

“Get on board again”:

“restart your business @ boot Düsseldorf 2021”

Online registration for exhibitors has begun

Things are getting going again at last: the first boats are being put in the water, the first boards are back in action again, sailing courses are beginning. The trade fair experts in Düsseldorf are delighted when the season starts too: “Our boot team is also raring to go, as keen as ever to help our exhibitors and athletes. It is a tremendous feeling to watch boats, yachts and boards take to the water again. Water sports enthusiasts are back in the element they enjoy so much and are so passionate about, whether they are out on Unterbacher See, Düsseldorf’s local sailing lake, with our friends in Kiel and Travemünde or in the Netherlands. We wish every manufacturer, dealer and sports fan all the courage and strength they need as well as plenty of fun on the water in the coming months”, says Messe Düsseldorf CEO Werner Matthias Dornscheidt.

Messe Düsseldorf has begun online registration for the forthcoming boot from 23. to 31. January 2021 at <https://bit.ly/exhibitboot2021> under the motto “restart your business @ boot Düsseldorf”.

“We are aware that the water sports industry is in a difficult position at the moment. I am, however, very confident that this situation can be overcome just as positively as the crisis in the years 2008/2009, with the help of the boot Düsseldorf business platform. Manufacturers managed to make an economic success of their business operations again back then too. They have continued to develop positively in recent years, thanks in part to boot, which has opened up new sales markets for its exhibitors. It is our conviction that the chartering segment has particularly strong growth potential in the coming years, as it represents an extremely individual, low-contact form of holidaymaking that promises maximum fun into the bargain” is how boot Director Petros Michelidakis describes the situation in the water sports sector.



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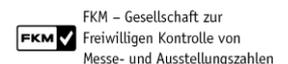
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The boot team headed by Michelidakis is continuing to work with the same proven crew. Arne von Heimendahl (heimendahl@messe-duesseldorf.de) concentrates on the manufacturers of sailboats, motorboats and large yachts, Viktoria Marx (marxv@messe-duesseldorf.de) is responsible for diving, trend sports and tourism, while Lena Beckmann (beckmannl@messe-duesseldorf.de) is the contact for equipment and accessories.

The portal www.boot.com always has the latest news about the industry 365 days a year, with current information from the water sports community, the highlights and new developments and an extensive database with almost 2,000 corporate exhibitors. Water sports newcomers, rediscoverers and old hands can find useful tips at www.boot.club. And there are activities and competitions for the members all year round here, in line with the motto “when one boot ends, the next one begins”. 155,000 people are currently members of boot.club and are kept informed about everything that is going on at the club via the dedicated Facebook page too.

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. It is the information and ordering hotspot for every water sports enthusiast, with the main focus on boats and yachts, motors and engine technology, equipment and accessories, diving, services, canoes, kayaks, rowing, surfing, kitesurfing, wakeboarding, windsurfing, SUP, fishing, maritime art, marinas, water sports facilities, beach resorts and chartering.

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