

SHOWTECH

THE WORLD OF THEATRE & STAGE TECHNOLOGY

01-03 JUNE 2027 · ARENA BERLIN



INTERNATIONAL

TRADE FAIR

CONGRESS

THEATRE

INDUSTRY

DTHG

KEY FACTS

WHAT IS SHOWTECH?

Showtech is the international trade fair and congress dedicated to theatre and stage technology. It is the networking platform where professionals, manufacturers, planners and creatives exchange knowledge, discover new solutions, and shape the future of the stage. By focusing on the needs of theatre professionals, SHOWTECH creates an atmosphere that combines expertise, inspiration and community. The event takes place every two years in Berlin, bringing the international industry together in one of the world's most vibrant cultural capitals.



1-3 June 2027



Arena Berlin



6,500m²



CONSTRUCTION

SHOWTECH FAIR

SHOWTECH CONGRESS

AWARD

NIGHT

DISMANTLING

30 MAY

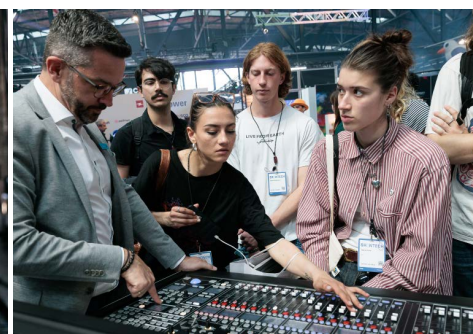
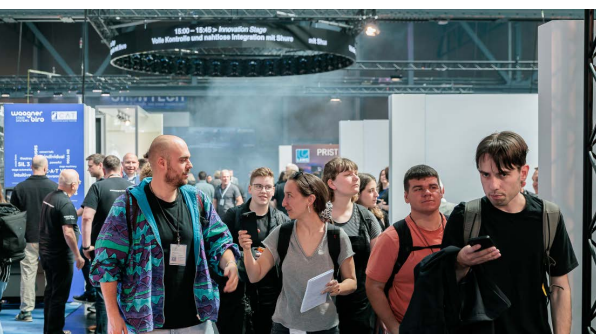
31 MAY

1 JUNE

2 JUNE

3 JUNE

4 JUNE



REVIEW 2025



7,200

Visitors from 42 countries
93% of whom were from the EU, with a strong core audience from Germany and neighbouring countries.



85+

curated program sessions ensured high visitor traffic and targeted visibility for exhibitors – from young talents to industry leaders.

