

messe frankfurt

Drinking Water Compliance Forum

Your gateway to the
European market for drink-
ing water compliance.



The EU Drinking
Water Directive



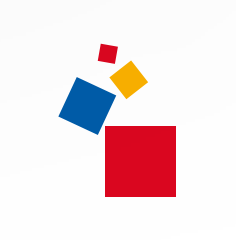
Testing &
certification



European
market access



Networking



ISH

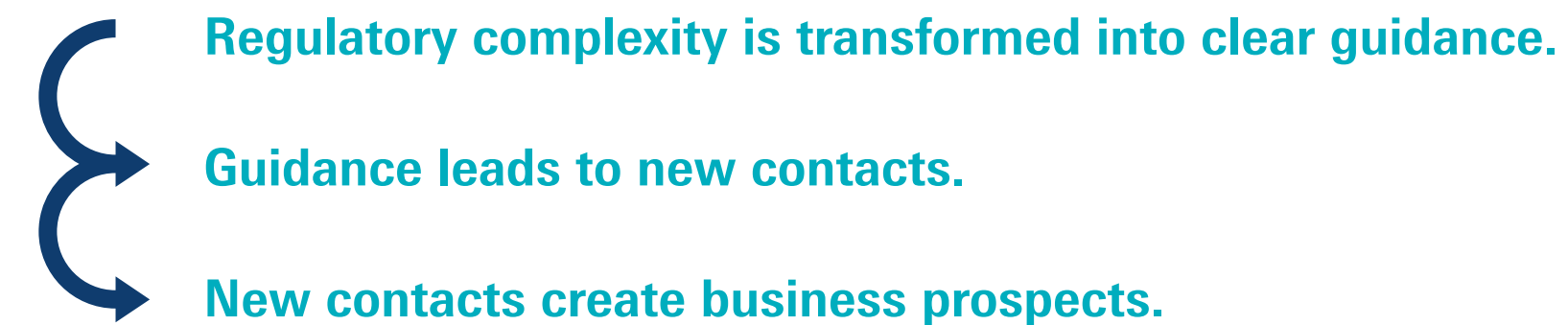
15.–19.3.2027
Frankfurt am Main

Compliance with drinking water standards is becoming critical to market access.

The requirements for materials and products that come into contact with drinking water are transforming the European market. Manufacturers, suppliers, OEMs and international companies need guidance on the requirements, testing procedures, certifications and market access.

This is precisely where the Drinking Water Compliance Forum comes in:

The event brings inspection bodies, certification agencies, laboratories and consulting partners together with companies seeking solid answers – right in the heart of Hall 4.1 at ISH, the world's leading trade fair for HVAC + Water. A curated forum is taking shape in collaboration with figawa, to foster knowledge transfer, guidance and high-quality networking in fields related to drinking water compliance.



Industry meets the need for information.

Around 32,600 visitors from the industry attended ISH 2025. Here, you can meet companies that develop, distribute and certify products for the European market.

What visitors to ISH 2025 were looking for:



43%

wanted to increase their specialist knowledge.



24%

were looking for new cooperation partners and suppliers.



21%

came for the opportunities to network and exchange information.

For forum exhibitors, this means:

You'll get in touch with key market players in an environment focused on knowledge, exchange and new partnerships.



AI-generated concept visualisation.
The actual implementation may differ.

In collaboration with



ISH – the world’s leading trade fair for HVAC + Water

Your target audience is already here. ISH brings together the international sanitary and HVAC industry and the building technology sector – from manufacturers and industry, through skilled trades and wholesalers to planners, building operators, investors and international market players.

Calling all testing and certification partners:

The questions arising at ISH are the very ones that call for your expertise – in matters relating to products, materials, water-bearing systems, installation, certifications and access to the European market.

Date: 15–19 March 2027	Opening times: 15–18 March 2027 9:00–18:00 19 March 2027 9:00–17:00	Place: Messe Frankfurt GmbH Ludwig-Erhard-Anlage 1 60327 Frankfurt am Main, Germany
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Visitor groups: Skilled trades, industry, planning and engineering, architecture and design, wholesale, construction and real estate, health and hospitality, data centre operators, investors and local authorities, facility management

ISH in figures. The world comes to your door.

