



My business starts here

18—26/1/2025

boot.com





boot is our passion.

Petros Michelidakis
Director boot Düsseldorf

**Dear Water Sports Sector,
Dear Friends of boot,
Dear Exhibitors,**

Despite difficult conditions we have succeeded – together with our exhibitors and the entire water sports community – in bringing a unique show to shine. Thank you so much for all the positive reactions and comments we have received but also for the constructive criticism and valuable suggestions for the future – these are always warmly welcomed.

The success of this year's show inspires and motivates us to make boot 2025 an even more significant event for all exhibitors and water sports enthusiasts. To this end, we will be launching our new campaign in September with powerful visuals demonstrating the love of water and water sports as we accompany the international community on its voyage to Düsseldorf.

Our main objective is to make boot 2025 an outstanding success for you as an exhibitor.

In this exhibitor invitation you will learn why boot Düsseldorf is so unique the world over. For one thing it is impossible to ignore the compelling facts and figures. However, what thrills and excites people at this trade fair is the presentation of global premieres, the special atmosphere and, from now on, even more networking and sales conversations in a maritime setting!

boot remains the global trendsetter of the industry and you, as an exhibitor, make a considerable contribution to this.

We look forward to having you!

Yours,
Petros Michelidakis
Director boot Düsseldorf



boot is...

International

Here the international audience meets.



Unique

boot is the world's most relevant meeting point of the maritime industry. Get in touch with dealers, potential projectpartners and innovation drivers.



Attractive

More than

214,000

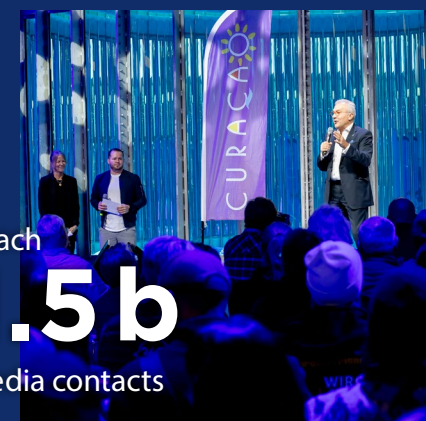
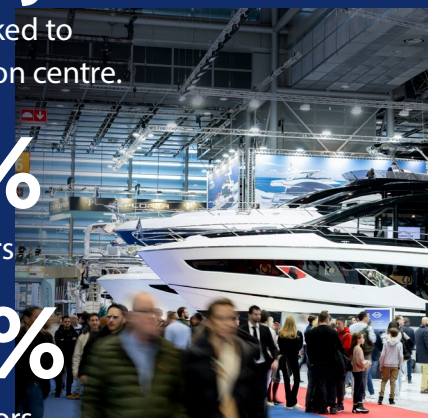
visitors flocked to
the exhibition centre.

17%

Trade visitors

83%

private visitors



Reach

1.5b

Media contacts

High-octane

boot is a spectacular experience for the whole family with join in water sports.



Exciting

Yacht launches, stage programmes, award giving ceremonies, professional tournaments and expert conferences are crowd pullers.

Media-effective

boot 2024 achieved a media reach of 1.5 billion and welcomed over 2,000 journalists on site.

boot makes successful

€ 237,000

is what interested parties plan to spend on purchasing a motorboat. This is **a 13 % plus** against 2023.



€ 277,000

is the average amount that sailors plan to spend on a sailing boat; **a 22 % plus** against 2023.



€ 4,400

is the sum visitors intending to charter boats plan to spend on average per week.



€ 1,520

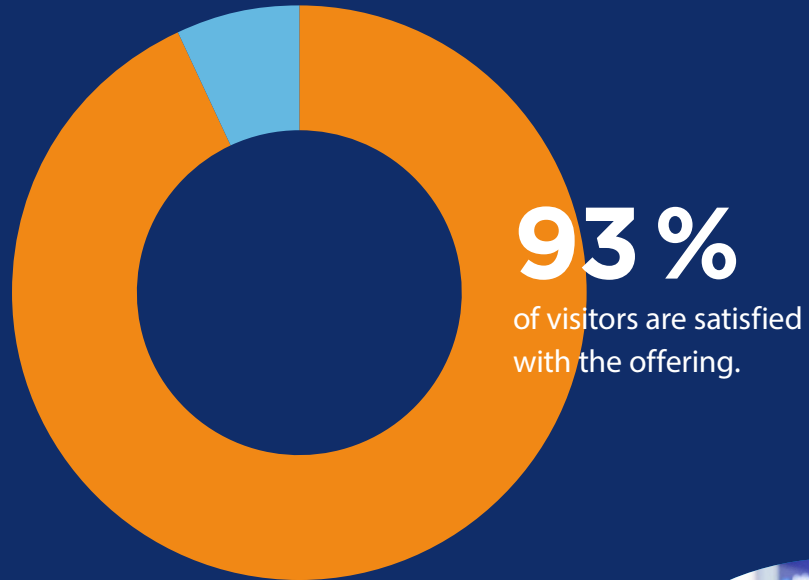
is what divers plan to invest in their equipment.



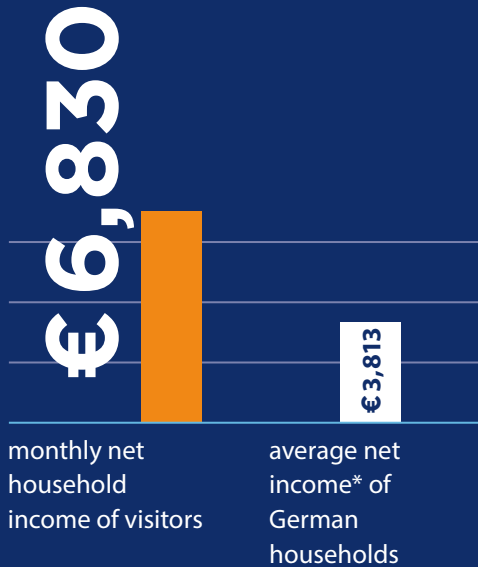
40 %

of visitors come with firm intentions to buy.

