

### Prolight + Sound 2023: Theatre and stage technology again strongly represented



Picture: Jochen Günther

In the heart of Europe, Prolight + Sound, the leading trade fair for event & entertainment technology, offers companies in the sector a major international stage. In the coming year, it will again place a special focus on the growing product area of stage and theatre technology.

Already at past editions of Prolight + Sound, innovations and the latest technologies in theatre and stage technology were a decisive pillar of growth. The upcoming event in April 2023 will also feature numerous exhibitors from the fields of stage technology, machinery, truss systems, stages and floors as well as automation and curtain technology. In addition, there will be a varied supporting programme especially for this product segment. Mira Wölfel, Director of Prolight + Sound: "It is a matter close to my heart that stage and theatre technology, as the mainstay of the entertainment technology sector, is increasingly moving into the limelight at Prolight + Sound. This highly emotional sector has found a home here in Frankfurt and it gives me great pleasure to shine a spotlight on it with our programme".

After a successful comeback in spring 2022, Prolight + Sound 2023 already has an excellent booking level. Among the exhibitors of theatre and stage technology who have already confirmed their participation are Alfa Systems, Artthea Bühnentechnik, ASM Steuerungssysteme, Bühnenbau Schnakenberg GmbH, Büttec, Chainmaster, ETC, Gala Systems Inc. and Gala Stage Mechanical Systems, Gerriets, Gross Funk, IGUS, Innodeck, Kotobuki, Mott, Wahlberg, SBS Bühnentechnik, Svetlost Teatar,

TAIT, Tüchler, Ventum-S and 2m. Numerous exhibitors, including Waagner-Biró, BEO Trekwerk and HOF, have even enlarged their stands for next year.

The foundation for the high level of interest from the industry is the visitor structure of Prolight + Sound, which speaks a clear language with regard to theatre and stage technology: more than one in two visitors recently indicated an interest in this product segment. The proportion of visitors working in theatres, opera houses and festival halls has more than doubled compared to the previous event (from 4 % to 9 %). 60 % of them were decision-makers with purchasing responsibility.

The product segment of theatre and stage technology has its home in the ultra-modern and multifunctional Hall 12, where the Theatre + Light Stage is located, among other things. After a successful premiere in 2022, it will once again offer top-class lectures by industry experts on topics such as digitalisation in the theatre industry, sustainability at events and spectacular show technology.

For decision-makers and buyers of technical equipment for theatres, Prolight + Sound offers special Guided Tours on four days of the fair. Here, participants experience professionally moderated tours and come into contact with the companies in a concentrated form.

In addition, there is also a specialised programme for the next generation in the event industry: the Future Hub is the central contact point for young talents and brings professionals and companies together with the Career Center, the Campus, the Start-up Area and the VPLT Job Exchange. In addition, there is the Future Talents Day, which invites trainees and students to the show and offers a full-day programme on career scenarios in the event sector.

All programme items at Prolight + Sound are free of charge for visitors with a valid ticket.

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