Prolight + Sound 2024 Final Report



Picture: Jochen Günther

The event and entertainment technology industry made the exhibition centre in Frankfurt shake over the past four days. In addition to four outdoor stages, numerous performances, live shows and DJ sets, Prolight + Sound also featured exciting panel discussions, keynotes and presentations on the latest trends and products from the light, audio, stage, media and events sectors. An extended education programme attracted international event professionals as well as numerous young talents. Around 25,000 visitors from five continents and more than 100 countries came together in the Main metropolis from 19 to 22 March. Over 500 exhibitors and brands showcased their top innovations and solutions.

The fact that Prolight + Sound, as an important meeting place for the international event industry, brings together the decision-makers of today and tomorrow in one place was also reflected in the figures. The proportion of managers among the trade visitors was 62 per cent. 25 per cent of the visitors were under the age of 25. This showed that the trade fair successfully appeals to both current decision-makers and the next generation with its progressive formats.

"I am very pleased that we were able to emphasise what makes Prolight + Sound so special with this year's edition. It not only combines technical innovations,

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knowledge transfer and entertainment, but also brings together a large number of top decision-makers with young industry newcomers under one roof - and thus forms a bridge between the status quo and the future of the event industry. I would also like to take this opportunity to thank our association partners VPLT and EVVC once again for their commitment and support," says Wolfgang Marzin, President & CEO of Messe Frankfurt.

Knowledge transfer in a wide variety of formats took centre stage: In addition to the impressive exhibitor presentations, high-calibre personalities in particular shared their knowledge and insights with an interested audience in panel discussions, keynotes and live demonstrations. These included award-winning creative director Geneviève Cleary, star lighting designer Mikki Kunttu, producer and DJ Gregor Tresher, label head Edgar Dirksen, guitarist Yasi Hofer, CCO of Atelier Markgraph Stefan Weil and creative director and artist Eileen Hall.

A comprehensive lecture and conference programme complemented these with current topics such as personnel development and the implementation of sustainable events. Under the umbrella of the "Prolight + Sound College", three platforms offered bilingual seminars on industry-relevant topics - including the Camera College (in cooperation with the BVFK - Federal Association of the Concert and Event Industry), the ProAudio College (in cooperation with the VDT - Association of German Sound Engineers) and the VPLT College (Association for Media and Event Technology). Future-oriented topics such as AI applications, immersive systems and light as a material were also covered in a series of specialist lectures, seminars and workshops.

These themes were also reflected in the product presentations in the exhibition halls. In addition to IP-based networking of technical components, there was a trend towards immersive applications and interactive technologies that directly involve the audience in the product experience. Progressive solutions that combine compact design with high performance were also very popular, including in the pro audio sector. The innovative strength of the industry was also evident in the LED segment, where a number of impressive new products was presented. The central theme of sustainability was increasingly taken up in the design of new tools. The use of recyclable materials, high energy efficiency and ease of transport were important aspects here.

Visitors were delighted with the significantly larger offering in Hall 11.0. From the expanded 3.000 m² Performance + Production Hub in cooperation with the Sample Music Festival to new attractions such as the Immersive Audio Dome or the Audio Bar, the ProAudio segment was comprehensively expanded this year and was very well received by the public. As one of the main pillars of Prolight + Sound, the theatre and stage technology sector also presented exciting new products and demonstrations.

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Finally, the PLS Community Nights with popular DJs bridged the gap between the exhibition centre and the city. Prolight + Sound was a guest at 'Friedas Bar & Kitchen' in the Omniturm, the ‘NEUE KAISER' and the 'Champions Frankfurt'. The icing on the cake: The presentation of the ‘Opus - German Stage Award’ and the ‘Sinus - Systems Integration Award’ - this time as a red carpet event at the Steigenberger Icon Frankfurter Hof.

Satisfaction levels among visitors also showed a positive trend. 86 per cent stated that they were satisfied with their visit to the trade fair. At 82 per cent, satisfaction with the exhibition offering in particular increased once again compared to the previous year. Prolight + Sound 2025 will take place from 8 to 11 April. In addition to innovative new products and an attractive supporting programme, the focus will also be on the 30th anniversary of Prolight + Sound.

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