

Scaleup-Participation ISH 2027 – Offer

Scaleup@ISH

Apply now to take part in the brand-new **Scaleup Area** at **ISH – the world's leading trade fair for water, heat, and air**. Under the motto “**The Power of Solutions**”, the sanitary, heating, and air-conditioning industries will once again showcase their innovations at the upcoming ISH, which takes place every two years in Frankfurt.

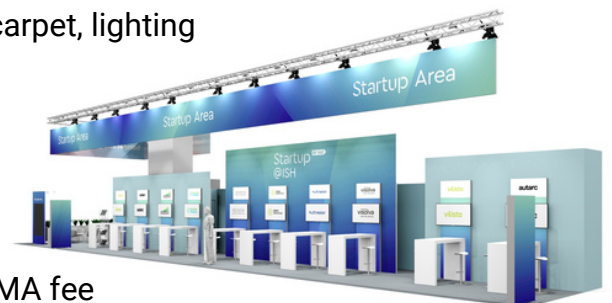
Following the great success and continuous growth of the **Startup Area**, we have decided – together with ISH – to open the space in 2027 for **scaleups** as well. It's an opportunity for companies that have already made the leap from young innovators to established solution partners to present their technologies in direct exchange with industry, trades, and associations.

As the VdZ, we have been responsible for the large Startup@ISH Area at the world's leading trade fair since 2019 – and for 2027 we are planning the biggest **Startup Area** and the first **Scaleup Area** the ISH has ever seen – with dedicated zones for startups and scaleups, an expanded program on the **AI Stage**, and numerous new opportunities for networking and collaboration.

The next ISH will take place from **15 to 19 March 2027** in Frankfurt.

Terms and Conditions

- A impressively designed startup area for ample networking opportunities in Hall 11.1
- Approx. 6 m² booth space
- A High-quality booth construction
- 1 standing table, 2 bar stools, monitor, trash bin, carpet, lighting
- Logo placement at your booth
- Power connection 1-3 kW and consumption
- Wi-Fi access
- Extended pitch on the AI-Stage (20 min)
- 3 free exhibitor passes
- Marketing package, promotional contribution, AUMA fee
- Unlimited free tickets (vouchers) for customers



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Kosten

Permanent exhibitor (5 days): **€5,050 plus VAT**

Example - may differ from the final concept

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Application Criteria

- Less than 10 years old
- Highly innovative product or service
- Significant growth in employees and/or revenue

Application

Informal application via email to kilian.peters@vdzev.de
with the following information:

1. Name of the company
2. Year of founding
3. Brief product/project description
4. First name, last name, contact details, and position of the company's point of contact

For any questions, simply send an email to the address provided.

Ansprechpartner

Kilian Peters

Event & Startup Coordinator

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