TMB, Unilumin, Waagner-Biro and Zactrack.



The exhibitors at Prolight + Sound include the sector’s key players. Photo: Robin Kirchner

## Top attractions for audio professionals

More extensive than ever before is the spectrum of presentation and programme formats in the audio sector. For the first time, the *ProAudio College* offers a specialist training programme for audio technicians working in the live and studio segments. To be held on all four days of the fair, the focal points of the programme include immersive sound systems, psychoacoustics, live sound in difficult environments, home-studio productions and tips for newcomers to the profession. The programme has been developed in close cooperation with the Association of German Sound Engineers (VDT) and is being held partly in German and partly in English.

Successfully launched last year, the *Performance + Production Hub* is being expanded for Prolight + Sound 2023. In cooperation with the makers of the Sample Music Festival and well-known brands, Messe Frankfurt is creating an elaborate Experience Zone revolving around innovative sound tools in the 'Portalhaus' building. The events include daily workshops and showcases on DJing, remixing, beat-making, field recording and sound branding. Also part of the Performance + Production Hub is, for the first time, an action stage organised by PRO MUSIK – Association of Freelance Music Creators. Here, visitors have the opportunity to participate in discussions with professional musicians, to explore career scenarios and to attend performances, interviews and lectures. Another highlight in the audio segment is the *Vintage Concert Audio Show* in Hall 11.0. This curated exhibition includes over 200 showpieces covering the history of sound systems over the last sixty years and presents fascinating discussions with personalities from the audio business.



Prolight + Sound 2023 offers numerous new highlights in the audio segment. Photo: Robin Kirchner

## The meeting place for tomorrow's professionals

Given the ongoing process of demographic change, it is incumbent on the sector to inspire young talents for a career in the events and entertainment business. The *Future Hub* in Hall 11.0 brings together content of particular significance for newcomers to the industry and gives young talents the chance to meet companies with suitable vacancies as well as educational institutes in the event sector. Additionally, the *Future Talents Day* returns to Prolight + Sound this year, on Friday 28 April, with an open invitation for all trainees, students and young people interested in the industry. The programme includes lectures on career scenarios in the event business, networking events with exhibitors, behind-the-scenes tours and much more.

Moreover, Prolight + Sound is spotlighting gender equality in the event business with the inclusion of the *Women in Lighting Lounge* in Hall 12.0. This is a central meeting place for female professionals, as well as interested newcomers. It is also the venue for interviews with inspiring personalities and a source of information about career options. Organised in cooperation with Light Collective, the initiator of the 'Women in Lighting' (WIL) project, lectures and discussions on relevant subjects are being held on the Theatre + Light Stage throughout the fair. Rounding off this part of the programme are daily *WIL Meet-ups* at the Ayrton stand.

### **Full commitment to a greener event industry**

Taking steps to conserve natural resources is not just a social obligation. It can also help make events more economically efficient. Thus, lectures and panel discussions on sustainability in the event business are being held within the framework of the *EVVC Green Sessions* on all four days of the fair. The main topics covered include not only organisational and technological steps towards climate-neutral events but also social sustainability, environmentally friendly tour management and sustainability communication. The keynote address at the *Green Sessions* is being given by the Austrian cultural and social anthropologist Bettina Ludwig at 12.00 hrs on 25 April. In her lecture, she will discuss the elements linking people across all geographic and cultural borders, and deduce recommendations for actions to be taken by the event industry. Additionally, suppliers of solutions that contribute to a more positive CO<sub>2</sub> balance are marked accordingly in the catalogue and the exhibitor search engine.

### **Four days of training and direct product experience**

Experts from the industry are ready to pass on their knowledge on several stages at Prolight + Sound. At the *Main Stage* in Hall 11.0, trade-association representatives focus on the most urgent subjects of superordinate relevance for the industry as a whole. In Hall 12, the *Theatre + Light Stage* presents new technological trends in action. Moreover, there is the *Manufacturers' Forum* where exhibitors demonstrate their innovative solutions and areas of application. The *International Event Safety Conference (I-ESC)* also makes a welcome return and focuses on occupational safety, infection protection at events and tools for the regulation-conform implementation of the large number of projects in the post-Covid era.

All lectures, workshops, showcases and product demonstrations are free of charge for holders of a valid Prolight + Sound ticket, which also gives admission to the grand *Get-together* with live music and drinks in the evening of the first day of the fair (from 18.00 hrs).

Full details about Prolight + Sound can be found at [www.prolight-sound.com](http://www.prolight-sound.com).

As an international trade-fair brand, Prolight + Sound is represented by events in Germany, China and Dubai. Further information about the global activities of Prolight + Sound is available at [www.prolight-sound.com/weltweit](http://www.prolight-sound.com/weltweit).

Prolight + Sound

The Global Entertainment Technology Show

Prolight + Sound in Frankfurt am Main opens its doors from 25 to 28 April 2023.

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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](http://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).

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\* Preliminary figures for 2022

