

## **boot exhibitors call: Take advantage of the opportunity in April 2021**

### **Michelidakis: boot is the only trade fair to offer the start of the 2021 water sports season**

As soon as the new date for boot Düsseldorf 2021 has been announced, it is the subject of heated discussion in the water sports industry. For a large part of the manufacturers, dealers and charter providers it comes at exactly the right time as the start of the 2021 water sports season. On the other hand, voices are also being raised saying that the date from 17 to 25 April 2021 is not ideal for the industry. How does boot project director Petros Michelidakis assess the situation: "As organizers of boot Düsseldorf we had no other chance than to choose this spring date. We see ourselves as a reliable partner for the industry and would like to offer companies a platform to present themselves to their customers in 2021 as well. Our trade fair for the caravanning industry, the CARAVAN SALON Düsseldorf, showed in September that this is very positively received, even under the C19 protection regulations and measures. Again, there was no homogeneous opinion among the exhibitors. But those who took part in September quickly realized the potential offered by a reduced number of visitors. Exactly the right customers came, who were able to get advice at the stands and buy in peace. This is the information I give to the doubters. We will put on a boot Düsseldorf that will boost the season. And we will use all our powers to motivate the right audience to visit the show."

Michelidakis is getting support from renowned international exhibitor representatives, who are also calling on their competitors to be on board at boot Düsseldorf 2021. Azimut Benetti Group Vice President Giovanna Vitelli, for example, is clearly taking a stand for boot: "We should all be ready to support the 2021 edition of boot Düsseldorf, which is now planned for next April. Let's meet there, because together we are like a powerful, invincible wave." For Hans Roelants, General Manager Searay/Brunswick Group, participating in boot is an important marketing tool: "We know that the April date is a challenge for exhibitors, but we believe it is important to participate. Boat shows



**NEW DATE!**  
**17 - 25 APRIL 2021**  
boot.com



**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

are an important tool for us to get in touch with our customers and show them the Sea Ray models." Michael Müller, CEO of Bavaria Yachts, also sees participation at boot Düsseldorf as essential for personal customer contact: "Especially in these times, it is important that we can present our boats to our customers in person again. boot 2021, now from 17 to 25 April, gives us this opportunity and we will take advantage of it."

But it is not only shipyards that are clearly in favour of participating in boot 2021. Internationally operating accessory suppliers and technical outfitters also clearly express themselves "pro boot Düsseldorf 2021". Marc Rutgers, CEO of allpa marine equipment, considers the timing of boot in April to be somewhat difficult for the industry, but at the same time he is very pleased that the boat shows are finally getting underway again: "The new date is not particularly convenient. But there is finally an alternative, an event to work towards. There is a perspective. The biggest gathering in the industry will set sail again. We can finally look forward to it!" For internationally operating boat insurance companies, boot Düsseldorf is also an important communication platform. Martin Baum, Managing Director of Pantaenius Insurance: "As the European market leader, boot is the important communication platform and reliable partner for us. We are convinced that it will live up to its role as a leading trade fair, even in the face of the current challenges."

For the diving, surfing and charter industry, the postponement of boot 2021 has very positive aspects. Petros Michelidakis: "We know that people's buying and booking behaviour is much more short-term in these times. If we now present new boards and trends such as wing surfing or attractive charter trends and destinations to them at the start of the water sports season at boot Düsseldorf, we will be very timely. This will excite the visitors."

Dominik Holzer, Managing Director of Aqua Lung Germany, makes an enthusiastic appeal to the diving scene: "We at Aqua Lung are especially grateful in these challenging times for all of us that boot can take place in 2021. We are already looking forward to welcoming you to our stand in Düsseldorf from 17 to 25 April, where we will be able to present our groundbreaking new products to you in person."



**NEW DATE!**  
**17 - 25 APRIL 2021**  
boot.com



Florian Brunner, Managing Director APM Marketing for Starboard, is also looking forward to presenting the latest models and the "wing surfing" megatrend to the surfing community at boot 2021: "We, as exhibitors in surfing, welcome the shift to spring. After a very difficult but also successful year, which was marked by restrictions due to the pandemic, we are pleased to be able to present our new products to the visitors of boot in time for the start of the 2021 season. Windsurfing and kitesurfing are enjoying increasing demand and stand-up paddling is experiencing an unexpected boom. We will be presenting the latest highlights for this at boot. And an absolutely new sport is conquering all waters - wing surfing and wing foiling are already captivating many water sports enthusiasts. This will be a hit on the popular flatwater pool at boot 2021."

For the travel industry with water sports destinations, the postponement of boot Düsseldorf to April is a real boost explains the CEO of Beluga Travel, Axel Becker: "For Beluga Travel, boot in Düsseldorf has been one of the most important marketing tools for years. We generate almost 20 percent of our total sales through our annual presence at the fair. This would certainly not have been possible under the given circumstances with the global travel warnings and the current infection situation with the original date in January. We are all the more pleased with the new date for boot in the second half of April 2021."

Petros Michelidakis draws a realistic conclusion to the postponement of boot Düsseldorf: "It will not be the bombastic event of the international water sports community with numerous celebrations and world-famous celebrities. I see boot as returning to its roots for 2021. We will see a slightly smaller, but all the more refined and expert trade fair that promises a treat for sailors, power boaters, surfers and divers."

We have attached an overview of the exhibitors' comments on boot.

**15<sup>th</sup> December 2020**



**NEW DATE!**  
**17 - 25 APRIL 2021**  
boot.com



## 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 2020.

### boot Düsseldorf-Presseteam

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)



**NEW DATE!**  
**17 - 25 APRIL 2021**  
boot.com



Messe  
Düsseldorf