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PRESS RELEASE

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BOE INTERNATIONAL 2024: Leading trade show for experiential marketing focuses on diversity of exhibitors and subject matter

Show to bring the event industry together to engage, interact and do business

Decision-makers, trade visitors and suppliers to the event industry can expect an interesting mix of exhibitors, superb opportunities for networking and deal-making, and highly informative content live on stage at the next BOE INTERNATIONAL to be held at Messe Dortmund on 17 and 18 January 2024.

Dortmund, 27 April 2023 – BOE INTERNATIONAL will be showcasing a wealth of expertise in the live communications, business travel and MICE segments once again on 17 and 18 January 2024. The established flagship event marketing show will be showcasing a broad range of modern event technology together with a host of products, applications, locations and a broad range of service offerings. Visitors to this established informative buyer-meets-seller forum will also benefit from a content-rich – partly interactive – supporting programme.

New specialist providers enhancing the line-up

Coming to the show for the first time will be **rami.io GmbH** with a flexible application for a wide range of applications such as ticketing and admission control as well as point-of-sale systems and online stores. Software specialist **SMARTCHILLI GmbH** will also be in attendance with a solution that adds customised functions to existing software modules, obviating the need to replace tried-and-trusted applications. Musical entertainment, bespoke soundtracks and creative concepts for the artistic aspects of events will be presented for the first time in Dortmund by **#3NZ**. Dutch exhibitor **ABC Display Industry BV** will be bringing along its smart, easy-to-install floor systems for temporary spaces such as exhibitions, events and showrooms. Another first-timer at BOE INTERNATIONAL will be **the inside**, a global specialist for all kinds of designer structures that supplies turnkey exhibition stands (and more) from idea to final product.

PRESS RELEASE

Major exhibitors on board again

Numerous exhibitors from previous years have already confirmed their presence at the show this time around. Among these is **EVENT RENT**: "As a long-standing supplier and partner to Messe Dortmund, we look forward every year to taking part in the flagship trade show for live communications. For us, BOE in Dortmund is the perfect platform for presenting our latest trends and innovations, cultivating existing customer relationships and creating new ones," said Jens Bungert, Managing Director of the pan-European specialist for event and exhibition equipment. Georg W. Broich and his company **BROICHCATERING** will be at the show once again as a culinary host: "As one of the leading event caterers and location operators, taking part in BOE every year is a must for us! Especially after the pandemic, we're showing people that we're still a successful business and that we want to be ambassadors showing how much fun you can have in what is the world's most brilliant industry." Joachim Ostendorf, Managing Director of **VKF Renzel GmbH**, which offers 25,000 products for sales promotion, added: "BOE has been a firm diary date for us for years now. Its visitors come from a wide range of industries which it's not possible to address anywhere else in this way." "BOE is the No. 1 annual industry get-together in Germany and is really important for us when it comes to acquiring new customers," stressed Axel von Hagen, CEO and owner of renowned trade show construction company **VON HAGEN DESIGN**, underlining the importance of BOE.

360° – Current industry topics live on stage

The extensive supporting programme for the next show is currently being planned and will, as usual, be dedicated to the new trends and current challenges occupying minds in the event industry. Sustainability will once again be a standard ingredient, and in particular the sustainable and economically viable transformation of the event industry.

[Video impressions of BOE INTERNATIONAL 2023](#)

All key information, updates and developments concerning the show can always be found on [Facebook](#), [Instagram](#), [LinkedIn](#), the [show's website](#) and via [newsletter](#)

EXHIBITION AT A GLANCE**BOE INTERNATIONAL – THE INTERNATIONAL EXPERIENTIAL MARKETING SHOW**

BOE INTERNATIONAL (BOE), the international experiential marketing trade show, marks the start of the year for the event industry across Germany and beyond. Exhibitors in the event organisation, event equipment and trade show construction sectors make their way to Messe Dortmund to present their offerings and engage with trade visitors, agencies and other businesses. Visitors to BOE experience and discover creative ideas, recipes for success and a superb supporting programme of talks as well as a host of opportunities to make new contacts. BOE enables people to discuss projects and budgets right at the beginning of the new year. The show also brings young professionals into contact with potential future employers. Technical sponsor of BOE is the German National Event Industry Association 'fwd':.

NEXT DATE:

BOE INTERNATIONAL
17 – 18 January 2024

EVENT ORGANISER:

Messe Dortmund GmbH

ASSOCIATIONS:

fwd: Bundesvereinigung Veranstaltungswirtschaft e.V. (German Concert and Event Industry Association)
EVVC – Europäischer Verband d. Veranstaltungszentren e.V. (European Association of Event Centres)
degefest – Verband der Kongress- u. Seminarwirtschaft e.V. (Congress and Seminar Industry Association)
VPLT – Verband für Medien- und Veranstaltungstechnik e.V. (Media & Event Technology Association)
bvvs – Bundesverband Veranstaltungssicherheit e.V. (German Event Safety & Security Association)
bvik – Bundesverband Industrie Kommunikation e.V. (German National Association for Communications in Industry)

TARGET VISITOR GROUPS:

Trade visitors from event agencies, associations and event organisations, event service businesses and the hotel, catering and staged event sectors, conference centres, exhibition and trade show venues as well as those working in the insurance, banking, tourism, automotive, medical and pharmaceutical industries together with people in film, radio and television, and young professionals in the event industry.

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