



26.11.2022

## **EXHIBITOR COMMENTS ON VERTICAL PRO 2022:**

**Elias Hitthaler, Head of Sports Development/Climbing Installations at  
the German Alpine Association (DAV):**

“Once again, the atmosphere was exceptional. The trade fair is developing into an annual ‘class reunion’ for the industry. This is demonstrated by a great increase in the volume of visitors, with a large number of international guests in particular. With its mixture of exhibition and a colorful lecture program, the trade show concept was a complete success again.”

**Philipp Strasser, Chairman of the Board of the International Adventure  
Park Association (IAPA):**

“We hosted our annual general meeting here, which was really great for us. With the presence of the most engaged climbing enthusiasts, the operators of climbing installations, and the customers, this is where exchange takes place. Our presentations were almost all completely booked, and we seem to have chosen just the right topics.”

**Sven Drangeid, Director of the Professional and Interest Association  
for Rope-Assisted Working Techniques (FISAT) Office:**

“The response to the technical presentation on stage was very positive. You could tell that people were in a good mood, especially when compared to last year. We were pleased that the topic aroused interest and that the audience remained until the end of the presentation. For the future, we think that an even greater mix of the various interest groups would make sense in order to stimulate even more exchange between the different sectors.”

**Vitus Wuhrer, Managing Director of Edelrid:**

“For us, the Vertical Pro is one of the most important trade shows because it

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provides a good platform for sharing the various applications and techniques necessary for moving in the vertical world. Bringing the representatives of all these application areas together under one roof is a unique achievement. We are pleased with the many lively and international meetings as well as the sophisticated level at which the visitors engaged in dialogue about the products. This is the where the true 'niche nerds' meet, the people with whom you can talk shop about product details in a lively manner – and that's what is really fun. It's gratifying to see how busy Hall A7 was, with its focus on indoor climbing. In the future we would love to see an even broader field of competitors in order to further energize the array of workers at height in Hall B5."

**Buffi Gollhardt, Sales Manager Germany for Béal SAS, France:**

"This is our first time at the show and I'm very excited, especially about the mix of the crowd. Whether firefighters, rescue specialists, or customers large and small – they are all trade visitors. I'm very satisfied with that. A few more visitors came yesterday, and today it's a bit calmer. I was surprised by the scope and internationality of the fair. For example, we had visitors from Israel, France, and Italy at our booth."

**Christoph Driever, Country Manager for Petzl Deutschland GmbH:**

"The Vertical Pro is really important to us, as we were ultimately also involved in drafting a concept for a fair focusing on verticality. We of course did not have such high expectations last year at the start of the fair, but this year's launch was terrific, and we have received great feedback here since the start of the fair. It's great to see that people are enjoying going to trade fairs again. The response we are experiencing here is really great!"

**Heinz Tretter, Managing Director of Kristallturm GmbH & Co. KG:**

"I'm very happy with this year's Vertical Pro. Unfortunately, there was a conflict with the IAAPA Expo in Orlando last year. Visitors are coming to us in greater numbers and with very specific questions. The timing of the fair is also good since people like to make investments after the season ends. This is a real industry meet-up, and you can attend some important events here on-site, including the annual general meeting for the International Adventure Park Association.



**Christian Benk, Managing Director of Benky Climbing GmbH & Co. KG:**

“The Vertical Pro is the main show of the year for us, along with the most important trade fair for the entire industry. We saw a steady increase in visitors on the first day of the fair. The conversations at our booth were what you would expect among experts and professionals. Specific deals were concluded, even though that’s not the main reason that we come to the fair. I actually appreciate the opportunity to come into contact with people from the industry who did not yet have us on their radar, along with all the socializing, the meeting and getting to know each other, and the exchange of knowledge among insiders – you can do all of that here!”

**Marco Richter, Sales, Kletterkultur GmbH:**

“The Vertical Pro is really important to us as a venue where we present our new products. Being here also helps us to bring more visibility to our brand. That means high added value with good customer contact, good conversations, and better networking through new links and connections. We sell many different brands and are always happy to have all our representatives in one place. From Japan to Ukraine, it’s a real get-together.”

**Paul Huybrechts, Director of A&P Projects**

“For us, the Vertical Pro opens doors for customers from the foothills of the Alps who we would otherwise not be able to reach. This year is going well for us, and we’ve already reached the contacts we were hoping for.”

**Markus Krah, Distributor for Tenaya Germany**

“We were at the show last year as visitors and are happy to be meeting a large number of exhibitors and customers. It’s all a lot of fun. We would like to thank the trade fair team for the hospitality extended to us. Lake Constance is our favorite place.”