163,237 visitors from 149 countries, 55 % from Germany, 45 % international	2,183 exhibitors from 55 countries	44% of trade visitors think ISH is the world's most important fair	
62% of visitors are decision-makers (74 % from outside Germany)	Ø 2 days at ISH (3.1 outside Europe)	94% visitor satisfaction	46% first-time visitors



ISH 2027 ground plan

ISH solution fields:

- Bathrooms**
Private Bathrooms
Halls 2.0, 3.0, 3.1, 4.1, 4.2, Forum

(Semi-)Public & Industrial Bathrooms, Care Sector Bathrooms, Bathroom Installation
Hall 3.0
- Water-Bearing Systems**
Drinking Water Circuit, Drainage for Buildings, Green Roofs & Facades, Utilisation of Process & Rainwater
Halls 4.0, 4.2, 5.0, Foyer 5.1/6.1

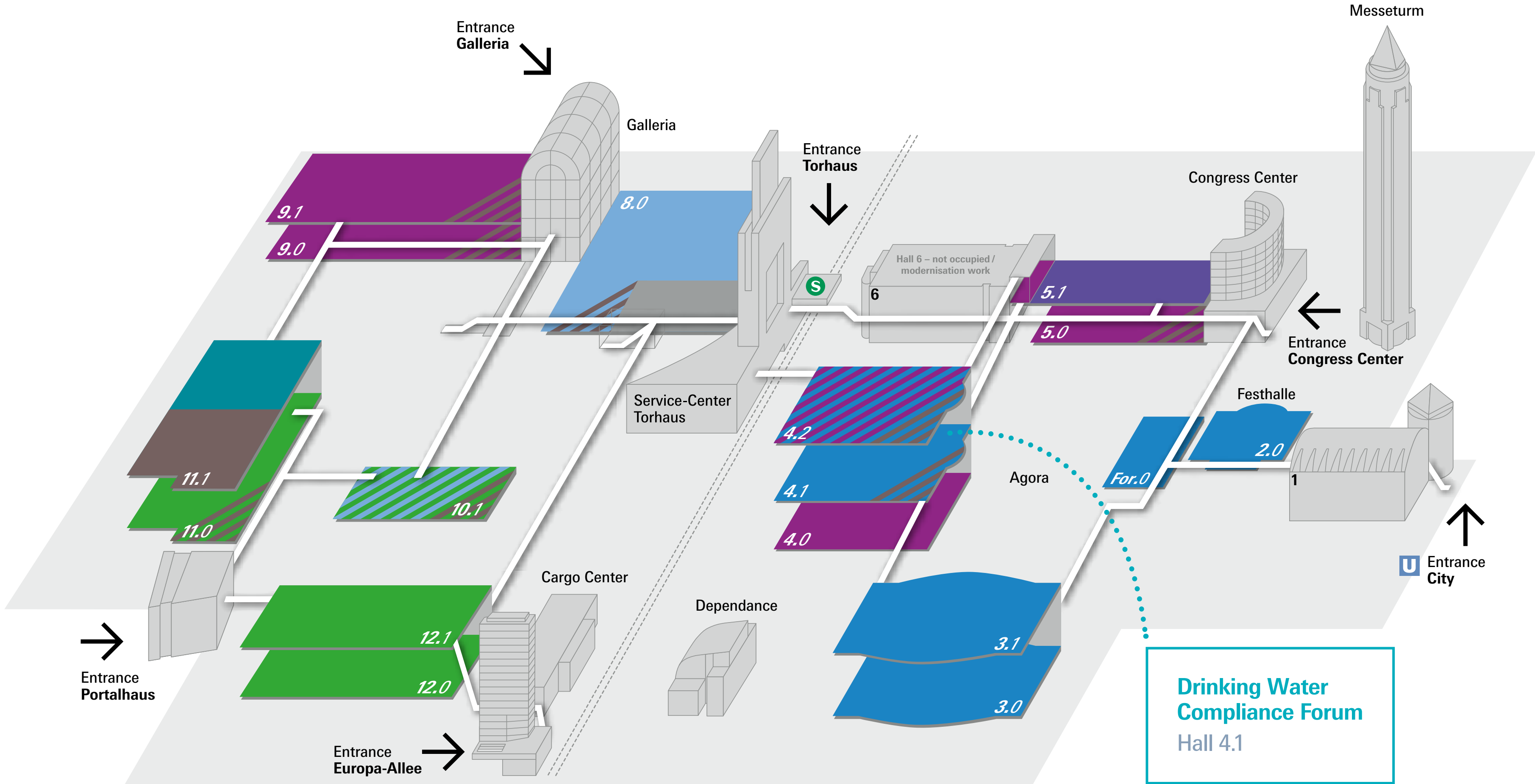
Heating Circuit: Surface Heating Systems
Hall 5.0

