30 Years of Prolight + Sound

Foto: Robin Kirchner



30 years of passion for event technology – that's a reason to celebrate! Prolight + Sound, the international trade fair highlight for event and entertainment technology in the heart of Europe, is looking to the future for its big birthday. From 8 to 11 April 2025, the trade fair invites manufacturers, decision-makers, technicians and creatives from all sectors of the industry to the big anniversary show. With cutting-edge topics that move the industry, new and expanded events, and a tailored educational programme, the focus is on fresh inspiration and knowledge transfer.

A large number of well-known companies have already confirmed their attendance for 2025, including Adam Hall, ADJ, AED Rent, Artthea, ASM, Astera, Aura Audio, AV Stumpfl, Ayrton, Babbel & Haeger with various sales brands, Chainmaster, Chauvet, Chr.Mayr, Clay Paky, ComputerWorks, DAS Audio, Elation, Electronic Theatre Controls, Eurotruss, GLP, Harmonic Design, Highlite, HK-Audio (Music & Sales Professional Equipment GmbH), Igus, Inear, Inoage, JB-Lighting, Kling & Freitag, KV2, Lightpower, LMP, MA Lighting, MAGIC FX, Major, Mipro, Music & Lights, Music & Sales , Novastar, Pixelhue, Portman, RCF, Riedel, Robe, Robert Juliat, Roxx, SBS, SGM Lighting, Shenzhen Lamp, SRV, Steinigke, TAIT, TMB, Tronios, TW-Audio,

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Unilumin, VisionTwo, Waagner-Biro, Wharfdale Pro and Zactrack.

Mira Wölfel, Director Prolight + Sound, emphasises: ‘With the anniversary edition, we want to offer exhibitors and partners, but above all visitors, a particularly inspiring environment with a stronger technical focus and optimised networking opportunities. My heartfelt thanks go in particular to our association partners and our new trade fair advisory board, which is providing us with significant support in the further development of the show. Above all, the 30th anniversary of Prolight + Sound is an occasion for us to look to the future with great motivation.’

Based on numerous discussions with the movers and shakers of the sector, the next Prolight + Sound will have three top themes. These will be reflected in the complementary programme and in product solutions. Under the title ‘ProGreen: Impulses for a more sustainable event industry’, the latest trends and developments that are driving the environmentally friendly orientation and design of the event industry will be highlighted.

The top theme ‘FutureScapes: Worlds of Experience between Immersion and AI’ is dedicated to the fascinating possibilities offered by the application of immersive technologies and artificial intelligence for the creation of entertainment experiences. The top theme ‘MultiTech: Flexible and smart’ focuses on innovative, versatile technologies and concepts and their influence on the event industry.

As the leading trade fair for theatre and stage technology in Europe, Prolight + Sound is presenting a newly designed and expanded theatre and stage technology area this year that is specially tailored to the needs of the theatre community. It combines four key aspects: exhibition, education, knowledge transfer and networking. Visitors can expect an inspiring platform for exchange between generations and industry experts, as well as a comprehensive range of innovative products and services.

An integral part of the concept is the ‘Theatre College’ by VPLT, which offers expertise on relevant topics with high-quality, bilingual seminars and workshops – realised in collaboration with leading industry associations. The new ‘Theatre Stage’ is at the centre of the action. Among other things, the ‘Theatre Talk’ will take place there for the first time. In this daily, one-hour presentation format, companies from other sectors can present their products to a targeted theatre audience and exchange ideas with them. The networking area, with daily events and happy hours, creates an ideal setting for networking in a relaxed atmosphere. The ‘Guided Tour Theatre & Light’, curated and moderated by experts, will guide interested parties free of charge to particularly exciting technical product innovations and new developments over the four days of the fair.

In the open-air Live Sound Arena, visitors can once again experience the sound of powerful PA systems under real-life conditions. At the Silent Stage, the company InEar will be presenting its innovative, integrated sound technology solutions. The ‘ProAudio College’, organised in cooperation with the German sound engineers'

association ‘Verband Deutscher Tonmeister e.V.’ (VDT), offers high-level international workshops and seminars for audio professionals and interested young people in the live and studio sectors.

The ProAudio area (Hall 11.0) also offers the public exciting new formats. The new ‘MixLab’ is all about the world of mixing desks. It combines the areas of live sound and studio in an interactive special area that offers sound enthusiasts a holistic experience by combining practical and creative aspects. In addition to workshops and knowledge transfer, the main focus here is on networking.

The new special area ‘MusicOneX’ is a further development of the Performance + Production Hub and is being created in collaboration with the Sample Music Festival (SMF). In cooperation with manufacturers, innovators, and educational and cultural institutions, the area, which covers more than 3,000 m², focuses on creative and technological aspects of music creation. Interdisciplinary applications and modern art forms offer valuable insights, inspire prosumers, content creators and students in their professional development and motivate end users to actively make music themselves. A networked programme of live performance, production, marketing, gaming and lifestyle creates an interactive experience that actively involves the audience while imparting knowledge.

