



VOICES ON VERTICAL PRO 2024:

Deutscher Alpenverein e.V. Headquarters

Jennifer Lönz

Marketing artificial climbing facilities

"This year once again the Vertical Pro was the ideal meeting place to talk to contact persons from climbing gyms and bouldering halls. The atmosphere at the trade fair was great and characterised by professional discussions at the booths. After extending the "Halls & Walls" to two exhibition halls, the offer for climbing gym and bouldering hall operators has become even more diverse. We would be delighted if the trade fair continued to grow. The service from the trade fair managers was very friendly and competent."

yourBeez GmbH

Maurice Schlößer

Managing Director

"We were able to gain a lot of interesting impressions at Vertical Pro. As a start-up company, we were represented at the trade fair for the first time. Previously, we had only been to Friedrichshafen as visitors and therefore found it exciting to get to know the other side as well. Especially for us as a software service provider, it is very important to get talking to operators of smaller and larger climbing gyms and to find out their different focuses and interests. Our new product will be launched in 2025. That's why we're planning to also be at the trade fair next year so that we can offer our customers even more opportunities to get to know the product and experience it live."

Rockcity Industries Ltd

Mark Englisch

Managing Director

"Vertical Pro is a very important trade fair for us, also because it is so international. We work in the field of competition climbing, have been to the Olympics this year and participate in the major international competitions.

Messe Friedrichshafen GmbH
P.O. Box 2080 | 88010 Friedrichshafen
Neue Messe 1 | 88046 Friedrichshafen
GERMANY
www.messe-friedrichshafen.de

Media & Communications
Frank Gauß
☎ +49 7541 708-307
✉ presse@messe-fn.de

Vertical Pro has grown, so we expected a little more visitors to our booth. But we also had a similar feeling at other events that we visited recently. Vertical Pro attracts visitors from Asia, the USA and Australia. We see this as a great advantage. Being here is also an ideal opportunity for us to meet our customers in person and not just communicate digitally."

DMM Wales

Puk

Technical Representative

"Our booth was well-attended and we were able to talk to many people. We serve both worlds: climbing and professional, but at Vertical Pro the emphasis is more on climbing. We are currently expanding the professional segment. We took the opportunity to talk to interested parties and customers. At a trade fair, it is easier to have longer, content-based discussions and, for example, to explain our products and prices. Our quality feature is that we produce everything in Wales and nothing comes from the Far East. We plan to exhibit again at Vertical Pro, but the planning still needs to be done."

Béal SAS

Buffi Gollhardt

Sales Manager DACH

"The quality of the audience was very good this year. Even if we expected even more visitors to our booth due to the higher number of exhibitors. Overall, Vertical Pro was a great success for us, though. Above all, good discussions with customers from various industries are crucial for us, as they will probably have a positive impact on the post-trade fair business – and this is what we had this year. From high-rope course operators to industrial climbers to the fire services: Due to the somewhat smaller crowd, we were able to take more time for intensive discussions and could clearly feel the enthusiasm of the customers about it. We also reach visitors from Austria and Switzerland at Vertical Pro. We will definitely be back next year."

Wildcountry

Evolv

Nina Lang

Commercial manager Climbing Brands EU

"We were represented for the first time at Vertical Pro with our two climbing brands and we can say that the trade fair has been very positive for us. We had a lot of interesting discussions and were able to successfully present our test shoes. People tried the products and then wanted to learn more about our brands."