

## Start of exhibitor registrations for boot Düsseldorf 2023 in May

### boot responsible partner of the water sports industry

### Already 155,000 members in the boot.club

The planning for exhibitor registrations for boot Düsseldorf 2023 is in full swing. And now, in May, the team around Project Director Petros Michelidakis is back in the starting blocks. Interested companies, associations and organizers can register for the upcoming boot from January 21 – 29, 2023 at <https://www.boot.com/2330>.

Michelidakis: "The interest in the industry is very high. We have had good discussions with companies from all areas of water sports in recent weeks and are sensing very good demand. The manufacturers lack the direct presentation of their boats and yachts in front of a knowledgeable and interested audience as is usual in Düsseldorf. With the new campaign "my business starts at boot 2023" we present ourselves as a responsible partner of the water sports industry. Because Düsseldorf offers its exhibitors the unique opportunity to present themselves together with other leading international top brands, embedded in a sophisticated supporting program, and thus be part of the world's leading trade fair for water sports."

There is a joyful mood and a hard-working atmosphere in the Düsseldorf team. In the team, Arne von Heimendahl is responsible for all boats and yachts at the fair. Lena Beckmann looks after equipment and accessories, diving, Destination Seaside (tourism), charter and houseboats. Caroline Mühl is the contact person for surfing, canoe/kayak, water pixel world, sport fishing, "love your ocean" and maritime art. Lara Hannappel is the expert for all special shows and stages. Barbara Klein has the new "blue innovation dock" (bid) in her portfolio. They are on hand to offer advice and assistance to all interested parties and help with individual enquiries.

The colleagues in the boot marketing team are also in an optimistic mood for 2023. They are working on the further optimization of the social media channels with a fresh breeze. The aim is to keep <https://www.boot.club/en/Home/boot.club> up-to-date for its 155,000



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boot.de boot.com



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  
Vorsitzender des Aufsichtsrats:  
Dr. Stephan Keller

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

Mitgliedschaften der  
Messe Düsseldorf:



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

members and to feed it with the latest trends and information on water sports.

boot Düsseldorf also has its finger on the pulse of its fans in the various social media channels from linkedin to facebook and instagram with the latest contributions from the industry and stories about exciting moments in sailing, boating, diving or surfing. The monthly podcast on [www.boot.com](http://www.boot.com) also attracts visitors with entertaining talks with industry insiders on current topics and innovations.

"With these digital offers for our exhibitors and visitors, we are in the conversation and in the focus of the industry 365 days a year and can continuously increase the anticipation there for the event in Düsseldorf. The highlight of the year is, of course, the period from January 21 – 29, 2023 in our exhibition halls", says Petros Michelidakis and adds "we know that the preparation will not be easy in the current, difficult environment. That's why it's so important for us to work in partnership with our international customers and to target new prospects. That is why I am calling on companies: Please register now. The earlier you reserve your stand, the more choices you have in size and design."

May 19 2022

### **Home port for international water sports**

#### **boot Düsseldorf will once again anchor on the Rhine from January 21 – 29, 2023.**

boot Düsseldorf has been the home port and motor for international water sports for 53 years. It offers boating in all its facets from January 21 – 29, 2023 and has the top brands on board. Both sailors and motor boaters will find a comprehensive range of boats here, from entry-level boats and dinghies to luxury yachts. Diving, surfing, paddling and fishing are also in the spotlight at boot. With the innovative and technically sophisticated products of the exhibitors, boot is the international innovation platform for its sector and, apart from the pandemic-related break, the starting signal for the new water sports season every year in January. With its comprehensive range of tourism products in the destination seaside for holidays and sports on, by and in the water, it attracts all people who want to spend their leisure time by the sea, rivers and lakes. Attractive stage programs with interesting interview partners from the industry, the latest trend sports offer and a top-class mix of workshops and meetings for both leisure sports enthusiasts and experts make the fair unique worldwide. boot Düsseldorf is once again in 2023 the first address for both the water sports enthusiast family and international experts.



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**boot Düsseldorf Press Team**

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

Tanja Karl, [karlt@messe-duesseldorf.de](mailto:karlt@messe-duesseldorf.de), +49 211/4560-999

**Radio/TV**

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

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



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