

boot Düsseldorf and Delius Klasing are organising a new trade fair event

“boot“ 2017 with interior show for superyacht industry

For years now, the interior of large yachts has played an increasingly important role. Owners are specifying larger and larger spa areas, quieter cabins, more lavish materials and more exciting designs. A megayacht can easily have several hundred square metres of living space, which always account for the largest proportion of the total price of the yacht. The important and wide-ranging interior industry is holding a forum of its own for the first time in the context of “boot” 2017, the next time the world’s biggest water sports trade fair boot Düsseldorf is taking place. From 21. to 29. January 2017, there will be a separate interior event at the trade fair as part of the superyacht show. It is being organised jointly by the trade fair company in liaison with the prominent superyacht magazine BOOTE EXCLUSIV, which is published by Delius Klasing Verlag.

Bielefeld/Düsseldorf, 20. July 2016. “With more than 244,000 visitors from 90 different countries, we created a unique atmosphere for doing good business at “boot” this year. Our aim is to continue developing the world’s largest yacht and water sports trade fair and to strengthen its importance. One major element in this strategy is to provide the extremely important and wide-ranging interior industry a forum of its own at “boot” in future. With a special show of its own for the interior industry as part of the superyacht show, boot Düsseldorf is sending a clear message that the B2B sector of the trade fair is being expanded”, explains Petros Michelidakis, boot Düsseldorf Director.

BOOTE EXCLUSIV, the leading superyacht magazine in German, which is published by Delius Klasing Verlag, is the exclusive media partner for the special interior show in Hall 7a. “Interior designers need a showcase of this kind. There is a huge selection of companies and specialists – from door handle manufacturers to surface finishers. Thousands of



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Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Hans Werner Reinhard
Joachim Schäfer
Bernhard Stempfle
Vorsitzender des Aufsichtsrates:
Thomas Geisel

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

suppliers are in operation all over the world. I am convinced of the concept of an interior trade fair in the context of “boot” and am delighted that we are presenting our brand there”, adds BOOTE EXCLUSIV editor-in-chief Marcus Krall.

The magazine will have a lounge of its own at the special show that will act as a place for the industry to meet and hold discussions.

Your contacts:

Tania Vellen, telephone +49 211 4 56 05 42, e-mail:
vellent@messe-duesseldorf.de

Christian Ludewig, telephone +49 521 55 99 02, e-mail:
c.ludewig@delius-klasing.de



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