

boot Düsseldorf 2017:

Good business and an exhilarating surfing party

Trade fair strengthens its outstanding position on the world market

Surfers rock THE WAVE

“With its unique combination of a business platform and a water sports event, boot Düsseldorf 2017 is strengthening its outstanding position on the world market”, explains Messe Düsseldorf CEO Werner Matthias Dornscheidt on Wednesday, halfway through the trade fair. The boot organisers report that the atmosphere in the 17 halls is tremendous and is getting better and better every day, thanks to the excellent business that is being done by the international boat manufacturers. Halfway through the biggest water sports trade fair in the world, it is becoming apparent that the high sales level reached in the past will be increased even more this year. boot Director Petros Michelidakis is delighted: “We have attracted exactly the right visitors for our exhibitors to Düsseldorf. boot is heading for the same kind of successful performance that was already in the offing last year.”

While the halls housing 1,800 motor boats and sailing yachts are crowded with people busy discussing sales transactions, an exhilarating WAVE party is going on in Hall 2. Thousands of surf fans have already been deeply impressed by the standing “Deep Water Wave”. Wave expert and former windsurfing world champion Andrea Hoepfner is enthusiastic: “The atmosphere in our surfing hall is fantastic. The surfers are partying really hard.” It is certainly a fact that the feeling is indistinguishable from authentic ocean surfing. Global surfing stars like Zane Schweitzer and Fiona Wylde from the USA feel really at home on the boot wave and are excited about the experience they can enjoy. About 750 riders - from beginners to professionals - had surfed the perfect wave by Wednesday. Visitors can still book surfing slots directly at the wave every day from 10:00 to 11:00 until Sunday.

Petros Michelidakis issues an invitation to all water sports fans: “Anyone who would like to see the amazing show with the 360° water sports, the



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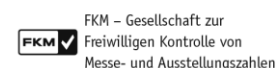
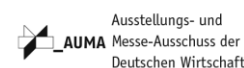
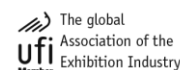
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yachts and boats, the diving, the holiday presentations and the WAVE for him- or herself should get to Düsseldorf as quickly as possible.” boot in the 17 halls on the exhibition site in Düsseldorf remains open until Sunday, 29. January. Day tickets are available online at www.boot.de for only EUR 17; children six years or older pay EUR 10.



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About boot Düsseldorf: more than 1,800 exhibitors from 70 different countries in 17 halls on the exhibition site

E-tickets for boot Düsseldorf can be ordered for the low online price of EUR 17.00 for a one-day ticket and EUR 25.00 for a two-day ticket. Visitors who would like not only to pay even less (EUR 14.00 for a one-day ticket and EUR 23.00 for a two-day ticket) but also to benefit from additional information, from access to the boot.club lounge with a free WLAN at boot 2017 as well as from special offers and competitions simply need to register at boot.club.de and can then enjoy these advantages directly.

More than 1,800 exhibitors from 70 different countries will be presenting their products and services on 220,000 square metres of stand space at boot 2017. All 17 halls on the exhibition site are full and will be providing a comprehensive insight into the global water sports market. Michelidakis: “The exhibitors focus their corporate trade fair budgets specifically on Düsseldorf, so that their presentations here are as impressive as possible. boot is the biggest boat exhibition in the world: about 1,800 boats will be on show here in Düsseldorf.” In the meantime, considerably more than half of the exhibitors come from European countries outside Germany and from overseas. The biggest contingents come from the major water sports nations (Netherlands, Italy, France and Great Britain).



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