

BOAT & FUN

THE BOAT & LEISURE FAIRS
IN EUROPE'S LARGEST
INLAND WATERWAYS AREA



INWATER

BERLIN

ONLINE

30 AUG – 01 SEP 2024
MARINA HAVELAUEN
WERDER (HAVEL)

28 NOV – 01 DEC 2024
BERLIN EXHIBITION GROUNDS
ENTRANCES NOTH & SOUTH

365 DAYS A YEAR
BOOT-BERLIN.DE



BOAT & FUN

COME ABOARD!

In the midst of Europe's largest inland waterway area, BOAT & FUN never fails to impress water sports enthusiasts with its unique repertoire.

BOAT & FUN INWATER takes place every year in late summer in Werder (Havel). With its atmospheric mix of the latest boats, test drives and sales pagodas along the harbor, the open air boat show truly satisfies all visitors' wishes.

Always in late autumn, the traditional BOAT & FUN BERLIN consumer fair takes place at Berlin Exhibition Grounds. The halls below the Berlin Radio Tower are organized in several theme areas and offer a wide range of water sports & outdoor trends.

THE JOURNEY FROM LEAD TO CUSTOMER

BOAT & FUN INWATER
30 AUG – 01 SEP 2024

GENERATE LEADS
ATTRACT NEW CUSTOMERS

GALA NIGHT OF BOATS
27 NOVEMBER 2024

CONVINCING PROSPECTS
GROWING INTEREST

BOAT & FUN BERLIN
28 NOV – 01 DEC 2024

THE GRAND FINALE
CLOSING THE DEAL

BOAT & FUN INWATER

30 AUGUST – 01 SEPTEMBER 2024 · 10 AM – 6 PM
MARINA HAVELAUEN IN WERDER (HAVEL)

Present your boat directly at the jetty and impress potential customers with a test drive on the beautiful lake "Großer Zernsee" – true to the motto:

LOOK. TRY. BUY.

On land, we offer you the opportunity to display your products in elegant pagoda tents. BOAT & FUN INWATER is the counterpart to the indoor fair in November. Prerequisite for participation is a stand booking for BOAT & FUN BERLIN 2024.



	2020	2021	2022	2023
GROSS AREA	15,000 m ²	15,000 m ²	17,500 m ²	17,500 m ²
EXHIBITORS	70	86	95	99

GALA NIGHT OF BOATS

THE EXCLUSIVE PREVIEW OF BOAT & FUN BERLIN
WEDNESDAY · 27 NOVEMBER 2024 · FROM 6 PM



A must-attend event for the water sports industry and the maritime scene:

Invite your customers personally and enjoy this unforgettable kick-off event of BOAT & FUN BERLIN just before the actual start of the exhibition.

The festive audience and high-calibre live acts give the opening that special touch.

In a cosy atmosphere, you can deepen your personal customer relationships and conclude the best contracts even before the fair begins.



BOAT & FUN BERLIN

28 NOVEMBER – 01 DECEMBER 2024 · 10 AM – 6 PM
BERLIN EXHIBITION GROUNDS

BOAT & FUN BERLIN inspires around 45,000 water sports enthusiasts every year in late autumn with a unique repertoire and a wide variety of brands and models. Present your products to the interested and affluent audience within the appropriate theme area:

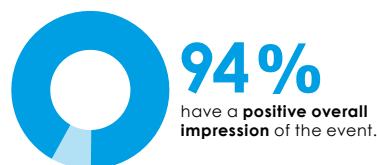
From luxurious motor yachts, sleek sailing boats and modern houseboats to accessories, latest trends of fun sports and outdoor activities – the BOAT & FUN theme areas offer something for every taste and age group.

BOAT & FUN BERLIN 2023 – FIGURES

580 boats
(incl. canoes & kayaks)

90,000 sqm **14** halls

850+ international
exhibitors & brands



50%

of the visitors were at the
event for the first time.

Every 2nd
visitor **bought something**
or expressed the intention
to buy something
at the event.



Every 5th
buyer spent more than 500 €.



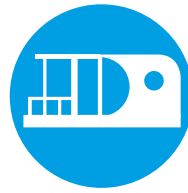
THEME AREAS



Motorboats



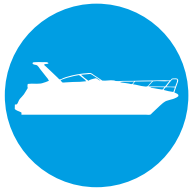
Sailboats



Houseboats



E-Boats



Aluminium Boats



Classics & Refit



Equipment



Second Hand Boat Market



Fun Sports



Canoes & Kayaks



Tourism



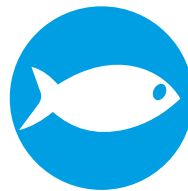
Tiny Houses



Camping & Caravans



Motorhomes



Fishing



Forums & Events



FOUR EXHIBITIONS AT ONE PLACE

In combination with ANGLING WORLD BERLIN, AUTO CAMPING CARAVAN and TRAVEL WORLD, BOAT & FUN BERLIN is Germany's largest boat and leisure fair for water sports, outdoor activities, adventure and travel.



BOAT & FUN ONLINE

365 DAYS A YEAR

Your year-round presentation platform:

#BOOTsapp

Our smart assistant for the fair visit.
Integrate your news and offers.

#BOOTschaffen

Present your pictures and videos on
our social media channels.

#BOOTsmarkt

Show your boats and products all year
round products on our online boat market.

#ROADSHOW

Be part of our roadshow.
We will come by and introduce you
on our channels.

BOOK YOUR STAND NOW AT WWW.BOOT-BERLIN.DE

YOU ARE WELCOME TO CONTACT US!

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 **Messe Berlin**