Prolight + Sound 2025: Focus on the Future


Picture: Pietro Sutera

The event industry is in a state of constant change. Sustainable concepts, immersive experiences and smart, flexible systems are becoming increasingly important and are shaping the development of modern event and entertainment formats. At the 30th anniversary of Prolight + Sound from 8 to 11 April 2025, more than 500 exhibitors and brands from 32 countries will present their latest solutions and provide fresh impetus for the future of the industry. Visitors can expect a four-day trade fair experience with extensive educational and networking opportunities, product innovations, and new and expanded event highlights.

With the themes ‘ProGreen’, ‘FutureScapes’ and ‘MultiTech’, Prolight + Sound 2025 is drawing attention to sustainable event solutions, immersive and AI-supported technologies, and flexible, networked concepts for event formats. The choice of focal points was made in close consultation with partners and industry experts in order to specifically address current developments and requirements in the sector. The main topics will be highlighted in numerous events, including practical workshops, keynotes, seminars and product presentations. Almost half of the exhibitors and brands represented come from abroad – including the USA, Italy, Great Britain, France, China and the Benelux countries. Prolight + Sound thus offers trade visitors a comprehensive insight into global market trends and technological developments.

“With the upcoming edition, Prolight + Sound is not only celebrating its own anniversary – it is honouring the many companions whose dedication and creativity

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have helped establish it as one of the leading international trade fairs for event and entertainment technology," explains Wolfgang Marzin, President and CEO of Messe Frankfurt. He adds: "With its impressive product showcases and educational formats, Prolight + Sound offers a platform for future-ready solutions – and highlights the opportunities that new technologies bring to the events sector. The goal is to address current challenges in collaboration with the industry and to actively shape future developments."

The Prolight + Sound event programme continues the main themes of the fair. New approaches and technical solutions for a sustainable event industry ('ProGreen') play a central role – including in the Green Sessions of the EVVC (European Association of Event Centres) and in keynotes on renewable energy concepts and greener live show productions. The potential of artificial intelligence and immersive technologies ('FutureScapes') will be examined comprehensively from a variety of perspectives – from intelligent camera systems, lighting design and music production to AI-supported addressing of (audience) emotions. At the VPLT's (Association for Media and Event Technology) Future Talk, industry professionals and newcomers will discuss artificial intelligence and digitisation in training.

The potential applications of multifunctional and networked event technology ('MultiTech') will also be addressed in various formats, including specialist lectures and presentations on dynamic show control, automated tracking systems and smart signal and power distribution. An overview of the event programme can be found on the Prolight + Sound website at: Event calendar | Prolight + Sound Programme

Prolight + Sound is the leading trade fair for theatre and stage technology. In addition to the presentations of the key players, Hall 12.0 is home to a dedicated area for the theatre sector – which has been redesigned and expanded for the anniversary edition. With formats such as the Theatre Stage, the VPLT Theatre College and the Theatre Café, it combines exhibition, education, knowledge transfer and networking.

The Knowledge Hub offers an experience-oriented programme for further training and knowledge transfer. The focus is on keynotes, panels and seminars on topics such as artificial intelligence, immersive experiences and sustainable event concepts. The central formats are the Main Stage, the EVVC's Green Sessions and the three Prolight + Sound Colleges with daily, free specialist seminars. New this year is the Knowledge Forum with practical input from young creatives. The I-ESC conference on 9 April is dedicated to current topics in event security.

The Image Creation Hub will be the central meeting place for professionals in camera and video technology – with practical workshops, lectures and live demonstrations, realised in cooperation with the BVFK. The area includes the Camera College, a speakers area in a TV studio look, and daily panels with industry experts on current topics such as AI, sustainability and copyright. The range is complemented by numerous exhibitors, product innovations and networking opportunities for creatives in the video industry.

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In addition, a series of formats offers extensive opportunities for exchange, knowledge acquisition and inspiration – including the MusicOneX area and the ‘MIXCON x BVD present DJ- & Producer Conference’ with a total of around 100 exhibitors in the two areas. Further highlights are the MixLab and the networking areas in the Future Hub and at the new Theatre Stage.

The event sector thrives on personal encounters and networking. With a wide range of networking opportunities, Prolight + Sound 2025 will therefore promote the making of new contacts and the development of cross-industry collaborations. A special highlight awaits exhibitors and visitors alike with the PLS Community Nights, three networking evenings at exclusive Frankfurt locations – with the ‘30 Years of PLS’ birthday party at Depot 1899 on the Wednesday of the fair (9 April / by invitation only) at the centre of the event.

Visitors can pick up their free wristbands for the PLS Community Nights on 8 and 10 April at the information counter (Hall 12.0, Stand C20) on the respective day. With a valid ticket, participation in lectures, workshops and product demonstrations is also free of charge.

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