VdS-
FireSafety
Cologne

TRADE FAIR | CONFERENCES | THEMED FORUMS

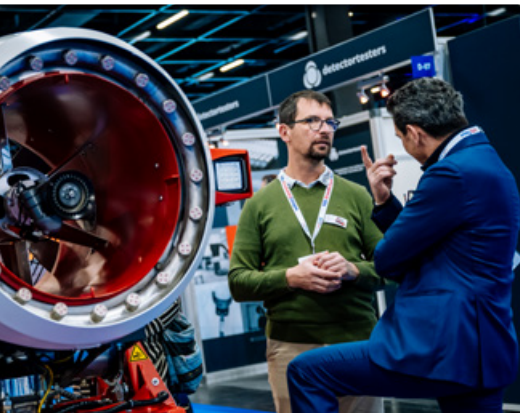
VdS-FireSafety Cologne 2026

at Koelnmesse on 2nd and 3rd December

› www.vds.de/fire-safety

Major industry gathering

Become an Exhibitor!



- International trade fair for preventive fire protection
- High-calibre specialist conferences
- VdS-FireSafetyTalk
- Special themed areas
- ... and much more!

Experience the trade fair. Create added value. Strengthen your brand.

Experience exchange, technical expertise and reach at one of Europe's leading trade fairs for preventive fire protection!

This annual industry gathering in Cologne offers you the perfect platform to present your products and services to a highly qualified professional audience. Parallel expert conferences and an attractive supporting program ensure high visitor turnout and valuable contacts.

Highlights such as the Future Forum and the VdS-FireSafetyTalk, featuring renowned experts, as well as special event areas with hands-on demonstrations, will increase the visibility of your solutions.

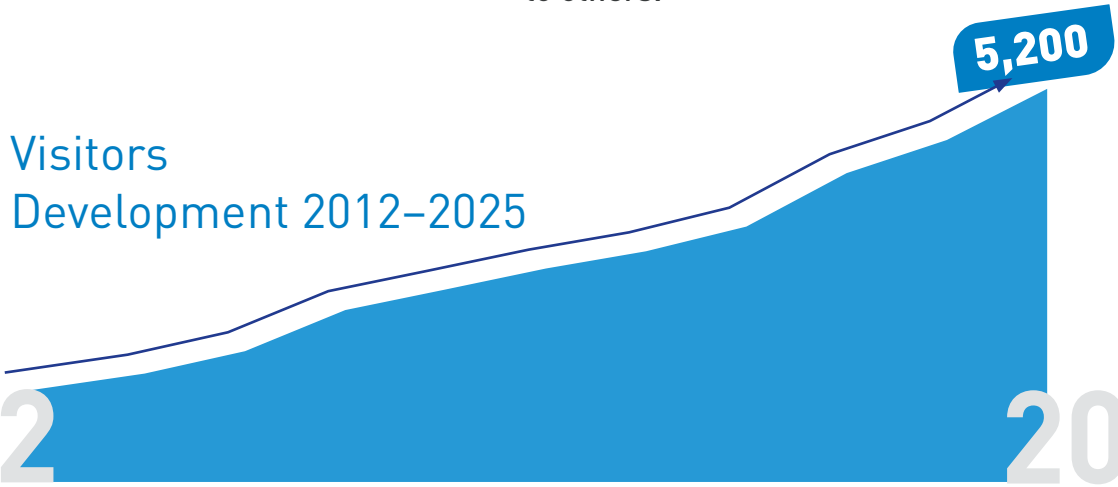
Customize your trade fair appearance – with live demonstrations, a lecture in the forums or a presentation tailored to your specific needs.

All information can be found at
› **www.vds.de/fire-safety.**

> “Thank you very much for the very successful event. The VdS-FireSafety Cologne 2025 were once again excellently organised and, both professionally and atmospherically, a real highlight.”
>
> **Thorsten Bothe** | Cornelsen Group

99% of exhibitors would recommend the VdS-FireSafety Cologne to others.

