

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

**prolight+sound**

## Prolight + Sound cooperates with PRO MUSIK association: Networking with musicians and producers

**Frankfurt am Main, December 2022. Music is the lifeline of the event industry. It forms the foundation for concerts, stage shows and nightlife – and it is deeply rooted in the DNA of Prolight + Sound, the leading trade fair for entertainment technology. Prolight + Sound would like to reflect the extraordinary importance of musical performances and productions for the entire event industry even more strongly than before in its trade fair concept and is cooperating with the PRO MUSIK association for the upcoming edition (April 25-28, 2023). In the course of this, a new event stage will be created in the Portalhaus of Messe Frankfurt, where visitors will have the opportunity to talk to professional musicians, watch live showcases as well as interviews and lectures about music production and careers in the music business.**

The event stage is part of the *Performance + Production Hub*, which was successfully launched in 2022. As an interactive experience zone, realized by the makers of the “Sample Music Festival” and well-known audio brands, the area offers a central contact point for all those interested in innovative forms of musical expression, creative studio and production tools, and DJing. The partnership with PRO MUSIK expands the *Performance + Production Hub* with topics around acoustic music, band performances and the symbiosis of analog and digital sound worlds.



The PRO MUSIK Association's event stage is a hot spot for musicians in the Performance + Production Hub. Image Source: Robin Kirchner

“Virtually everyone in the event business has a strong connection to music. Music and events are part of the same value chain, they are mutually dependent. In addition, musicians are important customers and multipliers for professional event, production and DJ technology. That’s why we are keen to make Prolight + Sound even more attractive for musicians who are interested in technology trends. We are delighted to be working with the PRO MUSIK association to create a central hot spot for this topic,” says Mira Wölfel, Director Prolight + Sound.

“PRO MUSIK aims to create a communicative interface between musicians and technical service providers within the framework of Prolight + Sound. The difficult pandemic years have shown how closely artists and the technical industry are linked. We are therefore looking forward to hosting a conference at Prolight + Sound and to a lively exchange in the form of workshops, panel talks and showcases,” says Axel Müller, Chairman of PRO MUSIK.

### **Prolight + Sound 2023: Everything for the perfect mix!**

In addition to the *Performance + Production Hub*, Prolight + Sound offers a variety of other special presentation and program formats, underscoring the importance of the audio segment as a mainstay of the event. For example, the *ProAudio College* will be held for the first time as part of the show: in cooperation with the educational institute of the Association of German Sound Engineers (BiW-vdt), it will offer top-class workshops and seminars for audio professionals, interested musicians and the up-and-coming generation in the live and studio sector on all four days of the show. After a successful premiere in 2022, the *Studio Village* will also be continued: here, companies will showcase their innovations in music production and mastering. In addition, the *Live Sound Arena* is going into a new round: On the outdoor area of Messe Frankfurt, it allows visitors to experience the sound of large PA systems. For the first time, live bands will also be performing here in cooperation with the PRO MUSIK association.

### **PRO MUSIK association gives a voice to musicians**

Founded in 2021, PRO MUSIK is an association of independent musicians and represents their interests across all genres. The members share their many years of experience and contribute ideas for improving social security, working conditions and the visibility of musicians in social and political processes. The association's initiatives include the Payment Option Transparency project, which promotes basic research into alternative payment models in music streaming. More information at [www.promusikverband.de](http://www.promusikverband.de).

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](http://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](http://www.prolight-sound.com/press)

**Social media:**

[www.facebook.com/prolightsoundfrankfurt/](http://www.facebook.com/prolightsoundfrankfurt/)

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[www.prolight-sound.com/linkedin](http://www.prolight-sound.com/linkedin)

<https://prolight-sound-blog.de/>

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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](http://www.messefrankfurt.com)