

Prolight + Sound 2026 Repositions Itself



Picture: Mathias Kutt

Following a comprehensive survey of exhibitors, Prolight + Sound 2026 will take place from Tuesday 24 to Thursday 26 March. The streamlined duration was also endorsed by the show's advisory board, which comprises industry experts and representatives of renowned companies and professional associations. As a key driving force, this body plays a pivotal role in shaping the future of the event. The goal of the new three-day format is to deliver a more focused and high-quality trade fair experience for both exhibitors and visitors. At the same time, the increased concentration on Europe aims to reinforce Prolight + Sound's position as the central industry platform at the heart of the continent.

This year's anniversary edition has already laid the foundation for this future-oriented path: 36 percent of the 23,003 visitors came from 108 countries – a clear signal of the international relevance of Prolight + Sound. The high degree of audience alignment, with a strong focus on event and entertainment technologies, further underlines the quality of the event's profile.

“The intense exchange with our industry partners and exhibitors is an essential compass for us. Together, we have developed – and will continue to develop – the concept of Prolight + Sound, always with the aim of optimally aligning current needs with emerging opportunities. We are thereby responding to the many voices in the industry that continue to affirm their support for this show. With this repositioning, we want to send a clear message: We are listening, we are shaping – side by side with the people this trade fair is made for,” says Kerstin Horaczek, Vice

President Technology Shows at Messe Frankfurt. With its new direction, Prolight + Sound is systematically building on its strengths – as the European hub for the live event and entertainment community, with a core focus on lighting, audio, and theatre and stage technology. This is complemented by a first-class, expertly curated supporting programme with strong thematic depth.

In the ProAudio section, the spotlight is on live sound, AoIP solutions, microphones, and recording equipment. The outdoor Live Sound Arena will once again serve as a platform for high-performance PA systems, offering exhibitors two complimentary demo slots each. The opportunity to present top-tier sound systems in such a spacious, festival-like trade fair setting is unparalleled across Europe.

The ProLight area benefits from new partnerships and close cooperation with leading players in the lighting segment. A curated special exhibition, hands-on experiences, showcases, and keynote presentations will make the latest developments in professional lighting technology accessible and tangible.

The ProStage section focuses on theatre and stage technology, scenography, lighting, and automation. In close collaboration with educational institutions and industry partners, the section features specialist panels, case studies, and workshops that address topics such as safety and sustainability in the stage context. These offerings are complemented by numerous product innovations and new formats in the fields of AV and security technology. A truly hands-on trade show experience.

The supporting programme and Prolight + Sound Colleges will once again in 2026 spotlight key industry topics. Sustainability will take centre stage, alongside emerging trends and developments in the use of artificial intelligence in event technology – including the integration of AI agents, new tools, and discussions on ethics and data privacy. Security will also be a prominent theme, with content addressing event safety, data protection, and crisis management. A particular focus will be placed on applications for theatres and performing arts venues, with tailored offerings that directly address the specific needs of this target group.

At the core of the Prolight + Sound experience is direct interaction with technology and its application. A multitude of complex live demonstrations will make cutting-edge technical solutions immediately accessible. Visitors are also invited to take part in hands-on formats, where they can test products, try things out, and engage directly with manufacturer experts.

Educational formats will be further refined in both content and structure in 2026, offering an optimal platform for both young professionals and seasoned experts to expand their knowledge – from bilingual panels and introductory lectures to detailed hands-on workshops led by renowned specialists. Concentrated industry knowledge awaits attendees at the Prolight + Sound Colleges: the ProAudio College (in partnership with VDT – German Association for Audio Professionals), the Theatre College (in collaboration with VPLT - German Entertainment Technology

Association), and the Camera College (in cooperation with BVFK - Federal Association of Television Cameramen). Environmental concepts will also come into sharper focus through a partnership with EVVC (European Association of Event Centres), with formats covering green touring and climate-friendly design. An expansion of educational offerings in the lighting sector is also planned.

The show will also intensify its focus on event character and community building. In 2026, the Live Sound Arena will not only showcase innovative PA technology from leading manufacturers, but for the first time will also serve as a stage for a curated, professionally managed live act programme – bringing a vibrant festival atmosphere to the showgrounds. A wide range of networking opportunities will offer attractive ways to exchange expertise and forge new business connections. At the centre of this: the major Community Night, held right on the trade fair grounds. All attendees are warmly invited to celebrate the industry together at this “class reunion” – with drinks, music, entertaining anecdotes, and inspiring conversations.

For planners and decision-makers from Europe’s theatre, theme park, and rental markets, attractive VIP visitor offerings will be available through the ‘Messe Frankfurt Business Club’ and the ‘Hosted Buyer Programme’. Prolight + Sound 2026 promises a compact, focused trade fair experience – tailored to the needs of the sector. Attendees can expect a thematically sharpened show with a unique event character and forward-looking impulses for the industry.

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