SPACES FOR PEOPLE.
FIT FOR THE FUTURE.
MADE FOR EVERYBODY.

koelnmesse
Cologne is the only place where you as an exhibitor can reach precisely the target group you want: from decision makers in local authorities, clubs and associations, to international buyers, investors, planning agencies and architects all the way through to operators of stadiums, event locations and arenas. Present your innovative solutions to the entire industry in one go – and set the course today for your business tomorrow.

IT HAS RARELY BEEN SO IMPORTANT TO KEEP AN EYE ON FUTURE DEVELOPMENTS AS IT IS TODAY. FSB IS THE PERFECT OPPORTUNITY TO DO JUST THAT: THIS IS WHERE THE INDUSTRY PRESENTS AND EXPERIENCES THE STATE OF THE ART IN PUBLIC SPACES, SPORT AND EXERCISE – IN PERSON, AT A SINGLE EVENT AND AT A GLANCE.
The public spaces in which we will exercise tomorrow are being created today at FSB. Decision makers from local and state authorities, public space planners and urban designers head to the sector’s leading trade fair to find the partners and innovative products they need to develop pioneering concepts and turn sustainable urban living spaces into a reality.

**FIT FOR THE FUTURE**

Safety, security, hygiene, sustainability, multifunctionality and accessibility: The requirements expected of tomorrow’s sports facilities are highly diverse. Planners, decision makers and operators are looking for future-proof and innovative concepts and solutions – and they’ll find them at FSB. As an exhibitor, you can showcase your company as the perfect partner for developing and creating the sports facilities of the future.

**SPACES FOR PEOPLE**

98% of trade visitors are involved in purchasing and procurement decisions.*

98%

Around 60% of exhibitors are (very) satisfied with the event.*
Tomorrow’s sports and leisure facilities will be barrier-free, sustainable and, above all, multifunctional. Architects, industry experts and decision makers from sports development agencies, clubs, associations and schools are already working on their planning and implementation - they’ll find the crucial innovations, inspiration and perfect partners for their projects at FSB.

28th IAKS CONGRESS

The highlight and visitor magnet at FSB will be the 2023 IAKS Congress, which will address topics such as the social and societal function of sport and exercise and methods and tools for measuring public value. The outstanding programme will guarantee an audience of highly qualified participants - who are looking for inspiration and innovative ideas at FSB.

The 28th IAKS Congress will focus on exciting topics and best practices linked to the social function and the social and societal value of sport and exercise in suitable infrastructure. Other key issues on the agenda include climate protection and energy- and resource-efficient product developments - both for already operating sports and leisure infrastructure and for new facilities in development.

* Findings from FSB 2021

THE TARGET GROUP FOR YOUR BUSINESS

You are guaranteed to meet your target group in Cologne: More than 60% of visitors are senior decision makers, and around 65% travel from outside Germany to attend. FSB visitors use the event for information gathering (60%), project advice (58%), networking (52%), and maintaining their commercial relationships (60%). The industry’s leading trade fair is one of the key dates on the calendar for all professionals from the fields of public spaces, sports facilities and sports and leisure infrastructure - it delivers the crucial boost today for your business tomorrow.

PHYSICAL ACTIVITY

MADE FOR EVERYBODY

75%
Percentage of FSB exhibitors from outside Germany.*
REGISTER NOW AND SECURE YOUR EARLY-BIRD DISCOUNT!

For registrations received by 31 January 2023:
EUR 198.00/sqm;

from 1 February 2023:
EUR 220.00/sqm

WWW.FSB-COLOGNE.COM/REGISTER

Stand cost calculator