In 2025, trade visitors to Prolight + Sound can once again expect to find the largest range of lighting products in the event industry worldwide (Hall 12.1). A large number of well-known manufacturers – including all the key players in the sector – will be presenting their product innovations and new developments in Frankfurt. One of the main areas of focus will be on sustainable and energy-efficient solutions and the integration of artificial intelligence into modern lighting technology.

The ‘LightLab’, created in collaboration with the Hamburg University of Applied Sciences (HAW), is entering its second round at the anniversary show. Experts will be on hand to offer their expertise and demonstrations on current topics in the sector. The ‘Women in Lighting Lounge’ will serve as a central meeting spot for female professionals and interested newcomers, as a venue for interviews with inspiring personalities, and as a source of information on career scenarios. Men are, of course, also very welcome to come and find out more about the topics.

The Image Creation Hub, realised in cooperation with the German Federal Association of Television Cameramen (BVFK), will become an even more attractive hotspot for image and video technology in 2025. An expanded studio area, an impressive video wall and specialist workshops will open up new perspectives for participants. The comprehensive panel and lecture programme of the ‘Camera College’ offers exciting insights into current industry topics related to technology, security and the future of the moving image. With interactive offerings such as the Camera Future Congress and a tour of a modern OB van on site, the area will become a centre for practice-oriented learning and networking.

With the top theme ‘ProGreen’, Prolight + Sound 2025 aims to take account of the

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growing awareness of ecological responsibility in the industry. The topics of sustainability, energy efficiency and green events will be given even more attention in the anniversary year, including in the keynote programme on the Main Stage (Hall 11.0). With its ‘Green Sessions’, the EVVC (European Association of Event Centres) will be setting new impulses for a greener event industry. Visitors can get an overview of particularly sustainable new products and innovations on the ‘Guided Tour Sustainability/Green Events’ – the professionally moderated, free-of-charge tours of the fair.

Prolight + Sound also focuses on promoting young talent and recruiting. Once again, the Future Hub (Hall 11.0) will be the hub of this activity. At the campus, renowned educational institutions will be providing information about training and further education opportunities in the event sector. At the Career Centre, visitors can make direct contact with companies that have vacancies. In the Startup Area, new brands will be presenting themselves, while the Networking Lounge invites visitors to relax and connect. On Future Talents Day (Friday, 11 April 2025), young professionals will have the opportunity to find out about the wide range of careers in the event industry and to network. In close cooperation with the VPLT (The German Entertainment Technology Association), the ‘Prolight + Sound Conference’ offers concentrated expertise on all days of the fair – from the industry, for the industry.

The specialist supporting programme will be further expanded in the anniversary year. The curated range of lectures will be even more strongly geared towards subject-specific topics with a technical focus. As part of the Prolight + Sound Colleges (ProAudio College, Camera College, Theatre College), the event offers high-calibre, bilingual seminars and workshops on a variety of current industry topics. For the first time, professionals and newcomers from the event and entertainment industry will also be giving lectures on their own specialist topics.

With the ‘Messe Frankfurt Business Club’ and the ‘Hosted Buyer Programme’, Prolight + Sound 2025 also offers attractive VIP visitor programmes aimed at planners and decision-makers from the theatre and stage, amusement park and rental companies. Further information about registering for the ‘Messe Frankfurt Business Club’ and the ‘Hosted Buyer Programme’ is available at the website below.

The high-calibre and future-oriented keynote programme of Prolight + Sound 2025 includes, among others, lectures by:

- Guy Bigwood, Director of the Global Destination Sustainability Movement: As part of the ‘ProGreen’ theme, he will be providing information about modern strategies for sustainable events.
- Sven Ortel: The renowned projection designer will be presenting two exciting lectures – on the Main Stage, he will be giving his keynote ‘Entertaining Change’ as part of the ‘FutureScapes’ theme, and on the new Theatre Stage he will be talking about ‘Hiding Media in Plain Sight’.
- Anouk Wipprecht: the Dutch FashionTech designer inspires with innovative

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ideas in the field of multitech and robotic couture.
- Yasi Hofer: the successful musician (who has worked with Helene Fischer, among others) highlights the topic of ‘Women in Technical Professions’.
- Linnea Ljungmark: in her lecture as part of ‘Women in Lighting’, the experienced entrepreneur shares her visions for the (female) future of the industry.
- Dr Michael Neubauer: at the Camera College, the renowned expert takes a look at ‘The future of film and television production in Germany’.

As part of the 30th anniversary of Prolight + Sound, the ‘Sinus – Systems Integration Award’ and the Opus Award will also be presented again. The latter is being realigned and will in the future be awarded as the ‘Opus – International Stage Award’. The anniversary is also the focus of the Community Nights, three networking evenings at exclusive Frankfurt locations, to which all Prolight + Sound participants are cordially invited. The highlight will be the big ‘30 Years of PLS’ birthday party on the Wednesday of the fair (9 April) at Depot 1899. At the ‘Anniversary Stand’ (Hall 12.0), visitors can enjoy coffee and snacks, register for the Guided Tours and pick up their Community Night wristbands.

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