Heating Circuit: Heat Distribution
Halls 9.0, 9.1
- Installation**
Hall 5.1
- Heat Generation**
Halls 9.1, 10.1, 11.0, 12.0, 12.1
- Indoor Air**
Halls 8.0, 10.1
- Software**
Hall 8.0
- Intelligent Building Management**
Hall 11.1
- Sanitary & HVAC Production**
Halls 4.1, 4.2, 5.0, 8.0, 9.0, 9.1, 10.1, 11.0, 11.1

ISH organises its topics into eight solution fields – to provide clear guidance, target relevant audiences and create strong thematic synergies.

The Drinking Water Compliance Forum is scheduled to take place in Hall 4.1 – in close proximity to the relevant ISH solution fields dedicated to Bathrooms, Water-Bearing Systems, Installation and Sanitary & HVAC Production.

This means that the forum is located where manufacturers, suppliers, OEMs, planners and technical decision-makers can address specific questions relating to products coming into contact with drinking water.



Status: July 2026,
Subject to change

Meet the right contacts – in the right setting.

The Drinking Water Compliance Forum is aimed at companies that develop, manufacture or distribute products, materials and systems for the European market.

Key factors for your business development:

→ **Manufacturers and industry**

Products in contact with drinking water, fittings, components, materials, OEMs, sanitary & HVAC production

→ **Regulatory affairs and quality management**

Supporting evidence, testing procedures, certification, documentation, supply chain

→ **Product development and technical leadership**

Material selection, product compliance, development approvals, market access

→ **International companies**

EU market entry, regulatory guidance, certification pathways

→ **Planning, trade and technical decision-makers**

Specifications, product selection, in-depth systems knowledge, consulting expertise

The key benefit to you:

Your potential customers will already be here at ISH in exactly the right setting – the forum makes it easy for your targets to find you as their prospective compliance partner.

One forum. Three purposes. Clear benefits.

The Drinking Water Compliance Forum brings together expert guidance, in person advice and meaningful B2B contacts within a curated special area.

Sharing knowledge

Short presentations, panel discussions and practical insights on requirements, testing procedures and certification.

Enabling compliance

Inspection bodies, certification agencies, laboratories and consulting partners will answer specific questions from manufacturers and suppliers.

Creating contacts

The forum is becoming the destination for companies seeking partners for testing, certification and access to the EU market.

Key themes

- The EU Drinking Water Directive
- Requirements for materials and products
- Testing and certification procedures
- EU market access
- Regulatory developments
- Practical implementation for manufacturers and suppliers

The forum raises the visibility of drinking water compliance – in the very place where products, systems and target markets coalesce.

Visibility, expert dialogue and new contacts.

Exhibiting at the Drinking Water Compliance Forum affords multiple opportunities to interact with your target contacts, be it at your own display stand, while presenting on stage, in the networking zone or through communications in the special area.



→ Stand presence

A compact presentation space within the right themed environment.

