

## Prolight + Sound 2023 start



Picture: Robin Kirchner

For the first time since 2019, Prolight + Sound will take place without global travel restrictions. As a result, the show has seen a significant increase in internationality: 56 percent of exhibitors come from outside Germany. In close cooperation with associations, companies and other partners, Prolight + Sound offers a programme that is geared to the current challenges facing the industry. Professionals will receive valuable inspiration on energy- and resource-saving events, personnel development in times of high demand for skilled workers and more gender equality in the event industry.

At Prolight + Sound, top buyers, decision-makers, planners, operators and interested newcomers meet the who's who of suppliers of professional event solutions. The spectrum of products and topics ranges from lighting and lasers to sound systems and studio equipment, projection and AV media technology. Especially in the field of theatre and stage technology, Prolight + Sound has developed into Europe's most important and comprehensive meeting place. With new special areas for networked AV systems and moving-picture production, the show continues to expand its portfolio. Added to this are advanced presentation and lecture formats on studio technology, music production, DJing and live sound, which underline the importance of the audio sector as a mainstay of Prolight + Sound.

“The event industry is recovering and the confident underlying mood is being transferred to Prolight + Sound, which, together with the industry, is back on course for growth. Jointly, we are looking to the future – with a lot of positive energy, but also with respect for the tasks ahead. In close cooperation with the sector, we create a place at Prolight + Sound where great ideas for the business of tomorrow are born. We anticipate four days full of innovative technologies and creative solutions. And we are particularly looking forward to an emotional reunion with our colleagues in the global event industry”, says Wolfgang Marzin, President and Chief Executive Officer, Messe Frankfurt.



Picture: Pietro Sutera

Demographic change is already having an impact on the personnel situation in the event industry. Against this background, topics such as recruiting and staff development are more present at Prolight + Sound than ever before. The Future Hub in Hall 11.0 bundles content that is of particular interest to newcomers to the industry. The area functions as a meeting point between young talents and companies with vacancies as well as educational institutions in the event sector. In addition, the Future Hub offers a presentation area for innovative start-ups.

In addition, Prolight + Sound invites students to the Future Talents Day on Friday, 28 April. The theme day offers a specialised range of lectures on career scenarios, networking events with exhibiting companies, behind-the-scenes tours and much more. A special highlight on Future Talents Day is the “Technology Live on Stage”

## Prolight + Sound 2023 starts in Frankfurt am Main

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event. Here, visitors experience a complete event process in a mini format and get an insight into the variety of jobs and trades that are necessary to make an event a success. The Association of Media and Event Technology (VPLT) is responsible for this format in cooperation with Adam Hall, d&b Audiotechnik, Lleyendecker, Neumann&Müller and the “Live in Hessen” network.

A valuable impulse for more gender equality: together with the “Women in Lighting” (WIL) initiative, Prolight + Sound is implementing new offers that put the achievements of female professionals into the spotlight and motivate women to pursue a career in the event industry.

Talks and lectures with inspiring personalities will be held daily on the Theatre + Light Stage in Hall 12.0. In addition, the Women in Lighting Lounge will celebrate its premiere: it will be a meeting space for female lighting professionals and interested newcomers, a venue for interviews and a source of information about career scenarios. In addition, there will be daily WIL meet-ups at the stand of Ayrton, entertainment lighting partner of Women in Lighting.



Picture: Robin Kirchner

In recent years, the awareness for more sustainability in the organisation of events has grown significantly. In times of rising energy prices, the careful use of natural resources is becoming even more relevant. Prolight + Sound picks up on these developments and provides impulses for a more ecological event industry.

The European Association of Event Centres (EVVC) organises daily Green Sessions on the Main Stage in Hall 11.0. In addition to technological solutions for more climate protection, the main topics include social sustainability, environmentally friendly tour management and sustainability communication. Messe Frankfurt's Sustainability Board is also actively participating in the Prolight + Sound conference programme. It provides an insight into how the company meets its social responsibility for more sustainability, which steps have already been implemented and where these are already visible at the fairs in Frankfurt.

In addition, exhibitors who make a contribution to climate protection and a more positive CO2 balance are specially marked. Moreover, there are guided trade fair tours to the stands of companies with particularly environmentally friendly solutions. The innovative power of the entertainment technology sector is massive. With new special areas, Prolight + Sound reflects technological trends and continues to expand its exhibitor and visitor target groups.

A premiere at the event is the Future Walk: an interactive area that demonstrates the disruptive effect of networked AV media technology. It focuses on IP-based processes that will permanently change the industry in the coming years: from remote production to device-independent workflows and mixed reality. Responsible for the area is the company MakePro X, together with other partners and exhibitors. Another new addition is the Kamera Hub, which gives moving-picture production a home at Prolight + Sound. In cooperation with the German Association of Television Camera Operators (BVFK), it will present trendsetting camera and lighting technology and invite visitors to talks and workshops.

The audio sector also has a lot of new things to offer. With the ProAudio College, Prolight + Sound and the German Tonmeister Association (VDT) provide a specialised training programme for sound technicians in live and studio environments. Furthermore, musicians and audio technicians will experience a new kind of stage concept on the Silent Stage in Hall 11.0. It shows how direct sound can be reduced on concert stages – for a cleaner sound and less stress for the ear. The Performance + Production Hub will be even more extensive than last year. It provides an insight into the future of music production, DJing, beatmaking and digital live performing. In addition to Soundadd UG, the PRO MUSIK e.V. association is another partner of the area this year. In the course of this cooperation, Prolight + Sound is increasingly integrating live music into the fair: Performances by well-known artists, for example, will create a stronger event atmosphere on the outdoor area.

Attendance to all lectures, workshops, showcases and product demos is free of charge for holders of a valid Prolight + Sound ticket. The ticket also includes admission to the big get-together on the evening of the first day of the fair (from 18:00) with live music and drinks.

[www.prolight-sound.com](http://www.prolight-sound.com)