Really make it count: our visitors.

prolight+sound 2024

Kistors

International 35% **First-time visitors**





intend to visit again

prolight+sound 2024

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.





- **Event services providers 29** %
- Rental companies for audio/lighting/AV media technology 9% Lighting/set design 9%
 - Architecture/engineering/planning office 2 %
 - Advertising/PR and events agencies 2 %
 - **Other service providers/freelance professions**
 - Venues 10 %

4%

- Industry, manufacturers 3 %
- Wholesale/foreign trade 2 %
 - Retail trade 1 %
 - Craft 1 %
 - Radio, film and TV 2 %
- Multimedia/IT/internet 2 %
 - Music publisher 1 %
 - **Press/Publications** 1%
- Authorities, public bodies 3 %
 - Educational institutions 2 %
 - Students 8 %
 - Other* 9 %

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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.

Self-employed 33 % CEOs, MDs and Board members 11 % **Operations and Area managers 6%** Heads of department, Team leaders 11 % Employees 15 % Trainees 9 % Students 8 % Other 7%



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4.5 **Top management** Germany

 $\left| \begin{array}{c} 0 \end{array} \right| \left| \begin{array}{c} 0 \end{array} \right|$ **Top management** outside Germany

Decisionmakers





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

- Netherlands
- Great Britain
- France
- Switzerland
- Belgium

Italy Austria Czech Republic Poland

*Excluding Germany

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6 China (People's Republic)

Norway Sweden Turkey Finland Denmark



57 %	Lighting technology
42 %	PA technology
35 %	Theatre and stage technology
28 %	Laser technology and effects
26 %	Music (hardware, software & DJ-equipment)
22 %	AV media technology
20 %	Projection and display technology
20 %	Studio, recording, broadcast
19 %	Camera, film- and video technology
12 %	Service providers (inc. events and consultants)
10 %	Security technology
8 %	Contract interiors and decoration
7 %	Industry media

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Visitors' favourites: their interests.

Multiple answers possible





Stars and starlets from around the globe: our exhibitors.

Top 10 nations* 1 China **2** Netherlands **3** Italy **4** Czech Republic France

Great Britain 6 Belgium Austria Switzerland **10** Slovakia

*Excluding Germany

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502 **Exhibitors & brands More than** International











See and be seen: our media presence.

mpressions

Social media reach**

Media reach via media partners**

$12 \mathbf{N}$ **Google display** network

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

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800 K 3.9 M.

458,109 Website views**

20,639**Newsletter subscriptions***

101,075**Social media followers***



Glitz and glamour: customer programmes.

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 le**aders
- Designers 4 %
- **Buyers** 3 %
- **Sales reps** 3 %

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Com	pany	turno	ver	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.



