

What is the Hosted Buyer Programme?

The programme is aimed at new professional visitors with decision-making authority, offering a comfortable trade show experience with exclusive benefits. It provides free participation and special services for selected industry experts.

What does the Hosted Buyer Programme include?

- Free entry on all trade show days of Prolight + Sound (8–11 April 2025)
- Coverage of travel costs for train (2nd class) or flight (economy class)
- Coverage of accommodation costs at a hotel near the trade fair
- Invitation to the prestigious Opus and Sinus Awards ceremony
- Participation in PLS Community Nights and Guided Tours
- Access to the exclusive lounge of Messe Frankfurt Business Club, including catering
- Free use of a nearby parking facility and public transport
- Complimentary cloakroom service
- Personal support before, during, and after the event

Can I stay longer than one night?

Hotel costs are covered as follows: For travels within Europe: One overnight stay. For intercontinental travels: Up to three overnight stays. Additional nights must be arranged and paid for individually.

What does my travel cover?

The programme covers travel costs (train ticket 2nd class or flight in economy class) and the overnight stay in a 4-star hotel near the trade fair. Personal additional expenses are not included.

Who can participate?

Eligible participants are industry experts from the entertainment and event industry who either come from Europe and have not visited Prolight + Sound since 2019, or come from outside Europe and have never attended the fair. Decision-makers from sectors such as camera & broadcast, stage & theatre, theme parks, experience centres, museums, church operators and administrators, cruise lines, and event technology rental companies are especially encouraged to participate.

How do I apply?

Interested individuals can apply online at www.prolight-sound.com/hostedbuyer. Once the eligibility criteria are met (see "Who can participate?"), you will receive your personal ticket for the Hosted Buyer Programme and Prolight + Sound 2025.

Are there specific criteria for participation?

Yes, participants must belong to the target audience, e.g., decision-makers with purchasing authority representing specific industries (see "Who can participate?"). Messe Frankfurt reserves the right to decline applications if criteria are not met or capacity is full.

Can I bring an accompanying person?

The invitation is personalised and exclusive to the invited person.

How are my travel costs reimbursed?

Costs for train (2nd class) or flight (economy class) are covered. No claim for additional payments exists. You are required to book your journey independently and submit the travel receipts and invoices AFTER attending the event. Hotel booking will be managed directly by Messe Frankfurt. You will be contacted via email to confirm whether and for which period you require hotel accommodation.

Can I customise my programme?

During the trade fair, you are free to decide which offers to use. However, there is no entitlement to changes or extensions to the provided service package.

Who can I contact for further questions?

For additional questions, the Messe Frankfurt team is happy to assist at: prolightandsound-hostedbuyer@messefrankfurt.com.