

THE NEXT LEVEL

8th
EDITION



27–29 June 2026

→ TRENDS UP WEST – NEWCOMER

Since the 2024 event, **TRENDS UP WEST** has also offered small businesses – especially start-ups and newcomers – the opportunity to present themselves at a professional B2B event. To make it easier to get started, smaller booth areas were created.

ADJUSTMENT FROM 2026

For the 2026 event, this offer had to be adjusted for economic reasons: Even the smaller booth areas will now be offered at the uniform square meter price of **TRENDS UP WEST**.

SPECIAL REGULATION FOR FIRST-TIME PARTICIPANTS

Newcomers still have the option to book an area starting from **10 sqm** for their first participation – instead of the regular minimum size of **20 sqm**.

From the second participation onwards, the regular minimum size of 20 m² applies, since only from this size onward can the event concept be implemented in a cost-covering way with all proportional costs and services.

FAIRNESS & TRANSPARENCY

The organizers reinvest all revenues fully into the event.

TRENDS UP WEST is not a profit-oriented format – however, participation cannot be subsidized in order to ensure equal opportunities for all exhibitors.

NEWCOMMER



ONE-TIME EXCEPTION FOR ENTRY

The “from 10 m² rule” is a **one-time exception** for new exhibitors & newcomers to make it easier to enter professional marketing – without financial overload.

WHAT HAPPENS AFTER THE PREMIERE?

From the second participation onwards, **the same conditions** apply as for all other exhibitors. There is no spatial separation into “**newcomer segments**” – everyone is part of the large TRENDS UP WEST community.

If the step from 10 m² to 20 m² seems too large, **individual exceptions** can be made – provided that the booth area is at least enlarged.

For areas under 20 m², a **flat-rate area compensation fee of €395.00** will be charged.

COMMUNITY INSTEAD OF CATEGORY

From the second participation, one becomes a full member of the community:

- Equal services for everyone
- No special zones
- A joint appearance at eye level

WE LOOK FORWARD TO NEW BRANDS!

Every newcomer who wants to introduce themselves to trade visitors is warmly welcome. Fresh energy and new ideas enrich TRENDS UP WEST – because:

The small players of today are the big names of tomorrow.

REGISTRATION

There is **no separate registration form** for newcomer spaces. Please contact me in advance – afterwards, the regular form can be used.

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📍 Info point on site: Organizer Office / Alte Schmiedehalle