Prolight + Sound 2025 Closing Report



Picture: Jean-Luc Valentin

The world of events is changing – it is becoming smarter, more immersive and greener than ever. Prolight + Sound 2025 impressively demonstrated how actively the event industry is shaping this change – with innovative products, interdisciplinary know-how and practical applications. 23,031 trade visitors from 108 countries used the 30th anniversary of the show to gain fresh inspiration for their work and make new contacts.

Over the course of four days, the Messe Frankfurt exhibition grounds were transformed into the pulsating centre of the international event and entertainment technology industry. Technology was brought to life in all areas – from intelligent lighting and sound solutions to automated camera systems and sustainable concepts for energy-efficient events. 491 exhibitors plus numerous well-known brands presented their innovations and solutions for tomorrow.

Prolight + Sound 2025 welcomed visitors from all over the world. For example, from Europe, especially from the Netherlands, France, Italy and Spain; from Eastern Europe, particularly Ukraine; from the Baltic States; from Australia and Oceania; from the Near and Middle East, such as Saudi Arabia and Israel; from Turkey; from Asia, with China, Japan, India and Korea; but also from South America, such as

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Brazil, Mexico and Argentina. The share of international visitors was around 36 per cent. More than half of the trade visitors had a high level of decision-making and purchasing authority. There was a significant increase in visitors' interest in the PA and lighting technology sections. 83 per cent of visitors were completely satisfied with the event overall.

‘With over 580 events over four days, Prolight + Sound 2025 was an impressive demonstration of the industry's innovative strength. Whether it was sustainable events, AI-supported technologies or flexible technical solutions – the exhibitors showed how the event and entertainment industry is reacting to the current challenging economic situation in the industry,’ summarised Wolfgang Marzin, President and Chief Executive Officer (CEO) of Messe Frankfurt. ‘Germany is one of the most important markets in the industry, and Frankfurt, with its central location and excellent infrastructure, offers ideal conditions for global industry exchange.’

The show revolved around three main topics: ‘ProGreen: Impulses for a more sustainable event industry’, ‘FutureScapes: Worlds of experience between immersion and AI’ and ‘MultiTech: Flexible and smart’. ‘ProGreen’ drew attention to new developments and trends for a more sustainable event industry – including energy-efficient solutions and progressive concepts for more environmentally friendly event design.

‘FutureScapes’ focused on artificial intelligence and immersive technologies. AI-supported product innovations, keynotes and panels showed how such innovations can enrich the future of stage shows and entertainment experiences. The ‘MultiTech’ subject area centred on flexible and smart solutions for various event formats – including multifunctional audio and lighting products, modular media pillars, and contributions to automated tracking and visualisation systems and to dynamic show control.

Prolight + Sound once again confirmed its role as the knowledge hub of the event and entertainment technology industry. Whether on the Main Stage, at the new Knowledge Forum or in numerous panels and workshops – all content was available to all participants free of charge and offered a wide range of educational opportunities. More than 200 speakers shared their concentrated expertise – including at the three bilingual Prolight + Sound Colleges. These were organised in cooperation with the VDT - German Association for Audio Professionals (ProAudio College), the VPLT - German Entertainment Technology Association (Theatre College) and the BVFK - Federal Association of Television Cameramen (Camera College). The Green Sessions of the EVVC (European Association of Event Centres) provided important impetus for the sustainable implementation of events. For the first time, a separate area was created with a special programme and networking opportunities for the theatre community. In new formats such as ‘Theatre Talk’ and the ‘Theatre College by VPLT’, experts provided insights into exciting products and innovative concepts for theatre and stage.

Through interactive experience formats such as MusicOneX, the ‘MIXCON x BVD

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present DJ & Producer Conference‘, and the MixLab, the event offered a wide range of opportunities for hands-on experimentation, creative expression, and practical learning. Prolight + Sound, thus, also positioned itself as an experience, knowledge and networking platform for the industry. The show invested particularly in expanding its offerings for professionals from the music business – including music producers, mixing engineers, DJs, composers, A&Rs, music managers and promoters.

The PLS Community Nights offered space for special encounters. Exhibitors, visitors, associations and journalists – everyone came together at the three networking evenings in exclusive Frankfurt locations to exchange ideas and make new contacts. The highlight was the ‘30 Years of PLS’ birthday party at the Depot 1899 location on Wednesday. Live performances by former Kraftwerk member Wolfgang Flür with his project ‘MusikSoldat’ and the ‘DMC - German DJ Championships’ provided musical delicacies.

As part of Prolight + Sound 2025, the industry awards also presented themselves with a new concept: the former ‘Opus – German Stage Award’ was renamed ‘Opus – International Stage Award’ and expanded to include international submissions. New categories for Event Lighting, Immersive Sound and Camera & Image were added. For the first time, an audience vote was also part of the decision-making process for the ‘Sinus - Systems Integration Award’ and the Opus prizes.

The next Prolight + Sound will take place from 24 to 27 March 2026.

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