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| news +++ Prolight + Sound 25 to 28 April 2023 |
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## Prolight + Sound 2023: A reliable force in turbulent times

**The tasks have never been more demanding for the event industry than in times of multiple crises. The industry is meeting the ongoing challenges with creativity, a spirit of innovation and a lot of positive energy. As the leading trade fair for the entertainment technology industry, Prolight + Sound (25 to 28 April 2023) is going full speed ahead to stimulate new growth. In doing so, the show focuses on optimal product experience, new educational offers - and on proactively bringing companies together with key target groups.**

Prolight + Sound presents all the technological innovations that create special visitor experiences and turn an event into a spectacular happening: be it on concert stages, in operas and theatres, in clubs or in museums, amusement parks and brand worlds. Moreover, it showcases solutions for studio and broadcast environments. “Our mission is to create a place where the industry feels at home and where great ideas for the future of the event economy are born. At Prolight + Sound, the industry shows its enormous relevance: as a major economic sector, as a driver of cultural diversity, as an exciting field of activity for creative thinkers and visionary masterminds”, says Mira Wölfel, Director Prolight + Sound.

**A packed programme with multiple premieres**

The education programme at Prolight + Sound 2023 is more extensive than ever. In numerous lectures and workshops, the fair will provide impulses on key topics such as green technologies, recruiting strategies, optimisation of supply chains or business development in times of crisis. In addition, experts will shed light on the technological trends in the industry. One of the brand new feature is the ProAudio College in cooperation with the Educational Institute of the German Tonmeisters’ Association (BiW/vdt). The top-class programme is aimed at professionals in both sound reinforcement and studio operations. In addition, the “Performance + Production Hub”, which was successfully established last year, is entering a new round: it is an interactive experience zone for music production, DJing and innovative live performances. The area is being created in cooperation with the organisers of the "Sample Music Festival" and, for the first time, with the PRO MUSIK e.V. association, thus underlining Prolight + Sound's commitment to the audio segment as a mainstay of the event. In addition, there will be a hosted buyer programme for the industry's top decision-makers as well as guided tours through the trade fair on the topics of “Theatre Technology” and “Green Events”.

### Paving the way for young professionals

Prolight + Sound is further expanding its commitment to the next generation of industry experts. The Future Hub, for example, is entering a new round: the area bundles content for the professionals of today and tomorrow. Here, creative start-ups, companies with vacancies and educational institutions with specialised event courses will present themselves. In addition, the Future Talents Day returns to Prolight + Sound. On Friday, 28 April, the show invites trainees and students as well as all interested young professionals. It offers a range of lectures on career scenarios in the event industry, networking events with exhibiting companies, behind-the-scenes tours and much more.

**“It’s a people’s business”**

A fair is not about trade alone. It's also about giving professionals a place to mingle and enjoy a good time together. Against this background, visitors to Prolight + Sound can look forward to a stronger eventisation of the outdoor area, including the integration of live bands in the Live Sound Arena. In addition, a festive get-together for all exhibitor staff and visitors is on the agenda on the first day. With music and drinks, the motto is: raise a glass to what the industry has achieved in recent years - and to the drive for a successful future!

Participation in all lectures, workshops and product demos as well as the get-together is free of charge for visitors with a valid ticket.

Further details on Prolight + Sound at [www.prolight-sound.com](http://www.prolight-sound.com).

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/presse)

#### Social media:

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

[www.twitter.com/pls\_frankfurt](http://www.twitter.com/pls_frankfurt)

[www.instagram.com/pls\_frankfurt](http://www.instagram.com/pls_frankfurt)

[www.youtube.com/plsfrankfurt](http://www.youtube.com/plsfrankfurt)

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