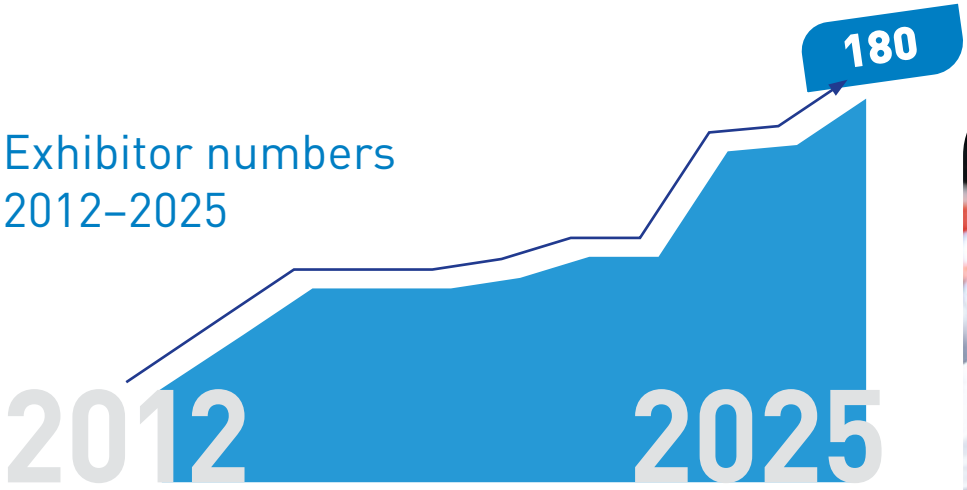
Visitors
Development 2012–2025



32 **countries** were represented **by persons interested in fire safety**

>100 **presentations** at conferences and forums

Exhibitor numbers 2012–2025



Profile of trade fair visitors

- 36% Fire protection officers
- 17% Installers of structural and technical fire protection systems
- 14% Specialist planners, experts, architects, engineers
- 10% Others
- 6% Operators Industry/ Special structures
- 6% Fire protection and security services
- 6% Manufacturers of fire protection products
- 3% Authorities, fire brigades, agencies
- 2% Specialist companies

10 good reasons to participate

1. **Direct access to decision-makers**
   Valuable contacts with a national and international specialist audience.

2. **Strong presence, fairly priced**
   Effective presentation of your company at attractive conditions.

3. **Showcase your expertise**
   Take advantage of presentation opportunities in the exhibitor forums.

4. **Targeted visitor guidance**
   Guided tours of the exhibition bring visitors to your stand.

5. **Customer invitations**
   Take advantage of unlimited free tickets for your customers.

6. **Live experiences**
   Demonstrations on technical, structural and organisational fire protection.

7. **Leadpower**
   Scan2Lead SMART licence incl. real-time analysis and system interfaces

8. **Exclusive networking**
   Meet & greet for exhibitors incl. snacks & drinks

9. **Media reach**
   Up to 50% discount on advertisements in the trade magazine s+s report

10. **Knowledge bonus**
    50% discount on the participation fee for one person per expert conference

> “It was another thoroughly successful event. From the organisation to the varied topics covered in the conference 'Professional Development Seminar for Fire Protection Officers' to the diverse exhibitors and the successful and dignified evening event. Great team effort, well done! The exhibition grows every year, and it's incredible how it keeps getting bigger. The special thing about it is that it does so without compromising on quality.”

Ingo Klepke |
Fire protection manager from Traunreut, Germany

A trade fair appearance that pays off:

Your exhibition space including a professional trade fair stand and all ancillary costs

Everything you need is already included:

