

boot Düsseldorf 2020: Diving industry presents itself impressively in Halls 11 and 12

With well over 400 exhibitors and 65,000 diving enthusiasts, boot Düsseldorf is the annual top event of the international diving industry. "Despite an area of more than 20,000 square meters, Diving Hall 3 was completely booked out and we had a waiting list with many other potential participants. In order to meet the needs of the international diving scene in the future, we will, in consultation with representatives of the branch, provide the diving scene with an even larger presentation area in halls 11 and 12 from 2020," says boot Director Petros Michelidakis, describing the situation. The diving area will then be located in the middle of the boot circuit and directly next to the thematically related tourism halls 13 and 14.

Thomas Dederichs, Chairman of the Tauchsport-Industrieverband (diving industry association) in the Bundesverband Wassersportwirtschaft (German marine federation), also considers the new hall constellation to be ideal: "We would like to thank boot Düsseldorf for the fact that the Tauchsport-Industrieverband was involved at a very early stage in the redesign of the diving presentation and was able to contribute its ideas. That is not self-evident! The move to halls 11/12 is ideal from our point of view. There is sufficient space available for the growing diving sports segment and the industry can make optimum use of the synergy effects with neighboring areas, the maritime travel market and boat accessories".

Diving and trend sports are the most popular activities at boot Düsseldorf. This year's fair has once again proved this impressively. Over nine days in the middle of January, an action-packed atmosphere prevailed in the trade fair halls, with the pleasure of sharing experiences and the opportunity they had to interact with other sports fans. "The diving industry is very close to our hearts", explains Werner Matthias Dornscheidt, CEO Messe Düsseldorf, and reminds us that the diving enthusiasts at boot Düsseldorf have been expecting a great mixture of top-class manufacturers, attractive travel destinations and world-famous divers on the stage of the Dive Center for 40 years. For beginners, the experience of test diving is unique and this year, 1,200 children and adults made their first dives at boot. This concept will be extended by new attractions in 2020. In the diving halls 11 and 12 the "Dive Center", the "love your ocean" activities stand with the well-known marine activist and boot Düsseldorf ambassador Emily Penn



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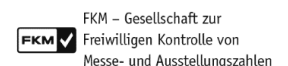
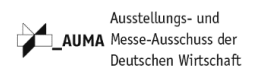
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as well as the popular "Water Pixel World" will form an exciting world of experience and information about seas and waters.

The exhibitors show innovations around technology and equipment for diving and the diving destinations from all parts of the world make you want to dive in. Petros Michelidakis reports enthusiastically about the special magic that diving exudes at the fair: "Here you can meet good-humored people in high spirits. Athletes and manufacturers are looking forward to their event all year round and to the unique atmosphere in Düsseldorf. Diving, the manufacturers and the international destinations are a core part of boot Düsseldorf". As usual, exhibitors and potential new participants will receive the registration documents for boot 2020 during the last week of April. Viktoria Marx from boot Düsseldorf team will be happy to provide interested companies with advice and assistance (marxv@messe-duesseldorf.de).

About boot Düsseldorf:

With almost 250,000 visitors, boot Düsseldorf is the world's largest boat and water sports fair and every year in January the "meeting place" for the entire industry. From 18 to 26 January 2020, around 2,000 exhibitors will be presenting their interesting new products, attractive further developments and maritime equipment. This means that the complete market will be on site in Düsseldorf and will be inviting visitors on nine days of the fair to an exciting journey through the entire world of water sports in 17 exhibition halls covering 220,000 square meters. With a focus on boats and yachts, engines and engine technology, equipment and accessories, services, canoes, kayaks, kitesurfing, rowing, diving, surfing, wakeboarding, windsurfing, SUP, fishing, maritime art, marinas, water sports facilities as well as beach resorts and charter, there is something for every water sports enthusiast.

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