

**Prolight + Sound 2024: "Elevate your stage, elevate your inspiration"**

Glitz and glamour meet business in one of Europe's most modern metropolises.

Whether concert stages, opera houses, clubs, museums, leisure parks or adventure worlds: Prolight + Sound, the leading trade fair for the event & entertainment technology industry, will be showcasing innovations, inspiration, entertainment and networking from all areas of the event industry from 19 to 22 March 2024.

**The topics of Prolight + Sound:**

* Audio & Studio: Elevate your audio experience!
* Moving image: Elevate your perspective!
* The Future Hub: Elevate your skills!
* Theatre & Light: Elevate your stage!
* Top stars, top keynotes, top output: Elevate your business!

**Full commitment to the audio sector!**

With the **Performance + Production Hub**, Hall 11 will be the stage for innovations in the field of DJing. Product presentations, live showcases and workshops with experts from well-known brands await international guests. The Hub offers a stage for forward-looking topics such as live remixing and looping, controllerism and the latest software and apps. New in the significantly enlarged area: a special sound box for live performances by international stars and DJ sets.

Furthermore, the **ProAudio College**, which was established together with the Verband Deutscher Tonmeister e.V. (VDT), will be continued. The four-day advanced training programme is dedicated to current trends in the sound reinforcement scene, innovations in studio productions and exclusive training modules.

**New: the Audio Bar**. Here, high-quality headphones from well-known brands can be tested in a relaxed atmosphere. Sound stations offer customised model variants from the studio, DJ and wireless sectors.

On the outdoor stage, the Live Sound Arena, top international brands will showcase their high-performance PA systems under real-life conditions, while the Silent Stage in Hall 11 will focus on minimising the noise level on stage.

**Moving image: Elevate your perspective!**

Hall 11 will also be home to one of the new highlights of the trade fair: the **Image Creation Hub**. In cooperation with the dem Bundesverband der Fernsehkameraleute e.V. (BFVK), a unique area will be created around the topic of moving images with presentations, product showcases and networking opportunities.

**The Future Hub: Elevate your skills!**

The Future Hub in Hall 11.0 will focus on promoting young talent. Educational institutions with event study programmes, companies with vacancies and start-ups will present their offers there. In addition, the Future Talents Day on Friday, 22 March invites young professionals to find out about career opportunities in the event industry and to network with companies.

**Theatre & Light: Elevate your stage!**

In Hall 12, everything revolves around lighting and theatre equipment, projection and display technology as well as event services, equipment and planning.

In 2024, the trends in the industry will be all about sustainability and creativity. One focus will be on energy-efficient LED solutions that not only create breathtaking lighting effects, but also reduce the ecological footprint. Another focal point is the increasing integration of artificial intelligence into lighting technology. The upcoming event will also highlight the most exciting developments in theatre and stage technology - in particular the increased use of augmented reality (AR) and virtual reality (VR) in theatre productions.

The outdoor area attracts visitors with spectacular live presentations of outdoor solutions for audio and display technology as well as mobile stages, tents and inflatables.

**Top stars, top keynotes, top output: Elevate your business!**

At Prolight + Sound, the spotlight is traditionally not only on business, but also on the high-quality event programme: with keynotes by top international speakers and live performances by celebrated DJs and musicians, knowledge transfer in college programmes and exciting lecture topics.

The **Prolight + Sound Conference**, in cooperation with the VPLT e.V. (Association of Media and Event Technology), the **"Green Events" of the EVVC** (European Association of Event Centres) on the subject of sustainability, the **I-ESC Security Conference** and the **Manufacturers' Forum**, where exhibitors' best cases will be presented, offer first-hand specialist know-how.

Last but not least, the PLS Community Nights will take place for the first time. On three evenings after the trade fair closes, Prolight + Sound invites all visitors and exhibitors to large networking events in exclusive Frankfurt locations. The presentation of the important industry awards **"Opus - German Stage Award"** and **"Sinus - Systems Integration Award"** will also take place in a festive setting at the "Frankfurter Hof" hotel.

Participation in all lectures, workshops and product demos as well as the **PLS Community Nights** is free of charge for visitors with a valid ticket.

Prolight + Sound takes place from 19 to 22 March in Frankfurt am Main. More at www.prolight-sound.com**.**