

Press

November 2017

Musikmesse

International Trade Fair for Musical Instruments, Sheet Music, Music Production and Music Business Connections
Frankfurt am Main, 11 to 14 April 2018

Prolight + Sound

International Fair of Technologies and Services for Events, Installation and Production
Frankfurt am Main, 10 to 13 April 2018

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Musikmesse and Prolight + Sound 2018: 1,500 square metres of products by Yamaha, Bösendorfer, Line 6 and Steinberg

Yamaha Music Europe will once again be exhibiting the full variety of their products and brands at Musikmesse and Prolight + Sound in 2018. The long-established Japanese manufacturer will be represented at the two international trade fairs more extensively than ever before. Visitors will be able to experience Yamaha's broad portfolio of instruments in the 'Portalhaus' building and to gain insights into the 'World of Yamaha', which, in addition to musical instruments, will touch the topics of Hi-Fi Audio – presenting the innovative MusicCast system – as well as Yamaha Motors. Moreover, products by Yamaha brands Bösendorfer, Line 6 and Steinberg, will also be presented. On top of this, Yamaha are set to extend their display in Hall 3.1 at Prolight + Sound and will be exhibiting new products for live sound presentations, installed sound and digital audio networking. All in all, Yamaha will showcase products on an area of around 1,500 square meters.

Visitors can look forward to an attractive programme of live music with Yamaha artists on several stages in the Portalhaus, as well as workshops and lectures by specialists in Yamaha products.

"Yamaha's displays in the Portalhaus have been a major highlight over the last couple of years and a magnet for all musical communities. Moreover, the brand has, for decades, stood for innovation in the field of professional audio engineering. We are delighted to be able to continue the long-standing cooperation between Messe Frankfurt and Yamaha in 2018," says Michael Biber, Group Show Director in the 'Entertainment, Media & Creative Industries' Business Unit at Messe Frankfurt Exhibition GmbH.

"Musikmesse and Prolight + Sound give us an opportunity to connect to our customers and potential customers – from musical beginners to professional sound engineers and qualified specialist retailers. The Portalhaus has proved its worth as a showcase for our products and

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offers ideal conditions for staging our high-quality instruments. And we have also reached the audience important to us in Hall 3.1, so that we are extending our presence there in 2018,” says Thomas Schöpe, President of Yamaha Music Europe GmbH.

Musikmesse will take place from 11 to 14 April 2018 in Frankfurt am Main: Prolight + Sound will be held from 10 to 13 April 2018. On days when both trade fairs are open, the ticket for either show will be valid for both events.

More information about Musikmesse and Prolight + Sound can be found at: www.musikmesse.com and www.prolight-sound.com.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de