Beat: Entertainment

Conclusion Musikmesse 2015 Frankfurt

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Musikmesse and Prolight + Sound magnets for more than 108,000 visitors from all over the world with innovations and events.

Exhibitors satisfied with the course of business and orders placed.

New concept from 2016: opening to private visitors on all days and stronger trade-visitor programs.

The international Musikmesse and Prolight + Sound trade fairs at Frankfurt Fair and Exhibition Centre closed their doors on Saturday evening after a successful four-day run jam-packed with musical and dramatic highlights. “Over 108,000 visitors from 146 countries witnessed a dazzling display of new products, stars and events presented by 2,257 exhibitors“, said Detlef Braun, Member of the Executive Board of Messe Frankfurt. “Musikmesse and Prolight + Sound confirmed their role as a source of impulses for active music making, event presentation and new business contacts.“

This year, both fairs were characterised by an excellent trade-visitor standard, a good propensity to order and a high level of internationality, which resulted in a significant increase in the level of exhibitor satisfaction at both events. Particularly successful at Musikmesse was the new business area for improved contacts between manufacturers, distributors and musical-instrument retailers.
With full aisles, a busy atmosphere on the exhibition stands and a high-grade conference programme, Prolight + Sound 2015 underscored its position as the leading international trade fair for the event technology and entertainment sector. The Professional Lighting & Sound Association of Germany (Verband für Licht-, Ton- und Veranstaltungstechnik - VPLT) was also very pleased with the results of the fair Besides Germany, the top ten visitor nations at Prolight + Sound are the Netherlands, Italy, Belgium, Switzerland, France, Austria, China, Great Britain, Sweden and Poland.

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Editorial program service of General News Agency:
UPA United Press Agency LTD
483 Green Lanes

UK, London N13NV 4BS
contact (at) unitedpressagency.com
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