

Press

December 2011

Prolight + Sound
International Fair of Technologies and Services for Events,
Installation and Production
Frankfurt am Main, 21 to 24 March 2012

Andreas Höflich
Tel. +49 69 7575-6866
Fax +49 69 7575-6099
andreas.hoeflich@messefrankfurt.com
www.messefrankfurt.com
www.prolight-sound.com
PI08_pls2012_prolight_sound_basis_e.doc

**Prolight + Sound: products and services for events technology,
systems integration and media technology**

**International business platform plus awards ceremonies,
professional development opportunities, workshops and events**

From 21 to 24 March, Prolight + Sound will be presenting all the major products and services in the field of events technology, entertainment, systems integration and media technology. Prolight + Sound is the sector's most important meeting place for exhibitors, wholesalers and retailers, international trade visitors and professional users from all over the world. The comprehensive range of products and services at the fair and the high degree of internationality amongst exhibitors and visitors make Prolight + Sound the largest and most important trade fair in the sector.

Product groups and hall allocation

Products and services at Prolight + Sound are divided into two main sections, **Audio and Sound Systems** and **Lighting and Stage**. The **Audio and Sound Systems** section in Hall 6.1 presents microphones, mobile PA systems and accessories. In Hall 8.0, the **Audio and Sound Systems** section covers 'portable sound', 'concert sound', 'installed sound', microphones, networks, production and broadcasting. The **Lighting and Stage** product group is spread over Halls 9.0 and 11.0. Theatre, studio and stage lighting, stages, trusses and rigging, display units and video are to be found in Hall 9.0 while show and stage lighting, design and installation, lasers and effects, stages, trusses and rigging are in Hall 11.0.

Thanks to the fact that Musikmesse is held concurrently with Prolight + Sound, exhibitors will be able to make ideal use of the synergies between the two sectors. There is a variety of connections here to

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

Page 2

Prolight + Sound
Frankfurt am Main, 21 to 24 March 2012

the musical-instrument sector and the demands of the consumer. Moreover, the close proximity of the events and their halls means there will be extensive coverage of studio technology and broadcasting across the fluid boundaries between consumers and professional users. The exhibitors in these segments are specially marked in the exhibitor-search engine on the Prolight + Sound website at www.prolight-sound.de. Additionally, a brochure entitled 'Production Broadcast Recording Quickfinder' listing all exhibitors in this field will be available at the fair.

Systems Integration and Media Technology

The fields of systems integration and AV-media technology are presented in an integrated manner in all halls at Prolight + Sound. Closely related to this area in terms of content is the Media Systems Congress, the biggest information event at Prolight + Sound. For easier orientation during the fair, exhibitors in the Media Systems product section are listed in the 'Media Systems Quickfinder'. The Media Systems Congress will be held the Cosmopolitan Lounge, Hall 9.T.

Outdoor exhibition area

On the outdoor exhibition area, the Concert Sound Arena and the Portable Sound Arena will showcase large-scale stage constructions and small and large scale PA systems operating in realistic conditions. Manufacturers of large portable display systems, mobile stages and marquees will also exhibit on the outdoor exhibition area.

Awards ceremonies and business meetings

Two important awards will be presented at Prolight + Sound. Opus – German Stage Award honours outstanding creative work for stage productions while Sinus – Systems Integration Award is given for the creative use of media technology in buildings and projects.

Prolight + Sound
Frankfurt am Main, 21 to 24 March 2012

Media Systems Congress and Prolight + Sound Forum

The Media Systems Congress will be held in the Cosmopolitan Lounge, Hall 9.T. Speakers will pass on both their knowledge and their practical experience in around 25 lectures and presentations and discuss product solutions and services from the fields of AV media technology and systems integration. Integrated into the congress are presentations by the Association of German Sound Engineers (*Verband Deutscher Tonmeister – VDT*) and the VDT Academy. The lectures in the Prolight + Sound Forum (in rooms Symmetrie 2 and 3, Hall 8) will include information on safety and security in the events sector, legal regulations, technical standards and professional development and training opportunities.

Prolight + Sound is supported by the Professional Lighting & Sound Association of Germany (*Verband für Licht-, Ton- und Veranstaltungstechnik - VPLT*) and the European Association of Event Centres (*Europäischer Verband der Veranstaltungs-Centren – EVVC*).

Prolight + Sound is the biggest international trade fair of technologies and services for events, installation and entertainment. At the last event in 2011, 876 exhibitors from 40 countries presented their products and services to almost 34,000 visitors. The international Musikmesse is held concurrently with Prolight + Sound and provides an ideal complement. Tickets for Prolight + Sound also entitle visitors to free entry to Musikmesse. The admission charge also includes second class travel to and from the fair using local public-transport services operated by the RMV public-transport authority. Admission tickets can be bought directly from the online ticketing service and can be printed out at home or work.

You will find more information and reproduction-quality photographs on our website at: www.prolight-sound.com

Page 4

Prolight + Sound
Frankfurt am Main, 21 to 24 March 2012

Hours of opening of Prolight + Sound 2012

from 21 to 24 March 2012 09.00 to 18.00 hrs

Admission prices to Prolight + Sound 2012

Trade visitors

Day ticket (on arrival)	€ 43.-
Day ticket (in advance)	€ 28.-
Full ticket (on arrival)	€ 67.-
Full ticket (in advance)	€ 45.-
Day ticket (reduced price for trainees, on arrival only)	€ 15.-

Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser with € 448.3 million in sales and more than 1,600 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2010, Messe Frankfurt organised 87 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Centre. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com