

# Press Release

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## interbad Innovation Award enters the next round

Applications now being accepted from exhibiting companies / Start-ups given chance to appear at the trade fair

The interbad Innovation Award will be presented once again at interbad, which is taking place from 22 to 24 October in Stuttgart. Applications are already being accepted and exhibiting companies have until 31 July 2024 to submit their online registration. Participants are expected to present their company on the interbad website, as well as showcase their innovative ideas during the renowned trade fair and congress. The official award ceremony, when the top three winners are crowned, will be held on the last trade fair day.

The very popular interbad Innovation Award was first presented in 2014 as part of the trade fair. It all started with the Innovation Platform and proceeded to tick every box for those involved in product development, providing an established marketplace for launching a product, full of industry experts and company executives with whom discussions can be had over the course of the three trade fair days. This provides a huge reach, with plenty of contacts made just a short time after the launch.

In addition to the established market players and industry leaders from the three sectors of swimming pool, sauna and spa, young companies and start-ups are also eligible to apply for the interbad Innovation Award. In order to qualify, they simply need to be registered as an exhibiting company at interbad 2024. It doesn't matter whether they have their own trade fair stand, are taking part as a co-exhibitor with a partner company or are involved in the BMWK stand, for which up to 60 percent of costs are covered by the German Federal Ministry for Economic Affairs and Climate Action (BMWK). The BMWK stand provides young, innovative companies from Germany with a superb introduction to the world markets. The participation of the BMWK underlines the international importance of this industry get-together in Stuttgart.

Innovation and sustainability are the two key themes at interbad 2024, further emphasised by the Deutsche Gesellschaft für das Badewesen (German Association for the Recreational and Medicinal Bath Industry) and Messe Stuttgart, as organisers of the event, with the motto "Water is our element. Sustainability, our principle." Public and private operators of swimming pools, saunas and spas will be presented



# interbad

Internationale Fachmesse  
für Schwimmbad, Sauna  
und Spa mit Kongress

International Trade Fair  
for Swimming Pool, Sauna  
and Spa with Congress

Messe Stuttgart  
22. - 24.10.2024

[www.interbad.de](http://www.interbad.de)

Messe Stuttgart



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Amtsgericht Stuttgart:  
HRB 585

Aufsichtsratsvorsitzende:  
Ministerin Dr. Nicole  
Hoffmeister-Kraut MdL

Geschäftsführer:  
Roland Bleinroth  
Stefan Lohnert



with an array of products and services at interbad in Stuttgart that promote sustainability and resource conservation.

[Link to website](#)

[Link to registration](#)