

**09/-10/JUNE 2021**  
www.boe-messe.de

**BOE RED**  
2021  
International Trade Show  
for Experience Marketing

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## **BOE 2021: International experience marketing fair postponed to June**

**BOE International, the international experience marketing fair, is being postponed from January to June 2021. The decision was taken by the organiser, Dortmund Exhibition Centre, in response to latest trends in the corona pandemic. "We are aware of the difficulty and the threat to livelihoods posed by the situation the experience marketing and events industry is facing. As a result, the risk of having to cancel BOE 2021 at short notice due to an ongoing serious corona situation is not something which the industry most affected by it can be expected to deal with. Postponing it in good time and scheduling new dates now provides welcome planning certainty for everyone involved," said Sabine Loos, Managing Director of the Westfalahallen Group of Companies: "It is a logical step right now to make everyone's health top priority and hold BOE at a later date."**

Dortmund (ru) – BOE International is being postponed from 20 and 21 January to 9 and 10 June 2021. To ensure the necessary planning certainty for all parties, Dortmund's international experience marketing fair, which has traditionally marked the beginning of so many years in the industry, will now be held for the first time in summer. Given the favourable trend in coronavirus infections over the summer and early autumn, preparations for holding BOE in January were proceeding apace. "However, in view of the national and international travel restrictions, the tightening of the current corona regulations and the renewed lockdown we have to respond with foresight to ensure planning certainty and, above all, safeguard the well-being of all exhibitors, trade visitors and employees," said Sabine Loos, Managing Director of the Westfalahallen Group of Companies.

Discussions with industry associations, the Advisory Board and numerous exhibitors confirm the decision to postpone the fair from January to June. Jan Kalbfleisch, Managing Director of industry association FAMAB Kommunikationsverband e.V., welcomes the re-scheduling: "Our industry is facing the biggest challenge in its history due to the consequences of the measures to combat the corona pandemic. At the same time, I think it is right to take account of current developments as well as people's expectations. I therefore welcome the postponement of the fair to June 2021." At the same

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time, Messe Dortmund agreed with the BOE Advisory Board to offer a digital response to the postponement of the fair in January.

Following the first lockdown this spring, the successful restart of events at Dortmund Exhibition Centre in recent months has shown that trade fairs can be held safely for everyone involved if accompanied by appropriate safety and hygiene plans. Working closely with the authorities, Dortmund Exhibition Centre spent several months developing its detailed #BeSafe hygiene protection plan. "With the necessary social distancing and numerous other hygiene and anti-infection measures, exhibitors were able to concentrate on trade fair business, show new products and generate important sales in a year seriously hit by the pandemic. In addition, there was great recognition from visitors and exhibitors alike for the hygiene masterplan we had established," said Sabine Loos.

### **BOE Red sending out a clear signal for the industry**

Together with an alliance consisting of the most influential initiatives and associations in the German event industry, BOE is working towards a rapid return to a corona-style 'new normality' for the exhibition and event industry. "With its #AlarmstufeRot alliance ("Red Alert"), the industry has sent a clear message to public and politicians alike. In order also to set an example to the event industry as one of the leading international trade fairs, next year's fair will be held under the name BOE Red," continued Loos. As a networking platform, the trade fair in June will offer all industry representatives the opportunity to engage in much sharing of information on the current situation and also discuss future strategies and solutions.

"Many parts of our industry are currently in pure survival mode. Our association members are pressing for a return to a corona-style 'new normal' that will safeguard business models for professional live communication. A successful BOE event is an important part of this, because as a meeting place for the industry in Dortmund, it creates an ideal environment for new business and new contacts," emphasised Kalbfleisch on behalf of the FAMAB communication association.

Each year, visitors to BOE have a unique opportunity to see, touch and try out all aspects of live communication. "The need for real encounters and all-senses interaction is programmed into our DNA. And that's what BOE is all about – especially in the upcoming post-corona phase," he added.

## **About BOE:**

### **Where the event industry meets up**

BOE INTERNATIONAL (BOE), the international experience marketing fair, marks the start of the year for the event industry in Germany and far beyond. Exhibitors from the event and equipment sectors join exhibition space designers to present their wares and get together with trade visitors, agencies and companies. Exhibition-goers get the inside track on all the latest knowledge, and benefit from fresh ideas for success and from new contacts. BOE is a great opportunity to discuss projects and budgets as the year gets into full swing. It also has the benefit of bringing young people into contact with potential future employers. BOE's professional sponsor is the FAMAB communication association. For further information please see the trade fair website: [www.boe-messe.de/en](http://www.boe-messe.de/en)

Regular updates on the fair and its exhibitors can be found on the BOE social media channels on [Instagram](#), [Twitter](#), [Facebook](#) and [LinkedIn](#).

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