

Press

December 2011

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

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Extensive range of digital services for exhibitors and visitors

Applications for smart phones, online tickets and a hotel guide make professional preparations for the fair quick and easy

All important information about Prolight + Sound available online and at the fair

Messe Frankfurt offers trade visitors and exhibitors of Prolight + Sound from 21 to 24 March 2012 a comprehensive range of digital services that makes preparing for the fair and working there as pleasant and efficient as possible. These services include apps for iPhone and Android smart phones, the Productpilot business-matching portal, around-the-clock ticket sales with online registration, to mention but a few.

Smart-phone applications

Prolight + Sound visitors and exhibitors can take advantage of mobile applications for the iPhone and Android-based smart phones. Using these apps, visitors can navigate their way around the Exhibition Centre and search for specific exhibitors and products in the exhibition halls. Additionally, the apps can show news items thanks to the integration of press releases and Twitter feeds. Using the buddy-finder function, visitors can build up and cultivate a network of friends, customers and exhibitors during the fair and, for example, arrange appointments there. For Prolight + Sound exhibitors, the apps are an opportunity to scan the contact details of visitors when they come to their exhibition stands. This cuts out the tiresome need to collect business cards and reliably ensures that visitors can be supplied with the information required.

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

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Online tickets

Trade visitors can register for the fair and purchase their admission tickets in advance quickly and securely via the Prolight + Sound website at www.prolight-sound.com. Payment is made by credit card. The Ticket Shop then mails a link to the buyer who can print out the ticket using his or her personal printer. This not only makes buying tickets easy and saves queuing up to register at the fair, it also saves money because online tickets are cheaper than tickets purchased on arrival. Trade visitors from all around the world have been able to buy their tickets online since November 2011 and will continue to be able to do so until the last day of the fair.

Admission ticket = public-transport ticket

All admission tickets purchased in advance also count as tickets for local public-transport services operated by the regional RMV (*Rhein-Main-Verkehrsverbund*) transport authority and entitle holders to travel to and from the fair from anywhere within the RMV area free of charge. Season ticket holders can use this service on all days of the fair.

Mobile printing: PinPrint

Printing from a notebook, Blackberry or mobile phone – the new digital PinPrint service is the key. All the user has to do is send the file to PinPrint@MesseServices.com and, with the PIN received in the reply, collect and pay for the print-outs at any PinPrint desk at the Exhibition Centre. It couldn't be easier!

Research made easy

Exhibitors and visitors can also find all the works of reference they need to prepare for the fair on the internet. Thus, an up-to-date list of exhibitors and their products is available via the **exhibitor search** on the Prolight + Sound website while comprehensive press and marketing services support exhibitors and visitors at the fair.

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The latest news via the ProMail Newsletter and the Media Systems Blog

With the ProMail Newsletter during the run-up to the fair, Messe Frankfurt provides information about innovations and trends to be expected at the fair. With exhibitor features, notes on innovative products, as well as interviews with representatives of the sector, readers can be sure of being well informed at all times. The Media Systems Blog reports live from Prolight + Sound about the latest trends at the fair.

Easy Order – everything of importance for exhibitors

Prolight + Sound offers a variety of services for exhibitors. Thus, they can order all services required for a successful trade-air presentation via the Easy Order system. Covering everything from registration for the fair, via standing planning and ordering supplementary services, to marketing and advertising materials, Easy Order is the portal that makes taking part in the fair as straightforward as possible.

Further information about our digital services, accommodation in Frankfurt, child care and inexpensive travel arrangements can be found out the Prolight + Sound website at www.prolight-sound.com.

The internet links at a glance:

Online Tickets

tba

iPhone + Android apps

Will be available via www.prolight-sound.com on release.

Exhibitor search

<http://pls.messefrankfurt.com/frankfurt/de/besucher/ausstellersuche.html>

ProMail Newsletter

<http://pls.messefrankfurt.com/frankfurt/de/besucher/news/newsletter.html>

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Press Centre

http://www.messefrankfurt.com/content/corporate/frankfurt/de/media/entertainmentmediacreation/prolight_sound/frankfurt/aktuelles.html

Media Systems Blog

<http://www.mediasystems-blog.de/>

Promotion Portal

<http://www.promotion.messefrankfurt.com>

Productpilot

<http://www.productpilot.com>

Easy Order

<https://easyorder.messefrankfurt.com/easy/de/home.html>

Prolight + Sound is the leading international trade fair for technologies and services for events, installation and production. At the last event in 2011, around 870 exhibitors presented their products and services to some 33,000 trade visitors in Frankfurt am Main.

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