



## Scaling new heights: Vertical Pro is expanding

29.08.2024 | More exhibitors and larger booth footprints: Bigger venue including three halls and two Start-Up Areas

Friedrichshafen – When belts are put on, holds tried out and carabiners hooked in, then it is time again for Vertical Pro. The fourth trade fair for rope access technology, working at height and rescue, climbing and bouldering halls as well as high-rope courses will take place from November 22 to 23, 2024 on the exhibition grounds in Friedrichshafen, inviting professionals to experience, inspire and network. "Whether for work or for sport, Vertical Pro connects vertical worlds. We are delighted to be revisiting the industry from all sides. This is reflected in the large number of exhibitor registrations, which already exceeds last year's numbers, and the desire of the exhibiting companies for more booth space. With increasing demand, Vertical Pro is also growing, so that we will be occupying a third hall for the first time," announces project manager Sharon Kommer. In Hall A6, the focus will be on innovations and products from the climbing and bouldering segment. A second Start-Up Area devoted to the sports segment will also be inaugurated here, while budding companies from the Professional segment will be showcasing their offerings in Hall B5.

### **New Rescue + Aid Sector invites visitors to share ideas and find out about the latest innovations**

The experts, who will be holding joint presentations on the all-new Rescue + Aid Sector this year, appreciate what matters in the event of an emergency from height or depth in hostile terrain. In the topic area of Hall B5, clubs, organizations and associations specializing in rescuing people from height and depth will provide information about their work and demonstrate how today's rescue missions work. With contributions including Axel Manz's presentation on "Horizontally tensioned systems for rescue loads," the supporting program provides further in-depth insights into the work of the rescue organizations.

### **Making new acquaintances and networking: "Women at height"**

For the first time, the networking event "Women at height" will take place on Saturday, November 23, 2024. Whether an industrial climber or route setter, arborist or alpinist: female vertical professionals from all industries will find a platform for sharing ideas and networking here. The day begins with a joint breakfast in the Europa Lounge and continues with varied presentations and panel discussions. On the stage in Hall B5 and in the East Foyer, experts from the sector will be talking about and discussing their experiences.

### **Topics that move the climbing industry**

On the presentation stages in the East Foyer and Hall B5, experts will be providing trendsetting impetus as part of panel discussions, specialist presentations and workshops covering the most diverse fields of application of working at height. Whether it is AI, women working at height or the sustainable operation of climbing and bouldering halls: the versatile stage program in cooperation with the long-standing partners of the German Alpine Association (DAV), the International Adventure Park Association (IAPA) and the German Association for Rope Access (FISAT) provides a forum for sharing ideas across disciplines. Peter Biegel from FISAT will give a presentation on process certification for training on the safe use of fall arrest personal protective



equipment on the Saturday of the trade fair. From tree care to slope and rock clearance: Carsten Beinhoff (Social Insurance for Agriculture, Forestry and Horticulture [SVLFG]), among others, will share his own professional expertise on the subject of fall hazards and safety measures in steep terrain, while Max Olesko (Baumklettermax) will talk about the use of rope knots for rope climbing techniques and for moving loads. Daniel Gebel from Edelrid GmbH & Co. KG will talk about refresher courses for mountain guides, while Prof. Dr. Marco Einhaus (Construction Industry Trade Association) will be giving a presentation on the occupational safety standard PREN 17235.

### Trends beyond the climbing wall

Climbing and bouldering is more multifaceted than almost any other sport and is constantly developing. At Halls & Walls, the DAV's climbing hall meeting at Vertical Pro, operators of climbing halls and facilities can find out about the latest trends in hold sets, wall elements, counter systems and accessories. In its supporting program, the association pays particular attention to hot topics such as the use of AI and AI-driven climbing. "This is a much-discussed topic; among other things, we see opportunities in using AI for marketing climbing and bouldering halls. However, we need to examine the actual benefits of using AI for hall operation. We will also be talking about this in presentations and workshops at Vertical Pro," says Elias Hitthaler, DAV expert for climbing facilities. The DAV's popular Round Table, which revolves around the topic of route construction, will also take place again.