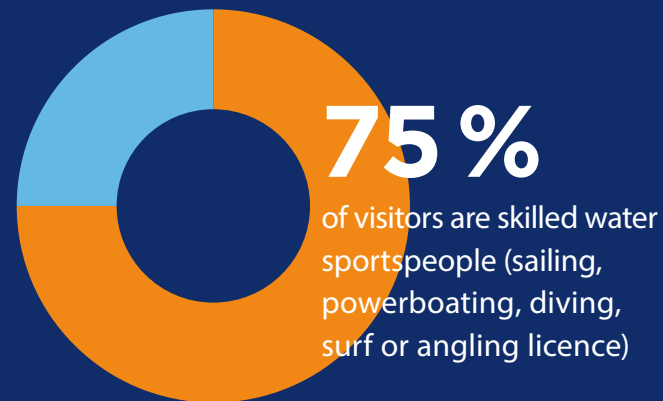
boot makes successful



boot is attractive



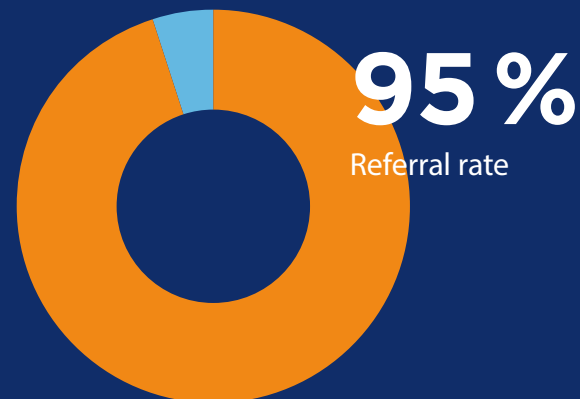
*Source: Statista 2021



94 %
Satisfaction



25 %
First-time visitors



Based on the results of 2,372 interviews carried out with visitors during boot 2024.

boot fulfils wishes

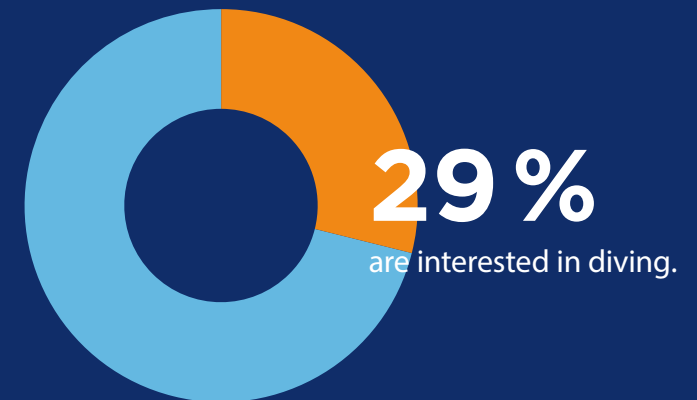
Top reasons for visitors:

- 1 **40 %** have concrete buying intentions
- 2 **36 %** want to experience boats live
- 3 **30 %** wants to see the novelties at a glance
- 4 **23 %** want to try out products
- 5 **17 %** come to book a trip





boot is diving



€1,520

is the amount divers plan to invest in equipment. This a **13% plus** against 2023.



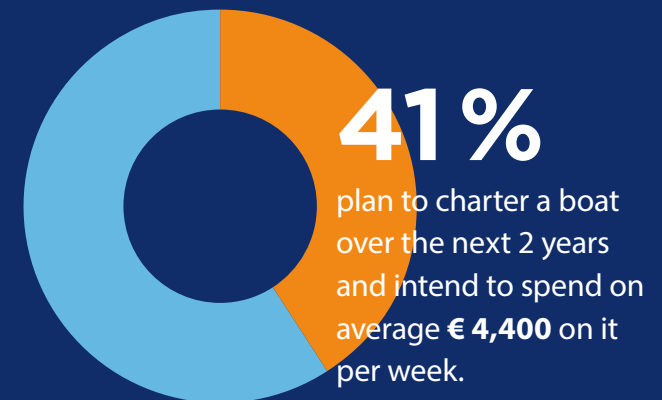
56 %

plan spendings in the field of diving



Based on the results of 2,372 interviews carried out with visitors during boot 2024.

boot is Destination Seaside



boot is big



MOTORBOATS
Hall 1, 3, 4

SPORTFISHING
Hall 3

SUPER BOATS, LUXURY TOYS
Hall 5

SUPER YACHTS
Hall 6

SUPER YACHT SHOW
Hall 7a

MARITIME ART
Hall 7

SUPERRIBS, TENDER, JET-SKI, TOYS
Hall 9

ENGINES, EQUIPMENT/ACCESSORIES
Hall 10, 11

DIVING
Hall 11, 12

CHARTER, MARINAS, TOURISM, HOUSE BOATS
Hall 13, 14

CANOE/KAYAK
Hall 14

SAILING
Hall 15, 16

SURF SPORTS
Hall 17

boot is perfectly organised

Thanks to 55 years of experience gained in the industry, boot Düsseldorf is organised 100% professionally. Our staff ensure well-rehearsed logistics and smooth service. Almost 1,500 exhibitors trusted in the comprehensive marketing expertise and professional press liaison of our specialists in 2024.



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