

Really make it count:

our visitors.



International

35%

First-time visitors

860 are totally satisfied

TOO OO 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.

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A vivid spectrum of visitors and sectors.

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

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

Behind the scenes: occupational and decisionmaking status.

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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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43 % Top management Germany

61 % Top management outside Germany

69%
Decisionmakers

Curtain up on: the top 15 of our 122 visitor countries.*

- **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

5 /%	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

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
- **5** France

- 6 Great Britain
- 7 Belgium
- 8 Austria
- 9 Switzerland
- 10 Slovakia

502

Exhibitors & brands

More than

50% International

See and be seen: our media presence.

Impressions

Social media reach**

Media reach via media partners**

12 M. Google display network

800 K 3.9 M.



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458,109

Website views**

20,639

Newsletter subscriptions*

101,075

Social media followers*

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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 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.