

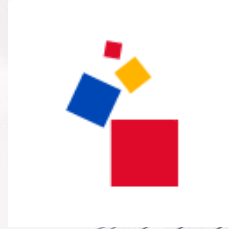
**prolight+sound**

8. – 11. 4. 2025  
Frankfurt am Main

messe frankfurt

30 Years of  
Entertainment  
Technology





**334** events worldwide  
including **151** trade fairs  
or exhibitions

over **98,000** exhibitors

about **4.4 million**  
visitors

about **780 m €** sales\*

\*preliminary figures 2024

# prolight+sound

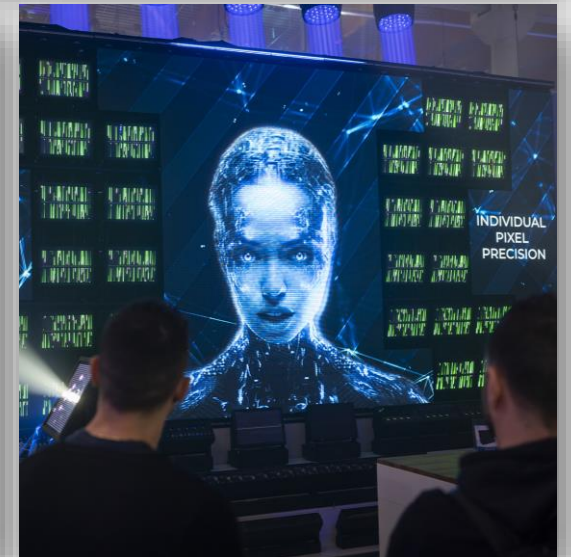
The Global Entertainment Technology Show for Light, Audio, Stage, Media + Event

- The **international trade fair highlight** for event and entertainment technology
- At the heart of the industry for **30 years, more than 500 exhibitors and brands** from 34 nations in 2024
- Around **25,000 visitors** from **over 100 countries** (2024)
- A must for manufacturers, decision-makers, technicians and creatives from **all areas of the industry**
- **Prolight + Sound partners:**



