

## Prolight + Sound 2023 dedicated to stabilising the industry

Pictures: Robin Kirchner



The tasks have never been more demanding: a largely positive summer business for the event industry is countered by the massive effects of the energy crisis and the shortage of skilled workers – in addition, the aftermath of Covid is still present. The industry is meeting the continuing challenges with creativity, a strife for innovation and a lot of positive energy. As the leading trade fair for the entertainment technology industry, Prolight + Sound (25 to 28 April 2023) is going full throttle to stimulate new growth. In doing so, the show focuses on optimal product experience, high-calibre training opportunities – and on proactively bringing companies together with the key target groups.

“Our mission is to create a place where the industry feels at home and where great ideas for the future of the event economy are born. At Prolight + Sound, the industry shows its enormous relevance: as a major economic sector, as a driver of cultural diversity, as an exciting field of activity for creative thinkers and visionary masterminds”, says Mira Wölfel, Director Prolight + Sound. The demand for a comprehensive, international trade fair for all fields of event technology is reflected in the high level of interest shown by the companies. Numerous key players from a wide variety of segments have already declared their participation, including ADJ,

Adam Hall, Area Four Industries, Artthea Bühnentechnik, ASM Steuerungstechnik, AV Stumpfl, Ayrton, Büttec, Cast, Chainmaster, Chauvet, Chemtrol Division, Clay Paky, ComputerWorks, DAS Audio, Dataton, Elation, ETC, Eurotruss, Focon, Gala Systems, Gerriets, GLP, Highlite International, HOF, Igus, InEar, JB-Lighting, Kling & Freitag, KS Audio, Kvant, L-Acoustics, Lawo, Lightpower, Link, LMP Lichttechnik, MA Lighting, Meyer Sound, Osram, Riedel, Ritter Maschinen, Robe, SBS Bühnentechnik, SGM, TAIT, TMB and Waagner-Biro. A very positive development can be seen in the theatre and stage technology segment, which has become an important growth pillar of the show in recent years. Visitors can also look forward to the return of numerous Asian manufacturers, especially in the LED segment.

Prolight + Sound presents all the technological innovations that create special visitor experiences and turn an event into a spectacular happening: be it on concert stages, in operas and theatres, in clubs or in museums, theme parks and brand worlds. It also showcases solutions for studio and broadcast environments. The aim is to grow again together with the industry in all segments and to constantly expand the show's portfolio.

In terms of hall layout, the fair relies on consistency. Hall 11 focuses on products for sound reinforcement, studio, recording and production technology as well as media and camera technology. Hall 12 provides a home for companies in the lighting and theatre sector as well as projection and display technology, and also for event services, equipment and planning. In addition, there is the Portalhaus with innovations in DJing and digital live performance as well as various audio demo rooms. On the open-air site, visitors will experience outdoor solutions for sound reinforcement and LED technology as well as mobile stages in action.

With a variety of specialised presentation and programme formats, Prolight + Sound underlines the importance of the audio segment as a mainstay of the event. A new offering in this area is the ProAudio College, which is being created in cooperation with the educational institution of the German Tonmeisters' Association (BiW-vdt). On all four days of the fair, it will offer top-class workshops and seminars for audio professionals as well as for interested newcomers to the live and studio sector. After attending the seminars, participants will receive a written confirmation as proof of the knowledge they have gained.

Against the background of turbulent developments, professional qualifications and further training are of immense importance. Thus, Prolight + Sound will be launching an even more extensive education programme next year.

On all four days, experts will provide impulses on current industry topics on the Main Stage in Hall 11. A particular focus is on sustainable solutions. To this end, the EVVC e.V. (Association of European Event Centres) is organising a special programme that shows, among other things, how resource-saving event operations can contribute to cost reduction.

At the Theatre + Light Stage, product experts and renowned lighting, stage and set

designers will provide insights into the technology trends of the future. Another established feature of the event is the Prolight + Sound Conference: in close cooperation with the VPLT e.V. (Association of Media and Event Technology), it offers concentrated expert knowledge from the industry, for the industry.



With the Future Hub in Hall 11.0, the commitment to young talents in the industry is given even greater visibility at Prolight + Sound. The area bundles content for the professionals of today and tomorrow. Here, creative start-ups, companies with vacancies and educational institutions with specialised event courses will present themselves. In addition, the Future Talents Day will return to Prolight + Sound in 2023. On Friday, 28 April, the theme day invites trainees and students as well as all interested newcomers. It offers a range of lectures on career scenarios in the event industry, networking events with exhibiting companies, behind-the-scenes tours and much more.

Matching supply and demand in a targeted manner and promoting new business relationships: This is a central objective of Prolight + Sound. In this context, Messe Frankfurt is stepping up its efforts to establish contacts between companies and top buyers.

For example, Prolight + Sound 2023 offers a hosted buyer programme: selected decision-makers from the industry receive an exclusive invitation to the show,

including travel and accommodation. Another offer at Prolight + Sound are Guided Tours through the fair, which give visitors a concentrated insight into the innovations of suppliers from various focal areas. Professionals can take part in tours of theatre and stage technology as well as sustainable solutions. Moreover, there will be a special tour for young professionals on Future Talents Day.

Besides business and education, Prolight + Sound gives the industry the opportunity to celebrate itself in a festive way. On the evening of the first day of the fair, visitors and exhibitors are all invited to a big get-together with music and drinks. Participation in all lectures, workshops and product demos as well as the get-together is free of charge for visitors with a valid ticket.

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