

Really make it count:
our visitors.

24,756 Visitors

prolight+sound 2024



41%

International

35%

First-time visitors



86 %

are totally
satisfied

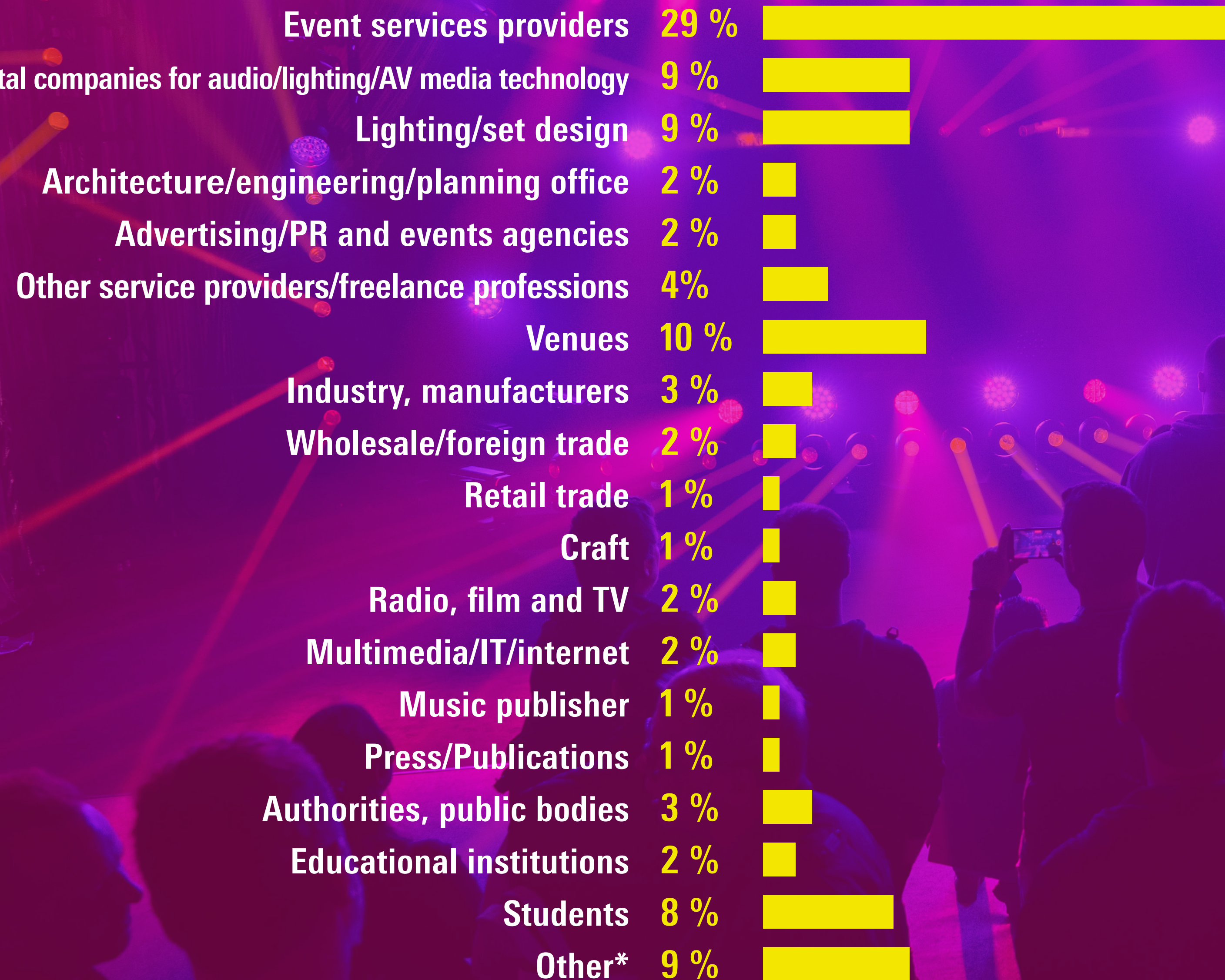
77 %

intend to
visit again



The best
visitors?
Are happy
visitors!

