13th PRG LEA on 9 April, 2018, in the Frankfurt Festhalle: the live entertainment industry celebrates the outstanding achievements of the past season

On Monday, 9 April, 2018, the German Live Entertainment Awards, "LEA", will be presented for the 13th time in the Festhalle in Frankfurt am Main. The coveted trophy is awarded in 15 categories to concert and show promoters, managers, agents, and venue operators from Germany, Austria, and Switzerland for outstanding achievements in the year 2017. The event has long since earned a place among the most important German cultural awards thanks to the quality of its visual and technical implementation.

The organisers are expecting more than 1,400 guests to attend the spectacular gala with prominent presenters and top-class live acts. Prof. Jens Michow, Chairman of the Federal Association of the Event Industry (bdv) and Executive Producer of the Award Gala, points out the exceptional economic and cultural importance of live entertainment in Germany. "Last year, the event industry took the top position in the national entertainment markets in terms of revenue," he explains. "Events have long since become the main driving force behind the establishment of new talents. Artists such as Ed Sheeran, Mumford & Sons, and Billy Talent first became known through festival and concert appearances and only then through recordings," reports the industry expert.

Berlin and Hamburg dominate the indoor tours

The LEA panel of judges, consisting of media representatives and industry specialists from Germany, Austria, and Switzerland, selects their favourites from more than 500 concerts and shows reviewed last year. The nominations are already known in three categories, including the Indoor Tour of the Year. Those competing for judges' favour for an outstanding concert tour of venues with a capacity between 2,000 and 5,000 attendees include two concert agencies from Berlin and Hamburg. The nominees from the Hanseatic city are Kingstar with the "(sic!) 2017" tour by the punk rockers Broilers and the Karsten Jahnke concert managers for the concert tour by singer-songwriter Johannes Oerding.
The imaginative stage shows by rapper Alligatoah on his "Akkordarbeit" tour also earned the Boldt Berlin Concert Agency an LEA nomination, as did the "Magic Life Tour" by the Austrian band Bilderbuch for the Berlin-based organisers, Der Bomber der Herzen. The selection of five nominees is completed by the agency Chimperator Live from Stuttgart, with the duo from Berlin, SDP, and their tour "Die bunte Seite der Macht".

**Focus on "Special Interest": festivals from electro to brass band music**

In selecting nominees in the category Festival of the Year, in this LEA season, the judges chose to focus on the theme "Special Interest".
In the running for the coveted trophy are Session Basel with the indoor festival Baloise Session, Opus Festival-, Veranstaltungs- und Management GmbH with the Jazzopen Stuttgart, and the promoters AB Event & Marketing with the Africa-Caribbean festival One Race...Human! in Aschaffenburg, as well as the Z|Art Agency with their intentionally small-scale electro-festival Sacred Ground in the Uckermark. The Woodstock der Blasmusik, organised by graustein events in Ort im Innkreis in Upper Austria, is also among the nominees for this category.

Four nominations for the Club of the Year
To make the field of nominees even more diverse, this year the judges have chosen not three, but four venues for the LEA category Club of the Year for the first time. From Germany, the traditional Markthalle Hamburg and the Kaminwerk in Memmingen in Bavaria are candidates for the award. These two clubs will compete with the Zurich jazz club Moods and the alternative cultural centre WuK in Vienna for the PRG Live Entertainment Award 2018.

"Hookers, coke, and fresh strawberries" on the show program
Guests at the gala for the 13th PRG Live Entertainment Award can once again look forward to a spectacular stage and light show in the Frankfurt Festhalle. Seasoned veterans will also be there, including the TV journalist Ingo Nommsen, who will act as a presenter at the awards ceremony for the seventh time. Helmut Zerlett will also be back with his band, providing the appropriate musical setting for the evening. The first show act for the live programme at the PRG LEA 2018 has also been confirmed: singer Mary Roos, who will also be on the new season of the Vox music show "Sing meinen Song", will be performing with the cabaret artist Wolfgang Trepper in the
Festhalle. They will be giving a taste of their successful hit revue "Nutten, Koks und frische Erdbeeren" ("Hookers, coke, and fresh strawberries").

