Prolight + Sound at IAAPA Expo Europe 2022



Picture: Jochen Günther

Prolight + Sound, a trade fair for event & entertainment technology, and the International Association of Amusement Parks and Attractions (IAAPA) are jointly aiming to leverage potential. To this end, Prolight + Sound will have a stand at IAAPA Expo Europe in London (12 - 15 September 2022). IAAPA is also planning to take part in the next Prolight + Sound in Frankfurt am Main (25 - 28 April 2023).

With a multitude of show stages, elaborately themed attractions and special events, amusement parks are an important customer market for manufacturers of lighting, sound, stage and AV media technology. Like other sectors, the global attractions industry faces labour shortages and continues to find ways to rebound as it reopens safely following the pandemic. Against this background, Prolight + Sound and IAAPA are working on strengthening the ties between the sectors.

Mira Wölfel, Director Prolight + Sound: "Our mission is to bring suppliers and buyers of innovative technical solutions together. That's why we use IAAPA as a platform to further increase the awareness of the Prolight + Sound brand in the amusement park industry. Furthermore, it is close to our hearts to support companies in the best possible way in their search for skilled workers. In the past, a number of companies in the leisure attractions and tourism sector have already taken the opportunity to connect with young talents at the fair. In the interests of the industry, we would like to highlight this potential even more and, in this context, we are particularly pleased that IAAPA, as the industry?s umbrella organisation, will also be represented at Prolight + Sound 2023."

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Prolight + Sound has been an international meeting place for companies and professionals from the event and entertainment technology sector since 1995. The focus range is on innovative products that create impressive visitor experiences and enable spectacular productions. In addition to lighting and audio systems, these include, in particular, solutions in the fields of lasers and stage effects, LED and projection, stage technology and equipment, media control and networks, as well as the latest trends in holography, AR/VR and immersive entertainment. In addition, Prolight + Sound offers a comprehensive range of services for recruiting and careers in the event and entertainment sector. Of the approx. 20,000 visitors to Prolight + Sound 2022, 13 percent were students and trainees. 8 percent of the visitors stated that they were looking for new professional challenges.

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