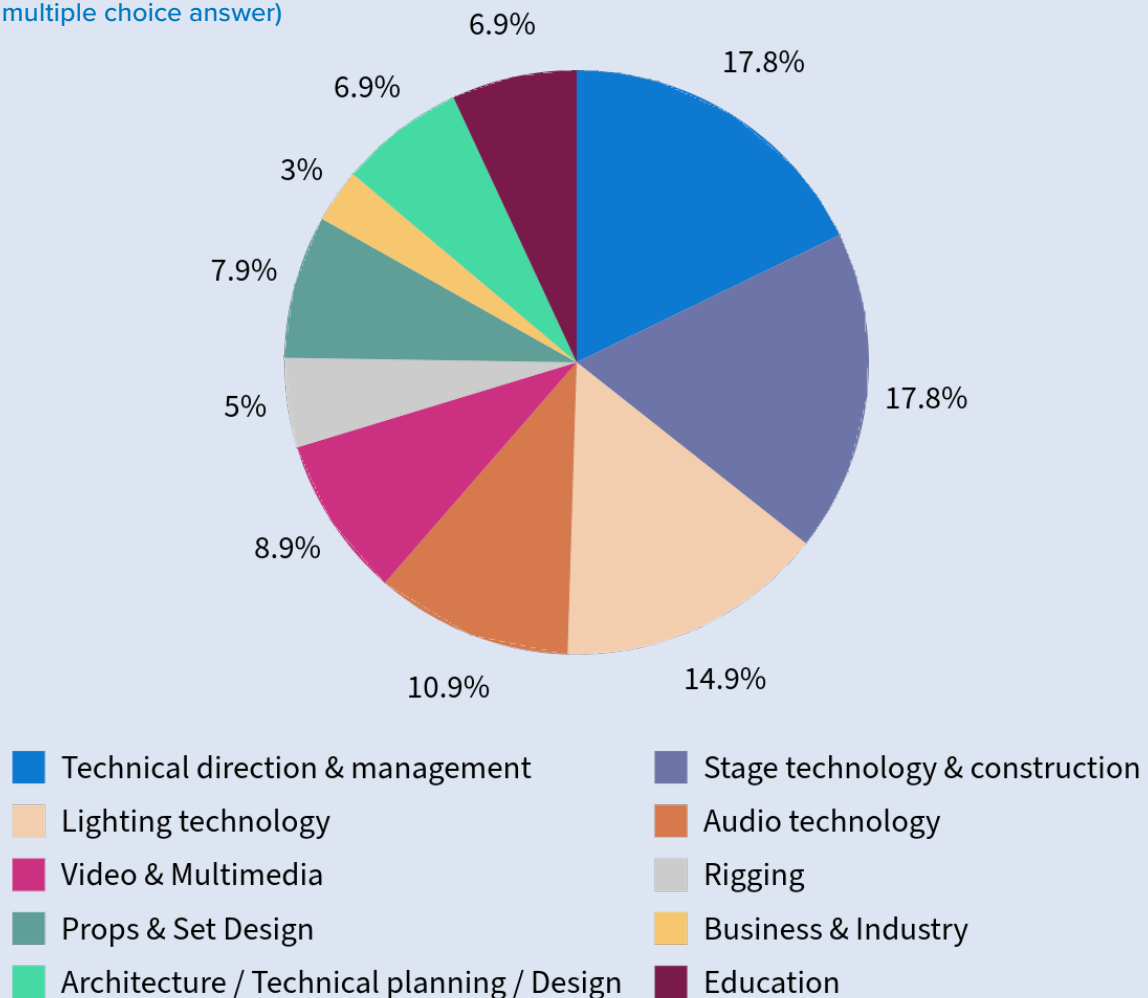


90+

exhibitors from the fields of stage technology, engineering, light, sound and media, planning/consulting and educational institutions.

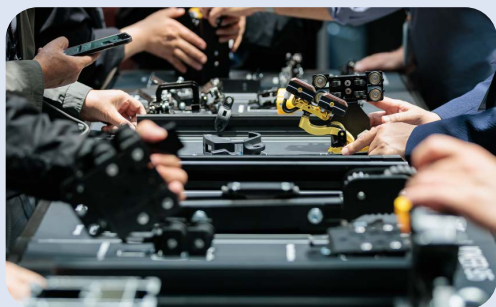
Which sectors did the visitors of SHOWTECH 2025 come from?

(Note: multiple choice answer)



JOIN US

FOUR REASONS FOR YOUR PARTICIPATION



UNIQUE FOCUS

While other events spread across the entire entertainment industry, SHOWTECH concentrates on the specific needs of theatres: from stage construction and rigging to lighting, sound, multimedia, set design and education. This clear profile ensures that your presence reaches exactly the right audience.



VISIBILITY

This is your chance to show your innovations and products to an international audience. Meet decision-makers, technical directors, service providers, sales professionals, experts, municipalities, planners and brands as well as apprentices and students – all in one place.



SHOWCASE

The Innovation Stage, SoundLab, Immersive Showroom and the Congress programme offer tailored platforms to showcase your innovations and solutions. They allow you not only to present your products and services, but also to engage directly with a qualified professional audience – gaining valuable feedback, sparking conversations and building lasting connections.



NETWORKING

SHOWTECH is as much about meeting people as it is about discovering technology. Conversations start at the stands, continue in workshops or round tables, and flow into the evening at SHOWTECH Night – creating a natural environment for genuine connections and long-term collaborations.

HIGHLIGHTS

PROGRAM HIGHLIGHTS



SHOWTECH FAIR

Over 100 exhibitors will present their products and ideas across 6,500 m² of exhibition space. This is your chance to connect with a high-quality professional audience, discover new trends and showcase your expertise to the people shaping the future of the industry.

 ARENA Hall



SHOWTECH NIGHT

This legendary networking party has established itself as one of the most important meeting places in the industry. Look forward to a summer open-air event with beach flair and party atmosphere in the Nightclub.

 Badeschiff & ARENA Club



SHOWTECH CONGRESS

The SHOWTECH Congress offers an extensive two-day program that focuses on imparting specialist knowledge from the fields of theater, technology and art. International participants share their expertise, best practices, and groundbreaking projects, fostering inspiration and exchange across disciplines.

 ARENA Glashaus



SHOWTECH AWARD

The SHOWTECH Awards highlight the most innovative products and services for the stage, giving exhibitors a unique opportunity to showcase their solutions on the Innovation Stage. Gain visibility, attract attention from industry professionals, and demonstrate your cutting-edge offerings to a targeted audience.

 Innovation Stage (ARENA Hall)

LOCATION

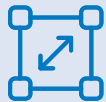
ARENA BERLIN

The Arena Berlin is more than a venue – it is the stage for SHOWTECH. Built in 1927 as a bus depot, the listed industrial building offers 6,500 sqm of open exhibition space right on the banks of the river Spree. Its mix of industrial heritage and contemporary flair creates an inspiring setting for presenting innovations in theatre technology.