The IAPA Area is devoted to recent developments in safety, efficiency and environmental responsibility in adventure parks and high-rope courses: "Our focus on AI and sustainability of climbing materials was chosen in response to the pressing issues facing our industry. With these topics, we aim to ensure forward-looking impetus for the industry and provide access to experts," explains Philipp Strasser, Chairman of IAPA. In addition to numerous presentations and workshops aimed at both members and the international audience, there will be a new interactive station with its competitive element. "Spot the mistake" tests visitors' safety skills by asking them to point out safety deficiencies and vulnerabilities in a realistic scenario. The general meeting of the IAPA and the panel discussion on the topic of the "Need to replace fall arrest personal protective equipment" offer ample scope for sharing knowledge and ideas. The IAPA Innovation Award singles out trendsetting solutions.

### Demo + Test Area

The trade fair's interactive nature is apparent in the many demo and test areas. The mock-up of a sloping house roof represents a new highlight. Products and equipment can be handled directly free of charge on the 1,500 square meter area, tried out and put through a reality check on numerous obstacles, including the climbing wall, turntable ladder, the container tower, climbing tree, and trussing system as well as on the high-rope course. Sporty innovations feature on the bouldering block. Besides product presentations and demonstrations, vertical professionals will also be showing in multifaceted workshops what matters when working at height.

### Science and career

Fledgling companies have the opportunity to showcase their portfolio in one of the two Start-Up Areas and to exchange ideas with established companies. Sports products and services will be presented in Hall A6, while the professionals will network in Hall B5.

Visitors from universities and research groups can find out where the industry is heading,



discover the latest innovations and scientific findings, as part of the Science + Research Hub.

#### Upgraded ticket concept

New tickets ensure even more flexibility. For example, the after-work ticket includes admission for 25 euros after 2 p.m. The volunteer ticket, which is available for volunteer members of rescue and aid organizations, is on sale online for 16 euros. For full information and tickets go to <https://www.vertical-pro.de/visit/opening-hours-tickets>.

#### Opening hours and prices

Vertical Pro will take place in Friedrichshafen on November 22 and 23, 2024. Opening hours: Friday from 9 a.m. to 6 p.m. and Saturday from 9 a.m. to 5 p.m. Day tickets are available online for 42 euros and 2-day tickets for 49 euros.

Vertical Pro Homepage: [www.vertical-pro.de](http://www.vertical-pro.de)

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#### About Vertical Pro:

VERTICAL PRO brings together all height professionals – from both the sports and professional sectors. The trade fair presents topics for operators of high-rope courses, climbing and bouldering halls, rope access technology, people working at height, rescue and aid organizations. The focus is primarily on interaction: equipment such as ropes, climbing holds or carabiners as well as safety systems can be tested and compared in the demo and test area. The supporting program offers a wide range of opportunities for knowledge building and inspiration. The concept focus of Vertical Pro creates new synergies for sporting and industry climbers, providing the ideal meeting point for exchanging ideas across industry and country borders.

#### About Messe Friedrichshafen:

Messe Friedrichshafen GmbH is one of Germany's leading trade fair companies and is based on Lake Constance at the nexus of four different countries. Founded in 1950 to promote the region's economy, it has made a name for itself worldwide as an organizer and marketer of leisure and trade fairs. Congresses, corporate and sporting events as well as TV productions and live concerts complement the broad portfolio. Every year, Messe Friedrichshafen attracts hundreds of thousands of visitors and thousands of exhibiting companies from more than 100 countries to Lake Constance. A total of 87,500 m<sup>2</sup> of exhibition space spread over twelve exhibition halls and two multipurpose foyers as well as the two open spaces in the inner courtyard of 15,500 m<sup>2</sup> and the static display of 20,000 m<sup>2</sup> offer unique possibilities for eventful trade fair days. The compact exhibition grounds with its own lake in the immediate vicinity of the airport as well as halls with hangar doors allow for a wide variety of potential uses.

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