

König & Meyer very satisfied with the exhibition results

This year's **musikmesse** / **prolight+sound** exhibition closed recording a slight reduction in the overall number of exhibitors and visitors. A total of 2,340 companies from 128 countries exhibited their products and services at what is arguably the largest annual rendezvous for the music, sound and lighting sectors. With fifty companies fewer than last year and 110,000 visitors, the exhibition can nonetheless be seen as a through success considering the difficult economic times.

König & Meyer was likewise very satisfied with the exhibition. This year the company had 5 exhibition stands in 5 different halls at the **musikmesse** and **prolight+sound** exhibition. "This was our bid to promote the image of our brand and the König & Meyer product", says managing director Gabriela König. The new location at the **prolight+sound** exhibition in hall 6.1 was particularly well received.

All the major national and international dealers and end users interested in our products visited the König & Meyer exhibition stand for information about our tried-and-tested classics and this year's new developments, such as the new LED music stand lights, the compact stool, the practical guitar holder for microphone stands and the multimedia and pro audio table stand.

The exhibition stand also celebrated the premiere of videos produced by Wertheimer featuring six highlight products. Other videos for further products are planned. The videos are available for viewing on the product page and on the König & Meyer YouTube channel with a range of other interesting films to watch.

On the exhibition Friday, König & Meyer presented the rock band "THE JERKS" who gave a great performance on the Agora Stage. A particular highlight at the König & Meyer stand on the Saturday of the exhibition was the autograph session given by the band "DONOTS", whose new CD the "The Long Way Home" had been launched in the shops one day previously. Hundreds of fans and exhibition visitors waited patiently for an autograph or for the opportunity to be photographed with the musicians. Lots of photos of the Agora Stage, the autograph signing session and indeed the whole exhibition can be viewed on König & Meyer's Facebook page.

Although recovery from the financial crisis is no doubt going to take some time, the industry is looking with cautious optimism to the future. The relatively stable job market and low inflation are factors which continue to maintain consumer confidence. According to a GFK survey, the market in Germany is going to stagnate in 2010. The consumer will buy less, prompted by fear of unemployment, but, when purchasing then it is going to be the quality products that are bought. Infuriated by the banks' morals the consumer will be looking for traditional brands which can be trusted and are true to sustainable values.

There was a general sense of optimism and confidence with fresh ideas in the air at the **musikmesse** / **prolight+sound** exhibition in Frankfurt, a mood which over the next few months can only grow. The next rendezvous is on 6th – 9th April 2011 in Frankfurt.

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