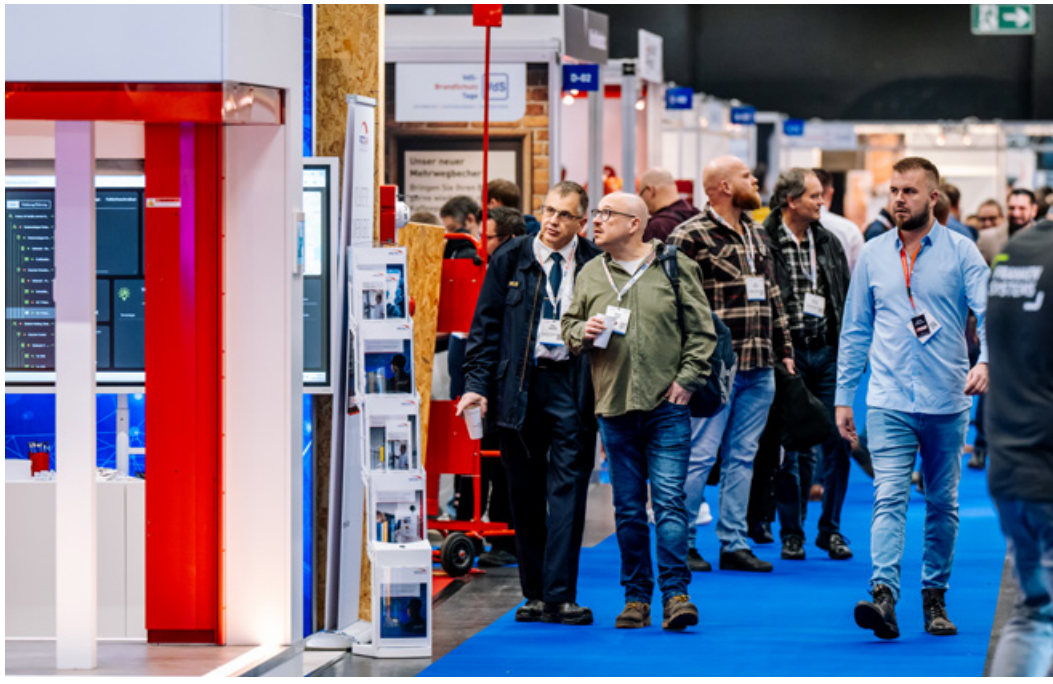
- **High-quality system stand**
  with wall construction, lighting, carpet, power connection and signage
- **2 exhibitor badges,**
  for up to 10 m² of exhibition space, one additional badge for every 5 m² or part thereof
- **Catering for your booth personnel:**
  lunch buffet including drinks such as coffee, tea and water during the trade fair
- **Service & marketing:**
  1 Scan2Lead SMART licence, event catalogue print & online including logo, digital banner, social media advertising and much more
- **Exclusive meet & greet**
  for exhibitors on the evening before the trade fair

from € 342,77/m²

* All prices exclude VAT and include AUMA contribution (€ 0.60 per m²).

Price example:
9 m² row booth with complete rental stand Easy – **only € 3.085***

Your benefits:
Maximum visibility & highly qualified visitor groups



Book your exhibition space now at:
www.vds.de/fire-safety

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Cologne

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Trade fair profile VdS-FireSafety Cologne 2026

International fire protection trade fair focusing on technical, structural and organisational fire protection

Expert conferences (german language)

60th Professional development seminar for fire protection managers on 02./03.12.2026
Fire extinguishing systems on 02.12.2026
Structural fire protection on 02.12.2026
Fire safety in electrical installations on 02.12.2026 New
Impulse conference hydrant systems on 03.12.2026
Fire detection and alarm systems on 03.12.2026
Smoke and heat exhaust ventilation systems on 03.12.2026
Compact seminar: construction and fire protection in NRW on 03.12.2026

Expert conferences (english language)

European Fire Detection Forum 2026 I From reaction to prediction – the next paradigm of electronic fire safety on 02.12.2026 New

Themed forums in the exhibition hall

VdS-FireSafetyTalk
Exhibitor forum on Product, Technology & Service Innovations
Forum on structural fire protection
Meeting place education and career with numerous providers of advanced trainings and continuing education

Supporting programm

Guided tour for the press
Guided tours for trade fair visitors with the opportunity for exhibitors to present their product innovations
Tour for educational and training institutions
Live demonstrations and special promotion areas Ideal opportunity to draw attention to your products with live demonstrations

Concept Partner

Vereinigung zur Förderung des Deutschen Brandschutzes e. V. (vfdb)

Bundesverband Technischer Brandschutz e. V. (bvfa)

CFPA Europe

Verband der Feuerwehren in NRW e. V. (VdF NRW)

Verein der Brandschutzbeauftragten in Deutschland e. V. (VBBD)

Werkfeuerwehrverband Deutschland e. V.

Contact persons for exhibitors
Meike Obieray and Günther Oster
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Email: bst@vds.de

Venue and date Koelnmesse
Congress Centre East, Hall 10.2
Deutz-Mülheimer Straße 51
50679 Cologne
Wed. 2. – Thur. 3. December 2026

Opening hours of the Fire Prevention and Protection Trade Fair
1st Day 08:30–17:30
2nd Day 08:30–16:30

Entrance fee to the Fire Prevention and Protection Trade Fair
day ticket 20,- € excl. VAT
season ticket (two days) 30,- € excl. VAT

Organiser
VdS Schadenverhütung GmbH
Training Center & Publishing House
Pasteurstr. 17a, 50735 Cologne, Germany

All exhibitors can take part in the evening event for € 98,– (plus VAT), including programme item, dinner and drinks.

Exhibition stand construction partner
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50374 Erftstadt
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www.beckmann-gmbh.com