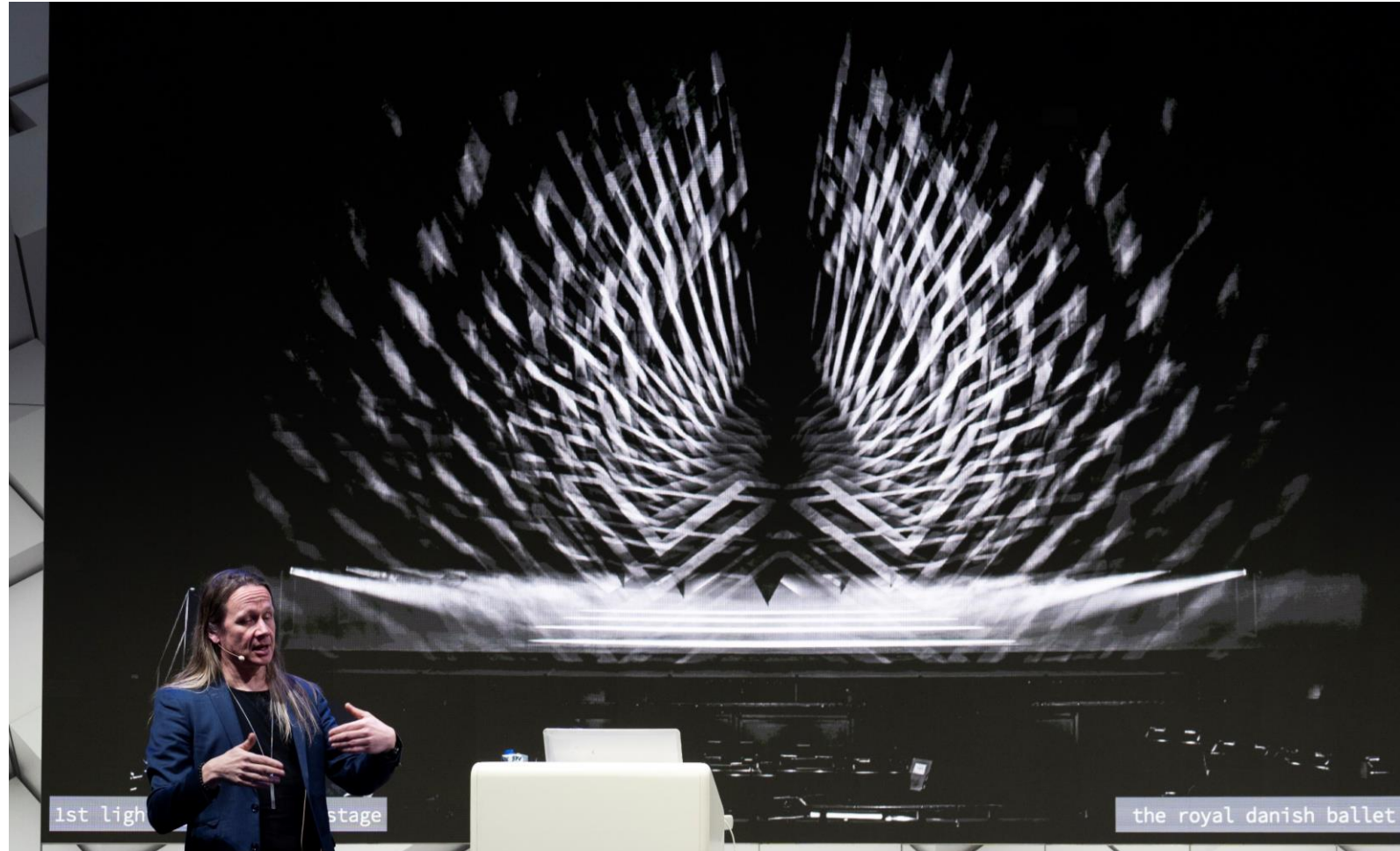
# Top Themes

- **ProGreen:**  
Impulses for a more sustainable event industry
- **FutureScapes:**  
Worlds of Experience between Immersion and AI
- **MultiTech:**  
Flexible and smart



# Specialist Programme & New Formats

- **Three colleges:** ProAudio College, Camera College, NEW Theatre College
- **I-ESC**
- **Prolight + Sound Conference**
- **VPLT Experience Zone**
- **Green Sessions by EVVC**
- **Guided Tours**
- **New formats:** Theatre Talk, MixLab, MusicOneX





# 30<sup>th</sup> Anniversary of Prolight + Sound

Celebrating 30 years of passion for event technology



© Messe Frankfurt | 21.01.2025

- **Anniversary Stand (Hall 12.0)**
- **Selfie Spot**
- **Community Nights**  
incl. the '30 Years of PLS' birthday party  
on 9 April 2025 at Depot 1899
- **'Opus – International Stage Award' and  
'Sinus – Systems Integration Award'**  
incl. award ceremony on 10 April 2025 at  
the Steigenberger Icon Frankfurter Hof

## Responding to current challenges in the live event industry

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- State of the German economy → stable political conditions needed
- Shortages of skilled labour → Initiative „Future Talents Days“
- Sustainable development → VPLT priority. Working Group and Guidelines
- **In the run up of Prolight + Sound: Meeting for manufacturers on 7 April 25:**  
EU Green Deal and sustainability in the live event industry



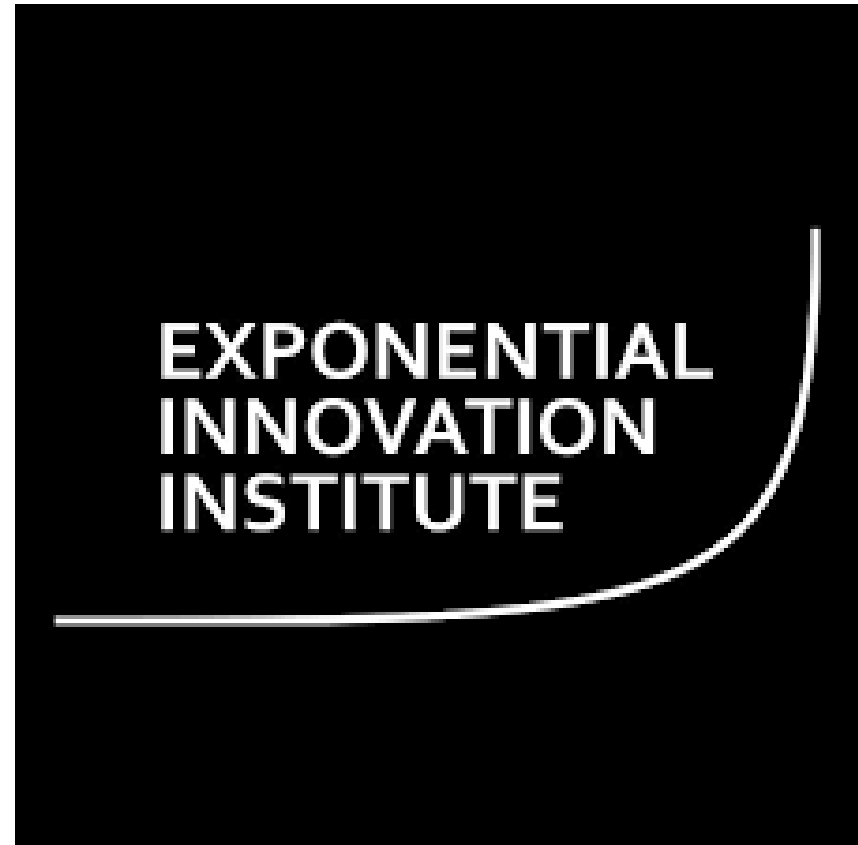
## Shaping developments in the live event industry

