

TRENDS UP WEST 2025

THE NEXT LEVEL

WITH OVER
240 BRANDS
IN 2 HALLS



WHEN	28 June - 30 June 2025
LOCATION	AREAL BÖHLER, Hansaallee 321, 40549 Düsseldorf/Germany
EXHIBITORS	HOME, DECO & FASHION GIFT & PAPER COOK, EAT & DRINK OUTDOOR & LIVING
INTERNATIONAL	Belgium Bulgaria Denmark Germany France Ireland Italy Latvia Netherlands Austria Poland Sweden Switzerland
PRICES	<p>EARLY BIRD Registration deadline until 22.11.2024 Price 130 €/sqm² (mind. 20 sqm²)</p> <p>REGULAR BIRD Registration deadline until 31.01.2025 Price 140 €/sqm² (mind. 20 sqm²)</p> <p>NEWCOMER OFFER Price 1.300 € for 10 sqm² of stand space until 22.11.2024 Price 1.400 € for 10 sqm² of stand space from 22.11.2024</p>

ALL-ROUND CAREFREE - THE PRICE INCLUDES

Space, power connection, lighting, catalogue entry, logo print and stand no., entry in the brand list, at least one mention in a themed newsletter, marketing & communication, social media before/after reporting, exhibitor passes, 1 set-up day, parking, cleaning, security, technology, premium catering, coffee specialities, infused water, marketing package, exhibitor evening.

→ VISITOR SUMMARY OF THE LAST TRENDS UP WEST 2024

- 95%** find the event very good
- 62%** are regular visitors
- 38%** New visitors
- 92%** think the location is very good
- 94%** think the concept is excellent
- 88%** think the layout is very good
- 51%** find the quality of the exhibitors very good
- 91%** want to find new products/manufacturers
- 37%** have ordered in the € 2,500 - € 5,000 range

→ FACTS & FIGURES TREND UP WEST 2024

OVER 240 EXHIBITORS
OVER 3.000 TRADE VISITORS
15.000 sqm² AREA
2 HALLS
3 DAYS

Exhibitors say:

- 89%** of exhibitors found the event the event good to very good
- 58%** are new exhibitors
- 70%** find the mix of exhibitors good to very good
- 63%** have exceeded your expectations
- 61%** were more than satisfied with the number of visitors
- 80%** found the visitors interesting to very interesting
- 65%** have been able to write good to very good orders
- 59%** have gained 6 to over 20 new customers
- 86%** are very to above-average satisfied with the organisation
- 68%** are already planning to to exhibit again