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59th international watersports exhibition to take place in accordance with a special safety and hygiene plan – Claim for 2020: "Stay apart, stay ahead"

## The Interboot proudly hoists its flag, stimulates sales and facilitates the communication of expert knowledge

Friedrichshafen – This year's Interboot Special Edition can be concisely summed up: The claim "Stay apart, stay ahead" makes it clear that trade fairs can offer sufficient space and latitude for event implementation that meets the challenges of these trying times. As one of the first major water sports trade fairs in Europe, the Interboot will be held in Friedrichshafen from Saturday, September 19, to Sunday, September 27, 2020, with an ambitious goal: "Over the course of nine days, we want to offer the water sports industry a platform that provides a safe shopping experience, an appealing selection of products, and lots of valuable expertise for water sports enthusiasts," says Klaus Wellmann, Managing Director of Messe Friedrichshafen. The trade fair organizers on Lake Constance are providing sufficient room for exhibitors and visitors in their halls during this coronavirus era. Tickets are only available online. A detailed and comprehensive safety and hygiene plan meets the high standards required for the conditions of the pandemic.

The trade fair team is currently expecting some 200 exhibitors, and a total of six exhibition halls will be open for the event. The product spectrum will range from sailboats and motorboats to all categories of boards through to the offerings of the electronics, accessories, and clothing sectors. The Beach Cinema in Hall A5 will be exhibiting films all about cool, inviting water. "We will also offer extensive shopping opportunities in what is currently the largest water sports shopping center in the heart of Europe," says Interboot

Project Manager Dirk Kreidenweiss.

The Interboot Special Edition will be presenting itself in a manner appropriate to the market in the COVID-19 era. The trade fair has adapted to the challenges with its condensed range of products and the focus it is placing on a classic product show as well as on imparting specialist knowledge for water sports enthusiasts. For Dirk Kreidenweiss, it is clear that “unusual times call for unusual measures. The issue of safety is clearly a priority for us. We are creating the right framework for a trade fair that will take place under special conditions, and we are highly motivated to meet the unique challenges.”

Exhibitors and visitors are guaranteed a safe experience through extensive health and hygiene measures, including the requirement to wear a mask or other covering over the mouth and nose, increased cleaning intervals for door handles, handrails, sanitary facilities, and glass and plexiglass surfaces in the information, cloakroom, and cashier’s office areas. “In the planning of the hall layout, we are paying particular attention to wider aisles as well as to a sophisticated signposting system and distance markings on the floor,” Dirk Kreidenweiss explains.

Clemens Meichle, Managing Director of Ultramarin, is preparing for the event with great anticipation: “After the unusual 2020 season, we are looking forward to seeing many water sports enthusiasts in the exhibition halls. We will be presenting the entire product range, from equipment and appropriate clothing to sailboats and motorboats from Bavaria and Bente. Hans Roelants, General Manager Sea Ray Boats EMEA, is also optimistic: “We are quite pleased that Interboot 2020 will be able to take place. A total of 15 boats will be on display at our booth, demonstrating our confidence in the Interboot.”

### **A program of lectures by and for professionals: Interboot Academy**

From a refresher course on VHF radio to a radar/plotter seminar: The range of presentations and workshops offered during the Interboot Academy will provide water sports enthusiasts with expertly prepared first-hand information of excellent quality. The Mediterranean Seminar, organized by blauwasser.de, will convey important nautical information about the coastal states of the region as well as the Mediterranean weather, safety issues, communication, costs, and lots of other helpful advice relating to all aspects of planning a voyage. It is necessary to register for these fee-based program items at [www.interboot.de/academy](http://www.interboot.de/academy).

### **Set your sights on far-off lands at the Sailing & Travel Competence Center**

Hall A3 is the gathering place for fans of sailboats and motorboats: The Sailing & Travel Competence Center reflects the entire diversity of the sport of boating. In addition to classic daysailor concepts and alternative sailing solutions, a wide array of dream destinations will be presented.

Travel is also the focus of the Charter & Voyage Consulting Service. Whether looking at a trip to the Azores, Thailand, or the German Baltic Sea, those planning their next journey by sailboat or motorboat will find free and unbiased advice on any number of destinations worldwide provided by experts Michael Amme and Jürgen Strassburger. They will be happy to draw on their in-depth specialist knowledge to respond to your questions.

### **IBN Action Area**

Practical sailing tips: coach Oliver Ochse will be providing fascinating and informative tips about the Lake Constance water sports area at the IBN Action Area in Hall A4.

### **Get up to speed with trailer training**

Towing a trailer is an unfamiliar challenge for many people, especially when driving in reverse. Under expert guidance, you can practice and improve your skill at maneuvering with a boat trailer in a trailer training session. Experts will pass on their knowledge and provide numerous tips and tricks. Registration is available online at [www.interboot.de/trailertraining](http://www.interboot.de/trailertraining) as well as directly on site.

### **Set sail at the Interboot Trophy**

Sailing fans will be able to enjoy first-class regatta sports again this year: The Interboot Trophy will take place on the second weekend of the fair, from Saturday, September 26, to Sunday, September 27. This will be the 16th time this traditional competition has been held, and the crews of the J/70 Class will be participating for the 2nd time, directly in front of the promenade in Friedrichshafen.

### **The wide world of the seven seas on the big screen: Ocean Film Tour, Volume 7**

An audiovisual highlight of the fair will be the International Ocean Film Tour, Volume 7, which will start at 6:30 pm on Thursday, September 24. The program, which consists of five short films, will escort marine enthusiasts to exciting oceanic and undersea worlds. With subject matter ranging from unstoppable female surfers to spectacular sailing adventures to those working tirelessly to protect our seawater ecosystems, the Ocean Film Tour will leave you yearning for the briny deep. Admission is included in the fair ticket price.

The Interboot will be presenting the world of water sports from 10 am to 6 pm daily from Saturday, September 19, to Sunday, September 27, 2020. Tickets that are specific for a certain day are available exclusively online.

Further information is available on the Internet at [www.interboot.de](http://www.interboot.de),

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**Abteilung Kommunikation**  
Wolfgang Köhle  
T +49 | 0 | 75 41 | 708 | 307  
F +49 | 0 | 75 41 | 708 | 331  
E [presse@messe-fn.de](mailto:presse@messe-fn.de)

**Messe Friedrichshafen GmbH**  
Postfach 2080 | 88010 Friedrichshafen  
Neue Messe 1 | 88046 Friedrichshafen  
GERMANY  
[www.messe-friedrichshafen.de](http://www.messe-friedrichshafen.de)

Sitz der Gesellschaft: Friedrichshafen  
Amtsgericht Ulm HRB 631179  
**Aufsichtsratsvorsitzender**  
Oberbürgermeister Andreas Brand  
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