Worldwide broadcast in HD – airtango as streaming partner
Last year, the PRG Live Entertainment Awards ceremony was available online for the first time as a live stream – supported by airtango AG, which was responsible for handling and technical support. The LEA organisers and the Frankfurt-based company are now working even more closely together: airtango is acting as the official sponsor and exclusive live streaming partner for the German Live Entertainment Awards 2018. The elaborate LEA show will be shown live in HD quality worldwide. The countdown to the broadcast will start on the website lea.airtango.de at the beginning of March.

Kick-off for Musikmesse Frankfurt and prolight + sound
The PRG Live Entertainment Awards will be the official opening event of the Musikmesse Frankfurt (11th to 14th April) and the associated event technology show prolight + sound (10th to 13th of April). The LEA is funded by the LEA Committee e.V., which includes the Federal Association of the Event Industry (bdv), the Association of German Concert Promoters (VDKD), and numerous companies from the German events industry. LEA Veranstaltung GmbH organises the gala in the Frankfurt Festhalle on behalf of the sponsoring association.
Prestigious partners support the PRG LEA 2018
In addition to the event equipment supplier PRG (Production Resource Group), Prolight + Sound, and the Musikmesse Frankfurt, the main partners of the German Live Entertainment Awards are the ticket distributor CTS EVENTIM, the City of Frankfurt am Main, and Wirtschaftsförderung Frankfurt GmbH. Other sponsors of the PRG LEA 2018 include Ströer, GEMA, PMS Crew Support, Apleona HSG Event Services, eps, bright!, accente, Eberhard, Raith & Partner, allbuyone, PPVMEDien, ŠKODA AUTO Deutschland, airtango, and the event agency hi-life, which has been supporting the award ceremony as a partner since the early days.

The categories

In 2018, the PRG LEA will be awarded in 15 categories:
STADIUM TOUR OF THE YEAR 2017
ARENA TOUR OF THE YEAR 2017
INDOOR TOUR OF THE YEAR 2017 presented by airtango
CLUB TOUR OF THE YEAR 2017 presented by Ströer
FESTIVAL OF THE YEAR 2017 presented by PRG
CONCERT OF THE YEAR 2017
SHOW OF THE YEAR 2017
PROMOTER OF THE YEAR 2017
ARTIST / YOUNG TALENT PROMOTION OF THE YEAR 2017 presented by the GEMA
ARTIST MANAGER / AGENT OF THE YEAR 2017
LOCAL PROMOTER OF THE YEAR 2017
CLUB OF THE YEAR 2017
INDOOR VENUE / ARENA OF THE YEAR 2017
JUDGES’ CHOICE AWARD 2017
LIFETIME ACHIEVEMENT AWARD 2017

The nominees have already been named for three categories: (in alphabetical order, not ranking!)

Indoor Tour of the Year 2017 (presented by airtango)
Indoor venues with a capacity of 2000 to 5000 attendees
- Alligatoah – "Akkordarbeit 2017" | Boldt Berlin concert agency
- Bilderbuch – "Magic Life Tour 2017" | Der Bomber der Herzen GmbH & Co KG
- Brollers – "(sic!) 2017" | Kingstar GmbH
- Johannes Oerding – "Live 2017" | Karsten Jahnke Konzertdirektion GmbH
- SDP – "Die bunte Seite der Macht Tour 2017" | Chimperator Live GmbH

Festival of the Year 2017 (presented by PRG)
Judges’ thematic focus: Special Interest
- Baloise Session (Switzerland) | Session Basel AG
- Jazzopen Stuttgart | Opus Festival-, Veranstaltungs- und Management GmbH
- One Race...Human!, Aschaffenburg | AB Event & Marketing GmbH
- Sacred Ground Festival, Brüssow | Z|ART Agency GmbH
- Woodstock der Blasmusik, Ort im Innkreis (Austria) | graustein events gmbh

Club of the Year 2017
- Kaminwerk, Memmingen | Kulturzentrum Memmingen e. V.
- Markthalle Hamburg | Markthalle Betriebsgesellschaft mbH
- Moods Zürich (Switzerland) | Moods Jazz Association
- WuK, Vienna (Austria) | WUK association for the creation of open culture and studio centres

Graphic material such as images of the PRG logo and the LEA trophy can be found at http://lea-verleihung.de/medien/downloads/

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