Prolight + Sound 2026 & Light + Building

Picture: Jochen Günther



Messe Frankfurt is currently developing a concept that will offer exhibitors at Prolight + Sound, the trade fair for event and entertainment technology, a new home within Light + Building, the world's leading trade fair for lighting and building technology. The aim is to make an offer to those who can benefit from participating in Light + Building. Messe Frankfurt is thus responding to the current challenges facing Prolight + Sound, which have arisen from the registration status after the early bird booking period expired and the varying moods within the industry. Against this backdrop, it is not possible to hold a stand-alone event that would be satisfactory for all parties involved.

Prolight + Sound has been held in Frankfurt am Main for over 30 years. However, following the end of the early bird booking period at the end of September 2025, the feedback from exhibitors for the event in March 2026 has not been sufficient to guarantee that Prolight + Sound can be held satisfactorily. For this reason, Messe Frankfurt has decided not to hold the event as a stand-alone edition. Instead, a scenario has been developed that includes making an offer to those exhibitors who could benefit from synergies with Light + Building. Light + Building will take place from 8 to 13 March 2026, just under two weeks before the originally planned Prolight + Sound (24 to 26 March 2026). The focus is particularly on exhibitors and trade visitors from the lighting segment, the digital signage sector and security technology. New ideas can emerge for all of them. In this context, all groups will

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benefit from the highly international nature of Light + Building.

Wolfgang Marzin, CEO of Messe Frankfurt, explains: "With this step, we are responding pragmatically to the registrations of manufacturers. As a company, we must act responsibly in the interests of our exhibitors and visitors. It was important for us to make a decision as early as possible in order to avoid unnecessary investment on the part of our customers. The Prolight + Sound brand remains of strategic importance for the Messe Frankfurt's portfolio. We will continue to invest in it. Just last week, we announced that we will be staging Prolight + Sound Bangkok in Thailand from 2026 onwards."

By giving the relevant Prolight + Sound exhibitors the opportunity to present their products in a dedicated area within Light + Building, they will be able to address new customer groups and tap into new business potential. A range of high-quality stand packages will be available to ensure the optimal presentation of their solutions. The packages include different stand sizes.

Messe Frankfurt is also planning a specially curated supporting programme and guided tours for visitors. The themend area benefits particularly from its central location on the east side of the exhibition grounds in the middle of the comprehensive lighting sector at Light + Building. Further details on the implementation of the new concept will be published over the coming weeks.

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