

news +++ Prolight + Sound  
8 to 11 April 2025

**prolight+sound**

## Prolight + Sound 2025: theater and stage technology in a new light

**Frankfurt am Main, 25 November 2024. The 30th anniversary of Prolight + Sound, the international trade fair highlight for event and entertainment technology in the heart of Europe, is all about fresh impetus. From 8 to 11 April 2025, the trade fair in Frankfurt will present the event industry's largest international largest range of lighting products and the most comprehensive range of theater and stage technology in Europe. In keeping with the anniversary, the latter will be presented in a new light.**

As the leading trade fair for theater and stage technology in Europe, Prolight + Sound has been one of the top addresses for the international theater community for years. Its importance for the trade fair audience remains high. At the 2024 show, almost half of the trade visitors - including many decision-makers - stated that they were particularly interested in this sector. Prolight + Sound is taking this into account in terms of designing this specific area for the upcoming show.

### **Newly conceptualized and expanded**

In 2025, Prolight + Sound will present a newly designed and expanded area for theater and stage technology that combines four central aspects: exhibition, education, knowledge transfer and networking. Visitors can expect an inspiring platform for exchange between generations and industry experts, as well as a comprehensive range of innovative products and services.

An integral part of the concept is the "Theatre College", which offers expert knowledge on relevant topics with high-quality, bilingual seminars and workshops – realized in collaboration with leading industry associations. The new "Theatre Stage" is the centerpiece, where presentations and the "Theatre Talk" invite exhibitors and the trade audience to exchange ideas. The Networking Area, with daily events and a café, creates an ideal setting for networking in a relaxed atmosphere.

Mira Wölfel, Director Prolight + Sound, emphasizes: "For three decades, Prolight + Sound has been an indispensable meeting place for all those who see theater and stage technology not only as a profession but also as a passion. Our trade fair is much more than just an exhibition – it is a place where innovations are born, partnerships are formed and visions for the future of theater are developed. For the anniversary, we are creating a stage for the entire community: this is where the planners, technicians and designers of today and the talents of tomorrow meet to jointly redefine the industry's standards. Prolight + Sound is home to all those who love and shape theater."

## Product highlights in theater and lighting technology

The “Guided Tours Theater & Light” focus on product innovations and new developments that are particularly exciting from a technical and planning perspective. The tours, curated and moderated by experts, give participants a compact overview of what these areas have to offer on all four days of the fair – and it's free of charge.



Modern theater and stage technology in the spotlight: Prolight + Sound / Photo: Jochen Guenther

## Focus on top themes

Based on numerous conversations with exhibitors, Prolight + Sound 2025 will offer three top themes. These will also be reflected in the specialist programme and in product solutions from the theater and stage technology sector.

The focus will be on multifunctional technologies and their influence on the theater industry (“MultiTech: Flexible and smart”) as well as the use of immersive technologies and artificial intelligence in modern stage productions (“FutureScapes: Worlds of experience between immersion and AI”). Furthermore, trends and developments in sustainability and energy efficiency (“ProGreen: Impulses for a more sustainable event industry”) will also be highlighted.

## Promoting young talent and recruiting

The shortage of skilled workers remains not only one of the most pressing issues for the theater and stage sector, but also for the event industry in general. To counteract this together, Prolight + Sound will continue to focus on promoting young talent and recruiting in 2025. The Future Hub (Hall 11.0) will once again be at the centre of this. At the campus of the area, renowned educational institutions will provide information about training and further education opportunities in the event sector. At the Career Center, visitors can make direct contact with companies that have vacancies. In the Start-up Area, new brands present themselves, while the Networking Lounge invites visitors to relax and connect.

On Future Talents Day (Friday, April 11, 2025), young professionals will have the opportunity to learn about the career diversity in the industry and to network.

## **Attractive VIP visitor programmes**

With the “Messe Frankfurt Business Club” and the “Hosted Buyer Program”, Prolight + Sound 2025 offers attractive VIP visitor programmes aimed specifically at decision-makers, buyers and event technicians from the theater and stage sector, among others.

Further information about registering for the “Messe Frankfurt Business Club” at: <https://businessclub.messefrankfurt.com/frankfurt/de/pls-mfbc-registration.html>

## **Networking in a relaxed atmosphere**

The Community Nights, three evenings for the sector at exclusive Frankfurt locations, offer an ideal opportunity for networking in a relaxed atmosphere. All Prolight + Sound 2025 participants are cordially invited to attend. The highlight will be the big “30 Years of PLS” birthday party on the Wednesday of the fair (9 April) at Depot 1899.

**Further details and updates about Prolight + Sound at [www.prolight-sound.com](http://www.prolight-sound.com)**

As an international trade fair brand, Prolight + Sound is present with events in Germany, China and Dubai. More about the global activities at [www.prolight-sound.com/weltweit](http://www.prolight-sound.com/weltweit).

Prolight + Sound

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

The next event will take place from April 8 to 11, 2025.

Press releases and photos: [www.prolight-sound.com/presse](http://www.prolight-sound.com/presse)

Social Media:

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