

Vertical Pro Presents Innovations and High Tech at Height

- **Exhibitor numbers top previous year, larger stand areas and expansion to three halls**
- **From safety devices to the world's smallest climbing wall: Vertical Pro shows trends around climbing and working at height**
- **Future topic AI: Artificial intelligence for climbing halls**

Friedrichshafen – Whether on the climbing wall, on the stage or on the high-rope course, the international trade fair for rope access technology, working at height and rescue, climbing and bouldering halls as well as high-rope courses offers everything related to occupations at height from November 22 to 23. "The final preparations for Vertical Pro are going very well. With some 200 exhibiting companies and three halls featuring 30 countries for the first time, we are covering the entire spectrum of sporty and industrial work at height," explains project manager Sharon Kommer from Messe Friedrichshafen. The Halls & Walls, the renowned information and exchange platform for the climbing hall industry of the German Alpine Association (DAV), is once again embedded in the specialist event this year.

The heart of Vertical Pro is the top-class specialist program on the stages, in the conference rooms and in the versatile areas of the Demo + Test Area. In over 100 hours of live formats, workshops and advanced training sessions, experts teach, among other things, how safe working at height is possible or how the use of future technologies such as artificial intelligence (AI) can be applied to the professional arena. New additions this year include the special area of the Future Wall, which presents sustainable products and projects, as well as the networking event "Women at height" with topic-specific presentations on the trade fair Saturday.

The smart way to scale walls

With specialist presentations, workshops and discussion events on all trade fair days, the DAV will be discussing potential applications for AI. "So far, AI tends to be associated just with creating copy," says Elias Hitthaler, responsible for

climbing facilities at DAV. The expert expects the focus topic to enable speakers to "highlight the options for using AI for climbing hall marketing. In addition, AI can be used efficiently for developing various offerings such as courses, introductory days and children's birthdays, including for targeted payout to the various target groups," says Elias Hitthaler. A workshop will give visitors the opportunity to learn how to use AI step by step on the trade fair Saturday on the stage in the East Foyer.

Automatic and intelligent belay device

The fully automatic, intelligent device from ProGrade has the potential to replace the climbing partner with lead climbing in the climbing hall. The device detects how high the climber is on the wall and secures the climber statically (up to the fourth intermediate belay point) or dynamically, ensuring a "soft" fall. It detects whether the climber should continue climbing or be let down after a fall and always gives enough rope, but never too much. The new belay system also carries out a partner check before the climb. In the case of a fail, the device simply locks the rope. After 3,000 belay cycles, the device must be sent for servicing. Visitors can put the device through the reality check on the climbing wall of the Demo + Test Area in Hall B5 during Vertical Pro on both days of the fair.

Trust is good, control is safer

The French family-run business Petzl is one of the most renowned companies in the vertical sector – both in the sports and industrial climbing arenas. The company is represented at Vertical Pro with both segments. This year, Petzl will be presenting its ePPEcentre solution. Behind this is PPE (personal protective equipment) management software and a control system that simplifies and automates the verification of PPE supplies. As a result, a company – be it an industrial company or a climbing hall – receives an overview of its PPE supplies and lists "the products in stock by status and immediately shows which PPE checks have to be carried out in the next few days, weeks or months," says Nils Beste from Sport Marketing Germany at Petzl. This not only saves time; it also boosts reliability during use.

Fossil-free climbing holds

High-quality climbing holds without microplastics: Swiss company Auftrieb from St. Gallen relies on a novel material composition to manufacture its products. "Our holds based on our bio-resin formula are a 100% natural and fossil-free alternative to polyurethane and polyester resins for the manufacture of circular climbing holds," emphasizes Andreas Trunz, founder and general manager of Auftrieb. But he is interested in more than just sustainability. The holds also perform better: "Our holds are more rock-like, they have a cooler feel, the texture is gentler on the skin and the hold does not end up with a polished surface. So you have a lasting grip," says Andreas Trunz.

Friedrichshafen becomes the showcase for industrial climbing

The Trade Association of Specialist Building Renovation (FSBS) brings together companies using rope technology for working at height and rescues. In 2024, the FSBS, which currently has about 30 members from the areas of roof and facade work, assembly at height and custom assembly, industrial cleaning, wind turbine construction, boat construction, tree pruning, through to rescue at height, will be making its debut at Vertical Pro in Friedrichshafen and will be presented as a new partner association. "Our booth and our contributions to the Demo + Test Area offer exciting opportunities to increase the visibility of the trade association," says Hans-Christian Meyer, Chair of Public Relations at the FSBS.

Climbing playfully

At Vertical Pro, the start-up Climball from South Tyrol will be presenting the "unique strategy game that brings climbing to life in a miniature format, offering new training opportunities for climbing aficionados," enthuses Gertraud Lantschner, Marketing Climball. The Boulderball is the world's smallest climbing wall and the first strategy game to simulate climbing. "It makes it possible to practice almost all the skills trained on the wall in miniature format – the mental aspect of climbing in particular plays a key role here," says Gertraud Lantschner. The game can be played alone or in groups, is ideal for traveling, in the office, during the climbing break or when an injury makes climbing on the wall impossible for the moment. The Boulderball can be tried out at the Climball stand in the Start-Up Area in Hall A6. Innovative young companies from the professional sector will be showcasing their products in Hall B5.

Opening hours and prices

Vertical Pro will take place in Friedrichshafen on November 22 and 23, 2024.

Opening hours: Friday from 9 a.m. to 6 p.m. and Saturday from 9 a.m. to 5 p.m.

Tickets are available online only. Day tickets are available for 42 euros and 2-day tickets cost 49 euros.

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About Vertical Pro:

Vertical Pro brings together all height professionals – from both the sports and professional sectors. The trade fair presents topics for operators of high-rope courses, climbing and bouldering halls, rope access technology, people working at height, rescue and aid organizations. The focus is primarily on interaction: equipment such as ropes, climbing holds or carabiners as well as safety systems can be tested and compared in the Demo and Test area. The supporting program offers a wide range of opportunities for knowledge building and inspiration. The concept focus of Vertical Pro creates new synergies for sporting and industry climbers, providing the ideal meeting point for exchanging ideas across industry and country borders.

About Messe Friedrichshafen:

Messe Friedrichshafen GmbH is one of Germany's leading trade fair companies and is based on Lake Constance at the nexus of four different countries. Founded in 1950 to promote the region's economy, it has made a name for itself worldwide as an organizer and marketer of leisure and trade fairs. Congresses, corporate and sporting events as well as TV productions and live concerts complement the broad portfolio. Every year, Messe Friedrichshafen attracts hundreds of thousands of visitors and thousands of exhibiting companies from more than 100 countries to Lake Constance. A total of 87,500 m² of exhibition space spread over twelve exhibition halls and two multipurpose foyers as well as the two open spaces in the inner courtyard of 15,500 m² and the static display of 20,000 m² offer unique possibilities for eventful trade fair days. The compact exhibition grounds with its own lake in the immediate vicinity of the airport as well as halls with hangar doors allow for a wide variety of potential uses.