



As colourful and varied as the industry itself – The 13th PRG Live Entertainment Award ceremony with 1,400 guests at the Frankfurt Festhalle

The lucky winners, prominent guests and spectacular live acts and spectacular live acts – also in its 13th edition, the PRG Live Entertainment Awards (LEA), held on the evening of April 9th 2018 in the Festhalle in Frankfurt am Main, was an impressive showcase of the entertainment industry in Germany, Austria and Switzerland. “Frankfurt is an exciting metropolis and offers the best conditions for artists and companies in the entertainment industry. The Frankfurt Festhalle, with its rich tradition, is therefore the ideal location to award the German Live Entertainment Prize”, commented Frankfurt Mayor Peter Feldmann, who opened the LEA gala. “I am proud that this significant culture prize is awarded in our city”. More than 1,400 guests from the worlds of culture, finance and politics celebrated this year with the motto “All you need is colourful”. The dress code for the gala called for dressy but colourful evening attire. “Colour is variety – as varied as our industry, as colourful as the very versatile nature of the live event offering and as motley as the list of the nominees and presenters”, explained Prof. Jens Michow, President of the German National Promoters’ Association (Bundesverband der Veranstaltungswirtschaft [bdv]) and Executive Producer of the awards ceremony.

Beatles tribute opens the spectacular stage show

The stage show at the German Live Entertainment Prize ceremony, moderated for the seventh time by TV journalist Ingo Nommsen, was once again the scene of numerous spectacular moments: Following the original concept of the awards ceremony, the event equipment supplier and LEA title sponsor for Production Resource Group (PRG) used a tour design, as developed by the stage and light designer Jerry Appelt, as the basic for the show. This concept was further developed with Bright! and many other PRG partners and adapted to the special requirements of the gala for German Live Entertainment Prize Awards. The first-rate live music programme was opened by the Dutch band The Analogues, who performed the complex Beatles masterpiece “Sgt. Pepper’s Lonely Hearts Club Band” live. In addition to Helmut Zerlett and his band, who provided musical interludes at the awards ceremony, the singer songwriter Michael Patrick Kelly, the YouTube whiz kid Wincent Weiss and the Austrian ESC winner Conchita, accompanied by a big band conducted by Wilhelm Keitel performed on stage at the Festhalle. The show’s finale was performed by the techno vets Scooter, with a successful career spanning 25 years.



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Semmel and Kanthak honoured for the second time for the Helene Fischer tour

The live acts at the LEA gala included Mary Roos and Wolfgang Trepper, whose schlager (German pop) show "Hookers, Coke and Fresh Strawberries" ("Nutten, Koks und frische Erdbeeren") was already among the award recipients. The event promoter and producer Jan Mewes accepted the PRG Live Entertainment Award for this show in the Show of the Year category. In total, the coveted LEA trophies were awarded in 15 categories. The prize for the stadium tour of the year went to FKP Scorpio Konzertproduktionen and their cooperation partners DEAG, who collaborated to bring the Rolling Stones to Germany for three successful open air shows as part of the "No Filter" tour. Now for the second time, promoter Semmel Concerts Entertainment and artist manager Uwe Kanthak received a LEA for a tour by Helene Fischer. After the award for the "Interplay of Colours" ("Farbenspiel") stadium tour two years ago, this time they have now brought home the trophy in the category Arena Tour of the Year.

Johannes Oerding and SXTN celebrated with their event promoters

In the category Hall Tour of the Year, the PRG LEA award went to Karsten Jahnke Konzertdirektion for its collaboration with Johannes Oerding, who were personally there in Frankfurt to celebrate with his promoter. Also, the rappers SXTN, whose Club Tour, with the slogan "Maybe it will be shitty" ("Kann sein, dass scheiße wird"), also won an award, received the trophy along with Four Artists Booking. Meanwhile, on its "home turf" in the Festhalle, the Frankfurt agency Wizard Promotions was thrilled to receive the LEA for Concert of the Year, which Aerosmith played last May at Königsplatz in Munich. The award in the category Festival of the Year, for which the jury selected a special interest concentration this time, went to Opus Festival-, Veranstaltungs- und Management GmbH, which has successfully bridged the gap between jazz and pop music at the Jazzopen in Stuttgart for 25 years.