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- Creating worlds of experiences with **immersive and interactive technologies, automation and AI-based technologies**
- **The Theatre College:**  
New at Prolight + Sound 2025 – shining the light at theatre and stage technology
- **Kick-off VPLT+**  
New VPLT-programme by and for our members, their workers and trainees to get practical training and acquire additional skills & competencies

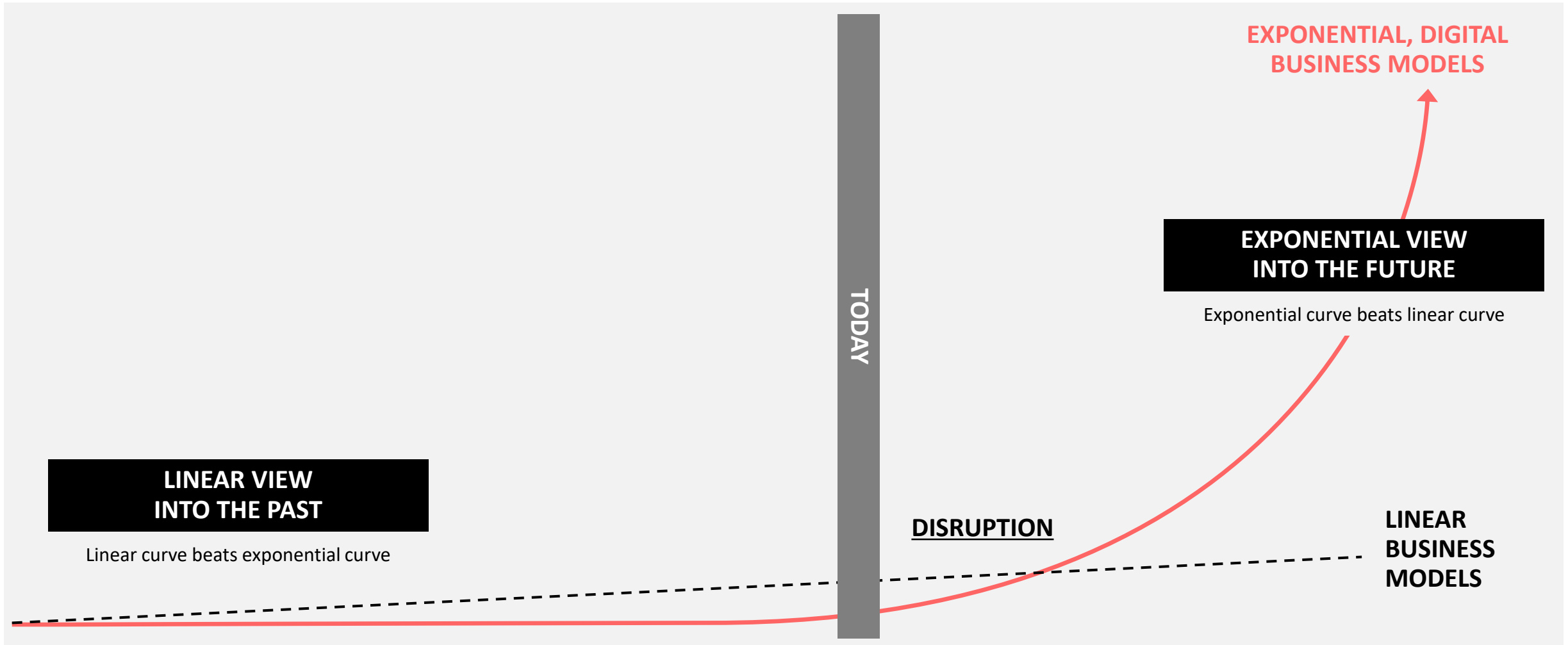
EXPONENTIAL  
INNOVATION ©

**How AI will  
change events  
fundamentally**



# Disruptive Age

EXPONENTIAL  
INNOVATION  
INSTITUTE



# Aspects of transformation by AI

## Pre-Event

Design

Communication

Sales

Pricing

## Event

Qualifying

Guiding

Matchmaking

Entertainment

## Post-Event

Feedback

Follow-Up

Documentation

Optimisation



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# Access to your digital press kit:

<http://www.prolight-sound.com/press-talk>

