

# TRENDS UP WEST 2026

# THE NEXT LEVEL

## 8<sup>th</sup> EDITION



WITH MORE THAN 303  
EXHIBITORS REPRESENTING 450 BRANDS

<b>WHEN</b>	<b>27 June – 29 June 2026</b>
<b>LOCATION</b>	AREAL BÖHLER, Hansaallee 321, 40549 Düsseldorf
<b>EXHIBITOR</b>	HOME, DECO & FASHION   GIFT & PAPER   COOK, EAT & DRINK   OUTDOOR & LIVING
<b>INTERNATIONAL</b>	Belgium   Denmark   Germany France   Ireland   Italy   Luxembourg   Netherlands Austria   Sweden   Switzerland   Spain
<b>PRICE</b>	<b>EARLY BIRD</b> until <b>30 November 2025</b> Price <b>130 €/sqm</b> (mind. 20 sqm)  <b>REGULAR</b> from <b>01 December 2025</b> Price <b>140 €/sqm</b> (mind. 20 sqm) Registration deadline <b>30 January 2026</b> (if space is still available)

Smaller newcomer spaces  
available on request!

### ALL-INCLUSIVE PACKAGE – THE PRICE INCLUDES::

Space, power connection, lighting, catalogue entry and stand number, entry in the brand list, at least one mention in a themed newsletter, marketing & communication, social media pre- and post-event coverage, exhibitor passes, one set-up day, free parking (if available), cleaning, security, technology, snacks, coffee drinks & infused water (all other drinks are available for purchase), marketing package, exhibitor dinner.

## → FACTS & FIGURES TRENDS UP WEST 2025

**OVER 303 EXHIBITORS**  
**OVER 3.100 TRADE VISITORS**  
**15.000 m<sup>2</sup> EXHIBITION SPACE**  
**2 HALLS**  
**3 DAYS**

### The exhibitors say:

- 81 % exhibitors rate the event as good to very good
- 42 % are new exhibitors
- 70 % find the mix of exhibitors good to very good
- 39 % have exceeded your expectations
- 45 % were more than satisfied with the number of visitors
- 64 % Visitors found it interesting to very interesting.
- 42 % have been able to write good to very good orders
- 59 % have gained between 6 and over 20 new customer
- 85 % are very to above average satisfied with the organisation
- 33 % are already planning to exhibit again
- 30 % all visitors come through exhibitor invitations.

## → VISITOR SUMMARY *of the latest TRENDS UP WEST 2025*

- 95 % think the event is very good
- 59 % are regular visitors
- 41 % new visitors
- 95 % think the location is very good
- 91 % want to find new products/manufacturers
- 94 % think the concept is excellent
- 37 % have ordered goods worth €2,500–€5,000 or more
- 88 % think the layout is very good
- 92 % rate the quality of the exhibitors as very good