The Festhalle is the location and prize winner

Last but not least, the location of the LEA gala itself was the focus: The Frankfurt Festhalle, where the ceremony for the German Live Entertainment Prize was awarded for the eighth time, won an award in the category Halle/Arena of the Year. Other awards at PRG LEA 2018 went to Mannheim's BB Promotion as the Promoter of the Year, Hannover Concerts as the Local Promoter of the Year, the initiative SchoolJam, based in Cologne, as the Artist/Young Artist Promoter of the Year, Tim Böning from the Berlin agency Der Bomber der Herzen as Artist Manager/Agent of the Year and the Markthalle in Hamburg as Club of the Year. This year, the Jury Prize went to the Meistersinger Concerts and the actor Ben Becker for his role and self-staged performance "I, Judas" ("Ich, Judas"). The emotional culmination of this



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medley of winners was the Lifetime Achievement Prize to the 91-year-old event promoter and musician Georg Hörtnagel. He shaped the classic music world in Munich and throughout Bavaria for more than five decades with his concert direction.

Full gala as a live stream and re-live on the Internet

After the successful premiere in the past year, the LEA awards ceremony was also broadcast live and free in 2018 in HD quality on the Internet. airtango served as the official streaming partner, supported by PRG and Messe Frankfurt Exhibition. The TV moderator and actress Sonya Kraus kicked off the broadcast with a discussion panel. Those who were not there live at the Festhalle and have also missed the live stream can also still see the gala: The complete recording, around three hours long, will be made available one day after the event as a re-live on the website lea.airtango.de.

Renowned partners have supported PRG LEA 2018

The sponsor association LEA Committee e.V., in which the German National Promoters' Association (Bundesverband der Veranstaltungswirtschaft [bdv]), the Association of German Concert Management (Verband der Deutschen Konzertdirektionen [VDKD]) and numerous companies from the German promotion business are members, has organised the LEA awards ceremony since 2006. It also officially opened the Prolight + Sound event this year (April 10th-13th) and the Frankfurt Music Tradeshow (April 11th-14th). The main partners of the German Live Entertainment Prize Awards include – in addition to the event equipment supplier PRG (Production Resource Group), Prolight + Sound and the Frankfurt Music Tradeshow – the ticket sales outlet CTS EVENTIM, the city of Frankfurt am Main and Wirtschaftsförderung Frankfurt GmbH. Other sponsors of PRG LEA 2018 include, among others, accente, airtango, allbuyone, Apleona HSG Event Services, bright!, Eberhard, Raith & Partner, eps, die GEMA, GLP, PMS Crew Support, PPMEDIEN, ŠKODA AUTO Germany, Ströer and the event promotion agency hi-life, that has supported the awards ceremony as a partner since the early days.



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Winners 2018

Stadion-Tournee des Jahres 2017

- The Rolling Stones – „No Filter Tour 2017“ | FKP Scorpio Konzertproduktionen GmbH (in Kooperation mit der DEAG)

Arena-Tournee des Jahres 2017

- Helene Fischer – „Helene Fischer Live 2017/2018“ | Semmel Concerts Entertainment GmbH und Künstlermanagement Uwe Kanthak

Hallen-Tournee des Jahres 2017 (präsentiert von airtango)

- Johannes Oerding – „Live 2017“ | Karsten Jahnke Konzertdirektion GmbH

Club-Tournee des Jahres 2017 (präsentiert von Ströer)

- SXTN – „Kann sein, dass scheiße wird Tour 2017“ | Four Artists Booking Agentur GmbH

Festival des Jahres 2017 (präsentiert von PRG)

Schwerpunkt: Special Interest

- Jazzopen, Stuttgart | Opus Festival-, Veranstaltungs- und Management GmbH

Konzert des Jahres 2017

- Aerosmith – Königsplatz, München | Wizard Promotions Konzertagentur GmbH

Show des Jahres 2017

- „Nutten, Koks und frische Erdbeeren“ | MEWES Entertainment Group GmbH

Veranstalter des Jahres 2017

- BB Promotion GmbH - The Art of Entertainment, Mannheim

Künstler-/Nachwuchsförderung des Jahres 2017 (präsentiert von der GEMA)

- SchoolJam e.V., Köln

Künstlermanager/-Agent des Jahres 2017

- Tim Böning | Der Bomber der Herzen GmbH & Co KG

Örtlicher Veranstalter des Jahres 2017

- Hannover Concerts GmbH & Co. KG Betriebsgesellschaft, Hannover



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Club des Jahres 2017

- Markthalle, Hamburg | Markthalle Betriebsgesellschaft mbH

Halle/Arena des Jahres 2017

- Festhalle, Frankfurt am Main | Messe Frankfurt Venue GmbH

Preis der Jury 2017

- „Ich, Judas“ | Ben Becker & Meistersinger Konzerte & Promotion GmbH

Preis für das Lebenswerk in der Veranstaltungsbranche

- Georg Hörtnagel

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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