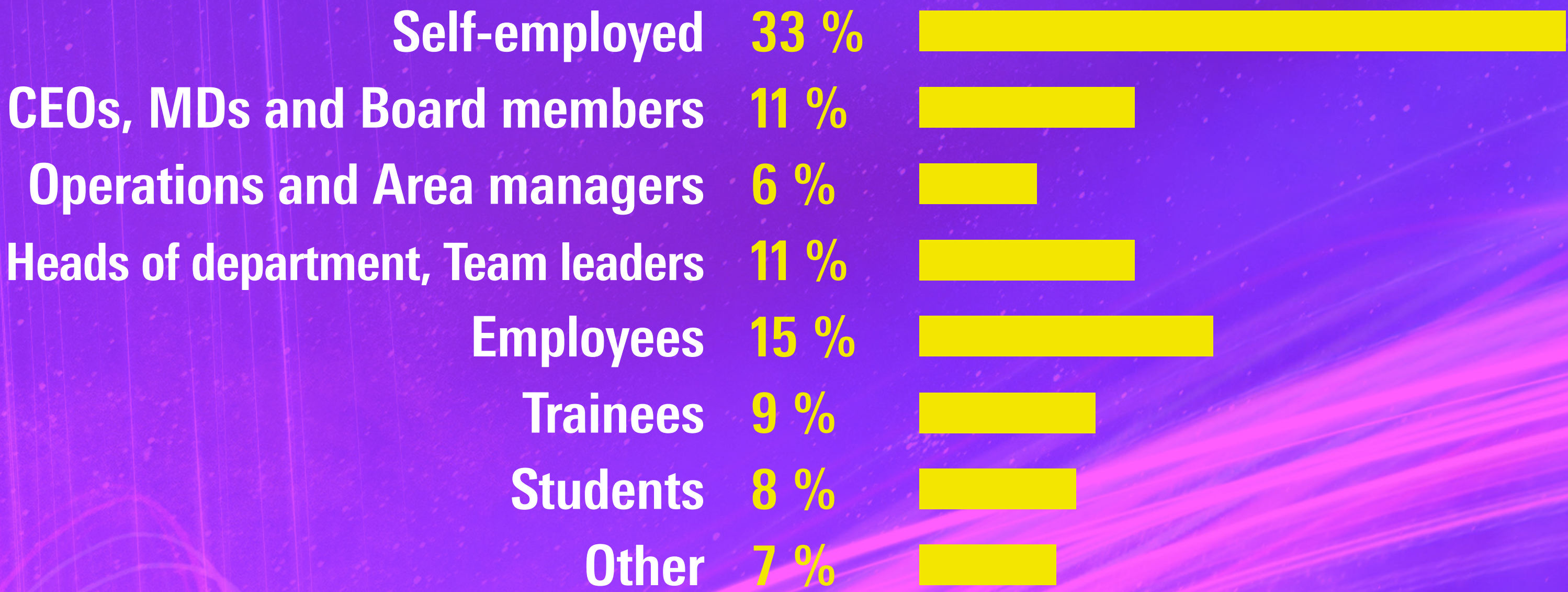
A platform for innovation: Prolight + Sound is the ideal stage on which to present your innovations. 86 % of visitors are satisfied with the great variety of innovations and rank Prolight + Sound as the sector's leading showcase.



A vivid
spectrum of
visitors
and sectors.

*Includes people who aren't economically active
(Germany: 2 %; outside Germany: 2 %)

Behind the scenes: occupational and decisionmaking status.



prolight+sound 2024

43 %

Top management
Germany

61 %

Top management
outside Germany

69 %

Decisionmakers

Curtain up on: the top 15 of more than 100 visitor countries.*

prolight+sound 2024

1 Netherlands
2 Great Britain
3 France
4 Switzerland
5 Belgium

6 China (People's Republic)
7 Italy
8 Austria
9 Czech Republic
10 Poland

11 Norway
12 Sweden
13 Turkey
14 Finland
15 Denmark

*Excluding Germany



Visitors'
favourites:
their
interests.

Multiple answers possible

Stars and starlets from around the globe: our exhibitors.

prolight+sound 2024

Top 10 nations*

- | | |
|------------------|-----------------|
| 1 China | 6 Great Britain |
| 2 Netherlands | 7 Belgium |
| 3 Italy | 8 Austria |
| 4 Czech Republic | 9 Switzerland |
| 5 France | 10 Slovakia |

*Excluding Germany

502

Exhibitors & brands

More than

50 %

International

See and be seen:
our media presence.

Impressions

16.7 M.

Social media reach**

>12 M.

Media reach
via media partners**

12 M.

Google display
network

800 K



3.9 M.



prolight+sound 2024

458,109

Website views**

20,639

Newsletter subscriptions*

101,075

Social media followers*

*Status March 2024 **Sept. 2023 to March 2024

Glitz and glamour: customer programmes.

prolight+sound 2024

Occupational status

17 %	Heads of department
13 %	Managing directors
12 %	Heads of division
12 %	CEOs
12 %	Project managers
12 %	Board members
7 %	Company Owners
5 %	Team leaders
4 %	Designers
3 %	Buyers
3 %	Sales reps

Company turnover in €

26 %	over 20,000,000
10 %	up to 20,000,000
10 %	up to 10,000,000
24 %	up to 5,000,000
12 %	up to 1,000,000
11 %	under 250,000
7 %	up to 500,000

Selected top sector buyers and decisionmakers: We welcomed 277 VIP customers in 2024! 147 guests came from 28 other countries and 130 from Germany. The top 8 nations were: The Netherlands, UK, Turkey, Singapore, Vietnam, Belgium, UAE and Italy.