

## boot Düsseldorf moves to Spring

Water sports trade fair to open its doors from  
17<sup>th</sup> to 25<sup>th</sup> April 2021

### Exhibitors and associations opt for new dates

boot Düsseldorf 2021 will be held from 17<sup>th</sup> to 25<sup>th</sup> April. The original dates from 23 to 31 January could not be used due to the ongoing high infection numbers across all of Europe. Messe Düsseldorf has postponed boot after close consultation with its partners and exhibitors who endorse this decision and have opted in favour of the new dates. Announcing the new dates early on Messe Düsseldorf also gives exhibitors planning security for preparing their trade fair participation and transporting their boats and yachts.

Messe Düsseldorf's CEO Wolfram Diener is convinced that the new dates for boot Düsseldorf send out a positive signal to the water sports industry: "At the present moment in time, we cannot reliably gauge whether a trade fair can be implemented in January 2021. This is due to current infection rates, ongoing travel restrictions and existing legal provisions which do not permit trade fairs to be held currently. In consultation with our boot advisory board and the associations we have selected the new dates in April with caution. Statements from numerous experts have led us to believe that it is highly probable the situation will calm down in almost all European countries by spring 2021 on account of the measures currently in place. With CARAVAN SALON in September 2020 we have already demonstrated that trade fairs can also be held successfully in Corona times while offering all parties involved the greatest possible protection."

Furthermore, explaining the decision Wolfram Diener says: "The exhibitors can focus on the new dates now and continue their preparations. We will concentrate from now on to prepare the best possible and successful platform for the boating and water sports business." boot Project Director Petros Michelidakis adds: "After many talks with exhibitors, associations and partners we have chosen very carefully the new dates although we know that it is difficult to fulfill



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Messe  
Düsseldorf

Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Deutschland

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)


Geschäftsführung:  
Wolfram N. Diener (Vorsitzender)  
Bernhard J. Stempfle  
Erhard Wienkamp

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:

 The global  
Ufi Association of the  
Exhibition Industry

 Ausstellungs- und  
AUMA Messe-Ausschuss der  
Deutschen Wirtschaft

 FKM – Gesellschaft zur  
Freiwilligen Kontrolle von  
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

everybody's wish. Moving boot to April will also accommodate the purchasing and booking behaviour of many water sports enthusiasts. Long-term organisation of holidays and leisure activities will not be possible in the coming months and we believe that boot Düsseldorf held in April will be welcomed for the planning of the boating and water sports activities for the rest of the year." With this move boot follows the wish of the industry for the necessity to postpone boot Düsseldorf and to present in spring 2021 an information and order platform for water sports enthusiasts and the business community.

Representing the exhibiting industry boot President Robert Marx praised Messe Düsseldorf's decision: "We as the industry very much support postponing boot to April. After the extension to lockdown provisions this is an important measure to ensure we can hold boot Düsseldorf as a commercial success. As President of this trade fair and representative of the German water sports industry I welcome the move allowing us to now plan for these dates and that with boot 2021 we will be holding the first boot show in Europe for more than half a year."

Of course, all applications for boot Düsseldorf 2021 remain valid. Companies who would like to register for boot 2021 are welcome to contact the boot Project Team for personal and individual information and advice. The contact person in charge of the segments Boats, Yachts and the Super Yacht Industry is Arne von Heimendahl ([heimendahl@messe-duesseldorf.de](mailto:heimendahl@messe-duesseldorf.de)). For Diving, Trends Sports and Tourism Viktoria Marx ([marxv@messe-duesseldorf.de](mailto:marxv@messe-duesseldorf.de)) is at your disposal. Questions relating to technical Equipment & Accessories can be addressed to Lena Beckmann ([beckmannl@messe-duesseldorf.de](mailto:beckmannl@messe-duesseldorf.de)). Caroline Mühl ([muehlc@messe-duesseldorf.de](mailto:muehlc@messe-duesseldorf.de)) will assist you in the product categories Underwater Video and Photography as well as Maritime Art.

Stage shows as presented at the Sailing and the Dive Center or join-in activities such as sailing at the boot Sailing School, paddling, diving or surfing offered in compliance with the current Corona Protection Ordinance will also attract water sports fans to Düsseldorf during the new dates of boot 2021. Special shows and activity stages are attended to by Lara Hannappel ([hannappel@messe-duesseldorf.de](mailto:hannappel@messe-duesseldorf.de)).



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### **About boot Düsseldorf 2021:**

boot Düsseldorf will take place from 17<sup>th</sup> to 25<sup>th</sup> April 2021 in 17 halls of the Düsseldorf Exhibition Centre. Under the motto "Reboot your business" the exhibitors will present in 2021 exciting new boat models as well as innovative technological developments. Messe Düsseldorf has already successfully implemented its officially approved hygiene and infection protection concept "PROTaction" at CARAVAN SALON DÜSSELDORF in September.

**3rd December 2020**

### **boot Düsseldorf Press Team**

Tania Vellen (+49 211/4560-518), [vellent@messe-duesseldorf.de](mailto:vellent@messe-duesseldorf.de)

Cathrin Neitzel (+49 211/4560-589), [neitzelc@messe-duesseldorf.de](mailto:neitzelc@messe-duesseldorf.de)

### **Radio/TV**

Michael Vellen (+49 211/4560-990), [vellenm@messe-duesseldorf.de](mailto:vellenm@messe-duesseldorf.de)

Daniela Nickel (+49 211/4560-545), [nickeld@messe-duesseldorf.de](mailto:nickeld@messe-duesseldorf.de)



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