

WHEN VISIONS BECOME EVENTS

As the leading trade fair for the event industry, **BOE INTERNATIONAL** sets both national and international trends for the new event season early in the year.

Lay the foundations for a successful 2026! Showcase your innovative products and services in an attractive environment that encompasses the entire spectrum of the modern event industry – from technical innovations such as Al applications in the event industry, catering and artists, to tried-and-tested products and services from areas such as event technology, trade fair/exhibition/set construction and locations as well as extras and goodies. At BOE INTERNATIONAL you can put yourself in the spotlight!

What are you waiting for? Register as an exhibitor for **BOE INTERNATIONAL** from **14–15 January 2026** now!

KEY FACTS ABOUT BOE

The most important trade fair in the event industry with a focus on technology, equipment and architecture - right at the start of the year.



Top meeting place

for decision-makers and experienced marketing managers from Germany, Austria and Switzerland, Belgium, Luxembourg and the Netherlands, and even further afield.

Here you'll meet innovative developers, decision-makers buyers, event managers and many other **trade visitors**.

National and international first-rate exhibitors and visitors from all the relevant core segments of the event industry.





The latest **trends**, **innovations** and sector-specific **developments** in the event industry will all be at BOE.

THE NUMBERS THAT COUNT FOR BOE INTERNATIONAL

9,800

Trade visitors in **2025**

93%

of exhibitors reached their most important target group

85%

of trade visitors would like to come back in **2026**

83%

of exhibitors did lucrative post-trade fair business

92%

of trade visitors value the range of offerings at BOE

90%

of exhibitors want to take part again

WHAT EXHIBITORS SAY

The audience at BOE was very interested and the topics discussed were nicely varied. We successfully achieved our goal of increasing our brand awareness. We were able to showcase our innovations and there was definitely a lot of interest – a successful appearance."

Neumann&Müller GmbH & Co. KG



The quality of the stands at BOE increases every year, which makes the trade fair even more impressive. For us, the trade fair was an excellent opportunity to presentourselves on the German market. We are very satisfied with how the trade fair went."

theinside

BOE is a great opportunity for us to expand into the international market, and we have generated a lot of valuable leads here. We are pleased with how well the event is organized and are already looking forward to returning next year. The conversations were engaging and easy, and we really liked the variety of exhibitors, which made for interesting talks and a highly productive fair."

FLEXFURN

TURBOCHARGE YOUR BUSINESS

BOE INTERNATIONAL

is the ideal platform for you to present your portfolio to a wellfunded, professional audience from all over the world. Connect with promising contacts and position your company at the top of the sector. Don't let it pass you by!

THIS IS YOUR TRADE AUDIENCE

- Buyers and project managers from trade fair and exhibition construction and event agencies
- Marketing decision-makers from industry, trade and services
- Event technology and engineering
- Decision-makers from the hotel industry and gastronomy
- Media representatives, event planners & brand experience managers
- Agencies & HR





THESE COMPANIES, AMONG OTHERS, VISITED BOE INTERNATIONAL 2025

Sport & clubs

- 1. FC Köln GmbH & Co. KGaA
- Borussia Dortmund GmbH & Co. KG
- FC Bayern München AG
- FC Gelsenkirchen Schalke 04 e.V.
- VfL Bochum 1848
- VfL Wolfsburg Fußball-GmbH
- Sport- und Freizeitbetriebe Dortmund
- Sportfive Germany GmbH
- Deutsche Sport Marketing GmbH
- Sport Voswinkel GmbH

Automotive & mobility

- BMW AG
- Mercedes-Benz AG
- Volkswagen AG
- Audiotainment Südwest GmbH & Co. KG
- Porsche eBike Performance GmbH
- MAN Truck & Bus SE
- Tiemeyer AG

Tourism, hotels & leisure

- Autostadt GmbH
- Europapark GmbH & Co. Mack KG
- LEGOLAND Germany
- Maritim Hotels
- Hyatt Regency Düsseldorf
- Leonardo Hotels Central Europe

Catering & gastronomy

- Bayer Gastronomie GmbH
- Dallmayr Gastronomie
- Bitburger Braugruppe GmbH

Media, marketing & communication

- RTL Deutschland
- WDR
- F.A.Z. Business media
- Ströer SE & Co. KGaA
- Rheinische Post Medien GmbH
- Funke Mediengruppe GmbH & Co. KGaA

Technology & IT

- SAP SE
- Microsoft Deutschland GmbH
- IBM Deutschland GmbH
- DATEV eG
- Netways GmbH

Public institutions & authorities

- Federal Employment Agency
- City of Dortmund
- City of Essen
- City of Munich
- University of Duisburg-Essen

Industry & energy

- Siemens AG
- RWE AG
- Evonik Industries AG
- E.ON SE
- Henkel AG & Co. KGaA

INFLUENTIAL SUPPORTING PROGRAMME

BOE INTERNATIONAL will continue to set standards in 2026 with a varied, top-tier programme. On the stages, leading industry figures will present exclusive insights, pioneering trends and practical ideas for the future of live communication.

This year the focus will be on:

- Brand experience & live communication
- Digital marketing & event strategies
- Al & smart event technologies
- Sustainable event planning
- Engagement & community building
- Leadership & future skills
- Experiential spaces
- Safety & security







BOE NIGHT AND BRANDEX AWARD CEREMONY: AN EVENING PACKED WITH HIGHLIGHTS!



Let's celebrate the end of the successful first day together! The exciting combination of **BOE NIGHT** and the presentation of the prestigious **BrandEx Awards** attracts exhibitors, trade visitors and award winners alike.

Experience a rousing award ceremony and an unforgettable celebration! Enjoy the evening with dancing, delicious food and casual conversation in a relaxed atmosphere.

SAVE THE DATE: 14 January 2026





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