

Prolight + Sound 2022 opens registration for exhibitors; digital “BIZLounge” on 14 June

Picture: Jochen Günther



After a long dry spell in the event industry, Prolight + Sound wants to set the tone for growth again together with the industry. From 26 to 29 April 2022, the leading trade fair in the entertainment technology sector will offer optimum opportunities for presenting new solutions for eye-popping shows, successful business events, emotional visitor experiences and impressive studio productions. Registration for Prolight + Sound 2022 is now open - companies can declare their participation at the early-booking rate until 31 July and save up to 13 percent per square metre. First information on innovations in the trade fair concept will be presented on 14 June at the "BIZLounge", the digital information format of Prolight + Sound.

"As hard as the crisis has been weighing on all of us for many months: there will be a future for events and entertainment, and this future will be a good one. People miss people. Professionals miss the exchange. Artists miss the limelight. And we all miss what we do with great passion: creating events and promoting encounters. The industry has continuously demonstrated its innovative strength. It is actively taking up the challenge of combining emotionality and safety, also in the long term. We want to set an example for this at Prolight + Sound 2022", says Mira Wölfel,

Director Prolight + Sound.

Next year, Prolight + Sound will be held on the western section of Messe Frankfurt. The proven sequence of days from Tuesday to Friday will be retained in 2022. The show's portfolio is divided into the ProLight, ProAudio, ProStage, ProMedia and ProEvent segments, for each of which specialised programme items are planned. The declaration of participation is possible online at www.prolight-sound.com/registration.

After a successful first edition last April, the digital information offer "BIZLounge" is going into the second round. Together with associations, manufacturers and other industry experts, Prolight + Sound produces an audio-visual news format that highlights current burning issues and presents innovations in the entertainment technology industry. The video premiere of the second BIZLounge will be on 14 June at 10 a.m. CEST.

In addition to round tables and presentations, the upcoming BIZLounge will also unveil the first concrete plans for new formats at Prolight + Sound 2022. A special focus will be on promoting sustainable ideas that combine ecology and economy - because the responsible use of natural resources is an important economic and political issue that the event industry is pursuing with great commitment, also in these special times.

Messe Frankfurt will announce more information about the programme of the BIZLounge on 14 June 2021 shortly.

www.prolight-sound.com