



## **BOE INTERNATIONAL 2024**

The trade fair for Experience Marketing

**BOE INTERNATIONAL**  
**17-18 JAN 2024**  
MESSE DORTMUND

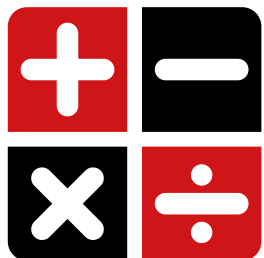
# BOE: BEST FOR YOUR BUSINESS

**BOE INTERNATIONAL** is the **leading trade fair for marketing** and the annual kick-off for the national and international event industry.

## Here you set the course for your business in 2024!

Register now as an exhibitor at **BOE INTERNATIONAL** from **17-18 Jan 2024** and meet the concentrated customer potential of the scene in one place. Top decision-makers from industry and the agency scene will be there and want to experience innovations and trends in the industry up close.

Convince a communicative professional audience already in the planning phase, at the beginning of the year, of your individual and innovative product and service solutions.



Do you already know our new **stand cost calculator**?  
Now you can quickly and easily calculate the costs for your trade fair stand.

**REGISTER NOW!**  
**Early booking discount**  
**until 31/07/2023!**



## KEY FACTS ABOUT THE BOE

**Most important**  
trade fair for live  
communication – right  
at the start of the year.

**National and international  
top-class exhibitors**  
and **visitors** from all  
relevant core segments  
of the industry.

It is a **top meeting place**  
for decision-makers  
and those responsible  
for live communication  
from D-A-CH, Benelux  
and beyond.

The attractive  
**supporting program**  
includes top-class  
speakers and provides  
much-needed impetus.



Here you will find, among  
others, innovation  
developers, decision  
makers, buyers, event  
managers and many  
more **trade visitors**.



At the BOE the latest  
**trends, innovations**  
and industry-specific  
**developments** of the  
market are presented.

# THESE FACTS & FIGURES SPEAK FOR THE BOE

**9.000**

Trade visitors in **2023**

**90 %**

of the visitors come for information exchange, news and developments

**92 %**

of the visitors stated that their expectations were even exceeded

**94 %**

of the visitors plan to come again in **2024**

**87 %**

of visitors appreciate the wide range of products and services offered at the fair

**90 %**

of exhibitors are already planning to participate again in **2024**

**87 %**

of the visitors confirm that the BOE is the meeting point for the industry

# BUSINESS TURBO

As an exhibitor at **BOE INTERNATIONAL**, you get a unique opportunity to showcase your products and services at the industry event of the year. You'll benefit from a trade audience eager to invest, build new business relationships and explore new opportunities for collaboration.

## THIS IS YOUR PROFESSIONAL AUDIENCE

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



VIDEO REVIEW OF THE BOE 2023





## MAIN FOCUS

- Competent event consulting, creation and management
- New event services
- Versatile and exciting catering concepts
- Innovative trade fair, exhibition and set construction
- Fascinating locations and destinations
- Lively performances and entertainment offerings
- Trend-setting event software and technology

## HIGHLIGHTS AT THE BOE



**ACTS**



**ARCHITECTURE**



**BUSINESS EVENTS**



**CATERING**



**CULINARY**



**EQUIPMENT**



**INNOVATION**



**TECHNOLOGY**



# EFFECTIVE SUPPORTING PROGRAM

The **BOE INTERNATIONAL** starts as the kick-off of the event industry into the new year. You can look forward to a diversified supporting program, which attracts a large number of trade visitors every year. Many well-known personalities will appear on the stages and in the specialist forums and provide a wealth of insights, suggestions and information on current industry topics.

The focus this year will be on

- **Staging & Brand Experience**
- **Digitalization & Artificial Intelligence**
- **Sustainability & Cooperation**
- **Employer Branding**
- **People & Culture**
- **Meeting Spaces & Festivals**





# BOE NIGHT AND BRANDEX AWARD CEREMONY: AN EVENING FULL OF HIGHLIGHTS!

Celebrate the end of the first day of the fair with us!  
The combined evening event **BOE Night** and **BrandEx  
Award Ceremony** is a brilliant party meeting point for  
exhibitors, trade visitors and award winners!



For the first time the presentation of the renowned  
BrandEx Award will be integrated into the BOE Night!  
Here the Who-is-Who of the industry will meet: there  
will be networking, dining, marveling and dancing.



Look forward to the entertaining award ceremony in  
a brand-new setting framed by a lively party.

## BOE NIGHT

**SAVE THE DATE:**  
**17 January 2024 | from 6 p.m. | Hall 5**





# OUR CONTACT PERSONS WILL BE HAPPY TO HELP YOU:



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