

A spirit of optimism at the international water sports exhibition: New key visual, new product worlds, and new event content

## Interboot 2024: Off to new horizons

**Friedrichshafen – Preparations are in full swing with the promise of a breath of fresh air for Interboot, which will take place in Friedrichshafen from September 25 to 29, 2024. Not only will the duration of the event be reduced from nine to five days, but the international water sports exhibition will also undergo a complete transformation with a new claim, a new look, and a completely revamped focus. “We have ambitious plans,” promises Project Manager Felix Klarmann. “Visitors can look forward to a varied program that goes far beyond the offerings of a typical trade fair.” As a part of the transformation, the fair will incorporate new event content, develop new product worlds, and modify the Interboot Marina. The trade fair design will also be given a fresh makeover.**

The concept for the 2024 event includes the rollout of a fishing range as an extended product world lineup in addition to camping and towing vehicles. The trend sports area will have a new name and will be presented as “Interboard” in Hall A5. Maritime tourism also promises to offer an expanded portfolio in the coming year, with the aim of bringing the role of Interboot as a gateway to the Mediterranean back into focus. In addition, fun and exciting action events are planned. A diverse lineup of stars will take the stage for a variety of shows and offer a wide-ranging entertainment program. “We have some community events in mind to celebrate the hobby of water sports together with enthusiasts, newcomers, and experts,” says Felix Klarmann. Things will be taken in a new direction at the Interboot Marina as well. In the coming year, the Marina will not only offer hands-on activities with prominent partners but will also be open to those not exhibiting in the halls. In addition, visitors who wish to travel to the fair with their own boat will have the option to purchase day tickets that include a guest berth.

The key visual and the claim also indicate a new direction. “We want to invite people to explore the captivating world of water sports in all its facets and be inspired by the

hottest trends,” says Head of Marketing Ludwig Meier, explaining the intention behind the new design. The current design incorporates abstract curves that embody the dynamic and fluid movement of water, while the linear illustration is reminiscent of nautical charts, with this design choice effectively conveying the concept of longing to set off in a new direction. The new key visual features four distinct versions that cater to the various water sports areas in a more targeted fashion. The “New Horizons” claim also whets the appetite for the wide range of water sports on offer at the fair and reflects the experiences of sailing, motor boating, and paddling. “It’s going to be great,” says Felix Klarmann, expressing his excitement about the changes. “We are eagerly anticipating an exciting event in 2024, filled with a diverse range of content and an innovative supporting program that promises to be vibrant and engaging.”

### **Info and opening hours**

Interboot 2024 will take place from September 25 to 29 and will be open from Wednesday to Sunday from 10 am to 6 pm, while Interboard in Hall A5 will be open from Wednesday to Friday from 10 am to 7 pm. The new discounted afternoon ticket is intended to give visitors the opportunity to come to Interboot after work. Further information is available on the Internet at [www.interboot.de](http://www.interboot.de), [www.facebook.de/interboot](https://www.facebook.de/interboot), [www.instagram.com/interboot.friedrichshafen](https://www.instagram.com/interboot.friedrichshafen), and #interboot.