Voices on Vertical Pro 2026

Dr. Wolfgang Wabel, Head of the Mountain Sports Division of the German Alpine Club (DAV)

"Vertical Pro is an excellent platform for the German Alpine Club to work with the various stakeholders in the industry to advance key issues in climbing. This year, we are involved in a range of areas, from Halls & Walls to presentations on key topics such as inclusion and safety in climbing. We were particularly pleased with the positive response. The atmosphere at the trade fair reflects the strong sense of community within the climbing industry. Vertical Pro is where the community truly comes together. While we have the impression that there are slightly fewer visitors here than last year, the quality of the contacts and conversations has been consistently high. Overall, we are very pleased with the event."

Prof. Dr. Marco Einhaus, Technical University of Munich

"Vertical Pro is an important meeting place for the work-at-height industry. This is where industry professionals come together to share experiences and discuss current challenges related to working safely at height. What is particularly valuable is the combination of expert presentations, face-to-face discussions with exhibitors and practical demonstrations. We are taking away many valuable insights, including for our work on standards and the further development of safety technology. Over the years, the trade fair has become an established meeting place for the industry, where knowledge is shared and innovation is driven forward."

Thomas Reichert, CEO Climbing Wall Design, ArtRock

"Vertical Pro has been a fixed date in our trade fair calendar for many years and remains the most important industry platform for us. Although we are currently seeing some caution in the market, the discussions here are extremely valuable. Visitors come to us with specific projects and questions, highlighting the increasingly specialized nature of the trade fair. Another highlight this year was the European premiere of our Tension Board, which attracted considerable interest. For us, it was a successful trade fair where we were able to strengthen important relationships and generate new momentum. We will definitely be back next year."

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

Vasil Sharlanov, Architect and Head of Climbing Sales at WALLTOPIA

"Every year, Vertical Pro provides us with an important opportunity to meet long-standing customers and partners in person and exchange views on the latest developments in the climbing industry. Especially given the challenging economic environment, this face-to-face contact is particularly valuable. This year, we were able to present our new Quantum Board and give visitors the opportunity to try it out for themselves. We would have welcomed a little more interest in some areas, but overall, we continue to value Vertical Pro as Europe's largest climbing trade fair and an important meeting place for the industry."

Urban Žajdela, Head of R&D, CITYWALL

"Vertical Pro was a great success for us, with many productive discussions and new customer contacts. What we particularly value is the opportunity to meet our existing partners in person and show them our latest developments first-hand. Things that were previously often only discussed in video calls can be resolved much more quickly and easily here with the products right in front of us. Our new PU climbing holds from the Illusion brand in particular were very well received by industry professionals. At the same time, we gained valuable insights into a number of new projects. For us, Vertical Pro is therefore an important platform for face-to-face interaction and for strengthening our business relationships."

Christoph Driever, Country Manager, Petzl Deutschland GmbH

"We are very pleased with our presence at Vertical Pro. We particularly value the diversity of the professional audience and the wide range of questions and requirements that visitors bring to us. While we have the impression that there are slightly fewer visitors here this year, the quality of the discussions remains very high. A particular highlight for us was presenting our new ZigZag Shift in the Demo + Test Area. The workshops attracted considerable interest and demonstrated just how valuable it is to showcase new products in action and discuss them directly with industry professionals. Overall, we are very pleased with the event and continue to value Vertical Pro as an important platform for exchange within the industry."

Yves Pasquini, Deputy Federal Chairman and Chairman of the Baden-Württemberg State Association, DFeuG

"We are very pleased with our first participation in Vertical Pro 2026. We are particularly impressed by the strong visitor turnout and the diversity of the professional audience. The discussions with representatives from fire services, emergency medical services, height rescue and fall protection are consistently of a very high standard and open up many interesting opportunities for further collaboration. Networking is also an important aspect for us: engaging with both our members and other organizations, associations and manufacturers brings significant added value. Through our own work in fire services, emergency medical services and emergency control centers, we have first-hand experience of many of the products on display and their practical applications. At the same time, we can address our members' concerns, needs and challenges and, where necessary, connect them with the right contacts. We are taking away many valuable conversations and fresh insights and are already looking forward to the next Vertical Pro. In the future, we hope to welcome even more visitors from fire and emergency medical services."

Thomas Grögl, Head of Training at Kölner Seil Kommando

"For us, Vertical Pro is our very first trade fair appearance and it was a thoroughly positive experience. We meet highly engaged industry professionals here who ask specific questions, so we can get straight into the details. The quality of the discussions is excellent and the professional exchange is extremely valuable to us. Our training truck has also been very well received by visitors. Visitors are particularly impressed by the flexibility of the system and how quickly it can be set up. At the same time, our discussions provide us with plenty of concrete ideas on how we can further improve our products and services. That's exactly what makes the trade fair so valuable to us."

Adrian Bleisch, Vice Chairman of FSBS e. V.

"It's quite a journey from Berlin to Friedrichshafen, but it's worth it every time. This is now our third time at Vertical Pro, and once again we feel very much at home here. We particularly value the professional dialog and the diverse range of visitors. We meet both interested visitors and industry professionals who come to us with very specific questions about our climbing and rescue techniques. Our rescue demonstrations were also very well received this year.

As a relatively small association, the trade fair is an important opportunity for us to showcase what we do and connect with manufacturers, distributors and other exhibitors. In the process, we learn about new products and rescue systems, discuss different methods and gain valuable insights for our own work. At the same time, Vertical Pro is also a place where we come together as an association. We therefore fully expect to be back again next year."

Thibaud Herr, Marketing Director at MBS Industry

"Our motorized auto-belay system opens up new climbing experiences for people with limited mobility. Vertical Pro provides us with an excellent opportunity to present our solutions to European climbing gym operators as well as national associations and organizations working to make climbing more inclusive and safer. For us, the trade fair is an extremely valuable platform within the climbing industry."

Simon Kreutz, Marketing DACH, La Sportiva

"Our experience at Vertical Pro was positive, and my expectations were met. While one hall was very busy, the more technically focused hall was somewhat quieter. This may also be related to the types of services offered there. Nevertheless, we had a good number of visitors at our location. My main goal was to connect with climbing gyms. For this purpose, I had specifically arranged meetings in advance, so my schedule was already quite full. The discussions were valuable and Vertical Pro provides an excellent platform connecting brands with the climbing industry. Overall, I am pleased with our presence at the trade fair."

Vertical Pro Homepage: www.vertical-pro.de

Follow on Instagram: @verticalpro_official

Press contact:

Emil Weikinn, Manager Media Relations
Phone: +49 7541 708-308
E-Mail: emil.weikinn@messe-fn.de