

**All trend sports under the same roof for the first time: the boot Düsseldorf Beach World in Hall 8a will be centre of attention for the stand-up paddling community in 2018.**

“All systems go” will be the motto once again at boot Düsseldorf from 20. to 28. January 2018. Visitors will be spoiled for choice with the extended flatwater pool, “THE WAVE” standing wave and the skimboarding facility. All the well-known manufacturers will be presenting their products between the 1,400 m<sup>2</sup> pool and the citywave® surfing location. New players such as Fanatic, Indiana SUP and Naish will be joining familiar exhibitors like Starboard, Mistral, Gun, GTSports, Aquaglide, Siren etc. to display everything paddlers could possibly desire on the 13,000 m<sup>2</sup> available in the brightly-lit Hall 8a. Their selection of flatwater resources can also be tried out directly every day between 10:00 and 18:00. There is plenty of space to do this in the 65-metre pool. Swimming trunks and a towel are all that needs to be brought along. Neoprene suits will be available in the hall.

### **boot Düsseldorf SUP Wave Masters on 20. and 21. January 2018**

Professional stand-up paddlers will be demonstrating their skills at this year’s SUP Wave Masters on the first weekend of the trade fair. The competition starts on Saturday with the heats. It will be decided on Sunday afternoon how the EUR 5,000 in prize money will be divided up and who will win the title of SUP Wave Master 2018. Last year’s winners Airton Cozzolino (Cape Verde, Fanatic) and Fiona Wilde (USA, Starboard) have already confirmed that they will be participating again. The competition is by invitation only; the organisers will be issuing the invitations by mid-December 2017. Exactly which other stars will be coming and all other information about “THE WAVE” can be found at [thewave.boot.de](http://thewave.boot.de).

### **boot Düsseldorf Short Track Masters on 20.1.2018**

The Short Track Masters will be taking place again in Hall 8a too. Due to the fact that the pool has been lengthened to 65 metres, the sprint will be even more demanding, so that the professional SUP will need to go to their physical limits. The participants here will also be receiving a personal invitation to the competition by mid-December 2017. The best SUP



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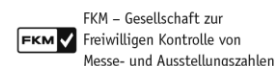
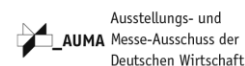
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sprinters will be demonstrating their capabilities on 20. January 2018. A total of 9 women and 18 men will be competing with each other in a knock-out system. 3 to 4 participants will be taking part in each of the individual heats. At the end of the day, the competitors in first, second and third place will share total prize money of EUR 2,000 and other prizes.



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### **Get wet yourself!**

You want even more action than just paddling or wakeboarding on the pool? Then demonstrate your surfing skills too! At boot 2018, THE WAVE will have two adjustable stages: a more gentle option for beginners and about 1.50 high and fast for experienced surfers.

Last year, about 1,500 visitors tried out THE WAVE designed by citywave® under the watchful eye of the experts. The slots can be booked as of December 2017. Further information can be found at [thewave.boot.de](http://thewave.boot.de). You do not need to register in advance for the flatwater pool.



### **Relaxing beats and delicious drinks**

The music in the hall will start to get somewhat louder at 17:00 every day, when demand for the numerous seats in the lounge will be increasing. The perfect end to the day: simply relaxing in a deck chair with a cocktail in your hand.

### **Important news for bargain hunters**

Many of the shops in Hall 8a are selling last season's equipment at attractive prices. It is worth taking a look at Hall 12 too; in the Beach Life Zone there, you will find the right gear for your next surfing trip.

### **Here are the most important facts again at a glance:**

- boot Düsseldorf is taking place from 20. to 28. January 2018, when it is open every day from 10:00 to 18:00
- Almost 13,000 m<sup>2</sup> of board sports to watch and try out in the new Hall 8a, right next to the North Entrance

- Large, new 1,400 m<sup>2</sup> pool with a higher cable unit – and thus even more action – for wakeboarders
- THE WAVE – the authentic deepwater wave for surfers and spectators provided by the citywave® professionals
- A premiere: tow-in windsurfing show
- Representatives of the major manufacturers to provide advice and information
- A constant stream of stars and experts from all trend sports on the stage by the large pool
- Booking of surfing trips directly at the trade fair
- Numerous shops for bargain hunters in Hall 8a and Hall 12
- Laidback atmosphere, fun, action and relaxed people
- Tickets to boot can be used to travel free of charge on the Rhine-Ruhr public transport system
- Ticket prices and online tickets available at [www.boot.de](http://www.boot.de) from the end of October onwards



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Incidentally: the parking lot P1 at the Caravan Centre is the right address for everyone coming with their own RV. Electricity, water and garbage disposal are no problem here and the distance from bed to board could not be shorter.

### **About boot Düsseldorf:**

boot Düsseldorf is the biggest boat and water sports trade fair in the world and is the place where all of the industry meets in January every year. More than 1,800 exhibitors, 900 of them from more than 60 countries apart from Germany, will be presenting their interesting innovations, attractive developments and maritime equipment again from 20. to 28. January 2018. This means that the whole of the global market will be coming to Düsseldorf, to provide an exciting insight into the entire water sports world for the nine-day exhibition in 16 different halls. The trade fair is open from 10:00 to 18:00 every day. Admission tickets can be ordered online at [www.boot.de](http://www.boot.de) and printed out conveniently at home from mid-November onwards. As an additional feature, they entitle ticket holders to use the Rhine-Ruhr public transport system free of charge up to price level D / South Region.

### **Contact for journalists**

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