→ Professional positioning

Visibility as a specialist partner for testing, certification and drinking water compliance.

→ Talk & discussion

Opportunities to become an event speaker, subject to programme themes and availability.

→ B2B dialogue

Meaningful conversations with manufacturers, suppliers, OEMs and international companies.

→ Media package

Enhanced visibility through the online exhibitor search, the app, the catalogue, the Content Hub and on site.

ISH communications boost your visibility.

ISH is promoted internationally through the network of Messe Frankfurt – comprising 29 subsidiaries and more than 50 sales partners in around 180 countries.

ISH communications increase your reach:



66.7 m

online and print media reports



>2.1 m

mailing recipients and gross readers



>41.3 m

impressions: paid Social, LinkedIn, Google, campaigns

The benefits to you:

Exhibiting at ISH doesn't end at your stand – it makes you part of the internationally active ISH network.

* Communications data based on ISH 2025.

The precise layout of the special event area is subject to final communications planning.

Your gateway to the forum

Compact. Visible. Ready to participate.

With the 6 sqm package, you'll receive a fully set-up presentation space at the Drinking Water Compliance Forum. What this means for you: more time to focus on your meetings, your expertise and your contacts – we'll provide the right setting.

6 sqm presentation space in the special area

The package includes:

- backwall branding
- monitor
- bridge table with 2 bar stools
- power supply
- carpet
- cleaning
- drinks
- 20 day passes (exhibitor passes)
- free visitor vouchers
- media package worth €985.00
- opportunities to speak at the event, subject to programme themes and availability



Price: € 6.000

including environmental contribution but excluding AUMA fee (Association of the German Trade Fair Industry) and VAT.

Please note:

The special area and presentation space shown are draft conceptual sketches. Subject to final design, positioning and layout changes.

The added value to you:

Free, unlimited ticket vouchers and digital promotional materials – invite your target groups specifically to ISH and to your presence in the special area.

The basic media package for maximum visibility 24/7 – 365 days a year

Your presence at ISH doesn't end with your trade fair stand. A mandatory media package ensures you're present all year round – online, in the app, in the catalogue and on the ground.

Online exhibitor search & app

- Company profile, stand number, 5 product pages, 5 direct links, 10 social media links, 6 documents (German / English), 4 contacts
- You'll be easy to find: listed under 2 product groups + 2 solution fields, 5 search terms in the ISH Contactor

In print & on location

Entry in the catalogue, featured on interactive site plan

Content Hub Building. Technology. Solutions.

Exclusive placement in the international exhibitor directory, themed connections for scoring targeted leads

→ The media package is already included in your trade fair package – **saving you €985.**

Be part of the Drinking Water Compliance Forum at ISH 2027.

Position your expertise in the place where manufacturers, suppliers and international companies are looking for guidance on drinking water compliance, testing, certification and EU market access.

What you stand to gain from taking part:



- **Sector-specific**
You'll be positioning yourself in a market field with a growing need for consultancy services.
- **At the heart of the market**
You'll meet companies seeking to develop, test, certify and release products onto the European market.
- **Compact and economical**
The 6sqm package delivers cost-effective visibility.
- **Much more than a single stand**
Forum, stage, networking and communications all help to draw attention to the topic as a whole.



Any questions?
We would be happy to advise you about the forum, the exhibitor package and your next steps.

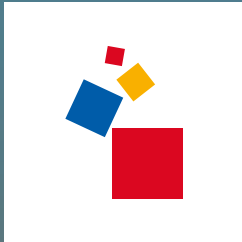
Neele Schnurbusch
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Take full advantage of the ISH pull factor, with its sector-specific environment and the cross-sectoral synergies created by the curated special area in Hall 4.1.

Secure your participation now.



messe frankfurt



ISH

15.–19.3.2027
Frankfurt am Main

The Power of Solutions

The world's leading trade fair for HVAC + Water



Bathrooms



Water-Bearing Systems



Installation



Heat Generation



Indoor Air



Software



Intelligent Building Management



Sanitary & HVAC Production