Address: Arena Berlin | Eichenstraße 4 | 12435 Berlin | www.arena.berlin



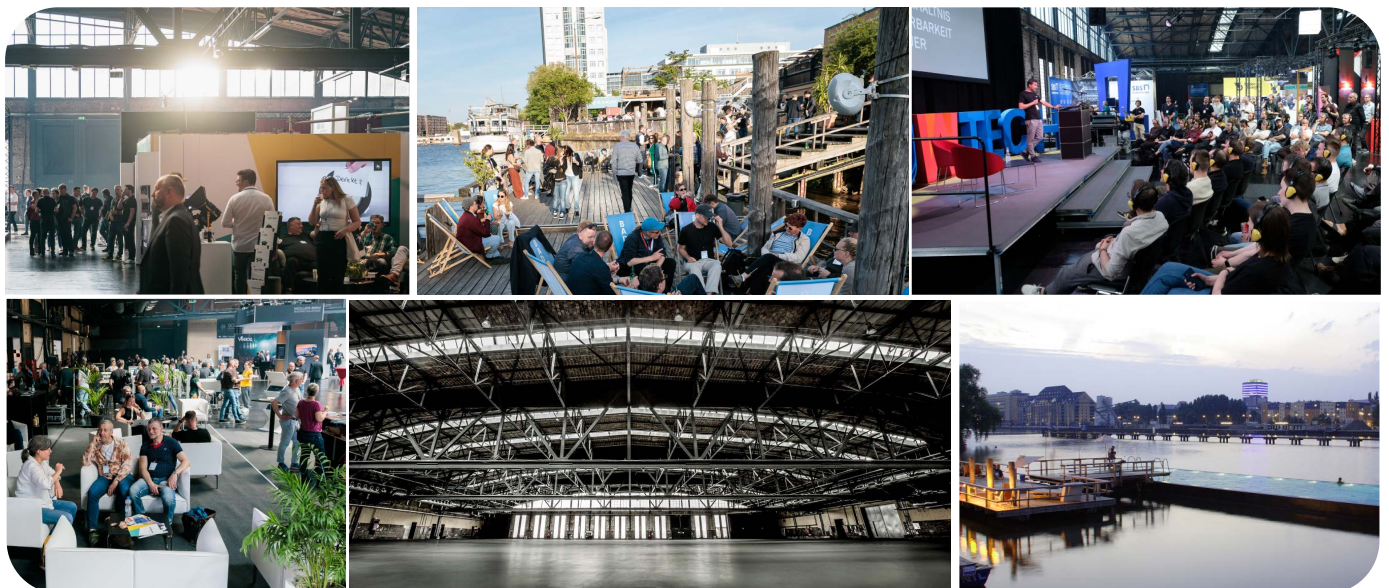
Central and well-connected
Easy to reach by public transport and close to Berlin's cultural hotspots.



Flexible and atmospheric
The column-free hall enables individual stand designs, while adjacent rooms offer space for workshops and sessions.



Space for networking
From unique evening venues to bookable meeting rooms, the site offers diverse settings for informal and business exchanges.



STAGES AND FORMATS



INNOVATION STAGE

Whether new materials, technological solutions, creative room concepts or best practices – exhibitors present their innovations and solutions live and directly in the exhibition hall.



SOUNDLAB

The laboratory room offers exhibitors the rare chance to demonstrate audio solutions under real conditions – and let professionals experience them first-hand.



DEMO ROOM

The Demo Room is available to exhibitors for presenting their products directly to the professional audience – whether through workshops, hands-on sessions, or short live trainings.



ROUND TABLES

Specialist groups and working groups will meet at two round tables to discuss the current challenges and opportunities facing the industry.



IMMERSIVE SHOWROOM

Use the Immersive Showroom to present projects at the interface of analogue and digital theatre – a space designed for experimentation and discovery.



CONGRESS AREA

Parallel to the trade fair, the international congress will take place in the glasshouse directly adjacent to the exhibition hall. The program will feature panel discussions as well as a variety of education formats.

FURTHER STAGES

SUN TERRACE

COWORKING AREA

DTHG LOUNGE

NEXTGEN HUB

SIDE EVENTS

SERVICES

OUR PACKAGES



Full-Service Package

from €447m²



floor space



exhibitor passes
and visitor tickets



Wi-Fi



customised promo
package



2x Showtech Night
Tickets



stand construction



stand lighting &
printed back wall



electrical instal-
lation & power
consumption



basic furnishings
(2 chairs, 1 table)



stand cleaning and
waste disposal



Basic Space

from €327m²



floor space



exhibitor passes
and visitor tickets



Wi-Fi



customised promo
package



2x Showtech Night
Tickets



Compact Stand

all incl. €1,700



floor space
4m²



exhibitor passes
and visitor tickets



Wi-Fi



customised promo
package



2x Showtech Night
Tickets



stand construction



stand lighting &
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basic furnishings
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stand cleaning and
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PRICING

OUR PACKAGES


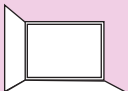
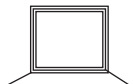



Full-Service Package

	Type	Price per m ² normal	Members	Early Bird*
	Row Stand	€ 466	€ 447	€ 441
	Corner Stand	€ 486	€ 467	€ 461
	Peninsula Stand	€ 506	€ 487	€ 481
	Island Stand	€ 526	€ 507	€ 501

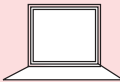


Basic Space

	Row Stand	€ 352	€ 327	€ 323
	Corner Stand	€ 372	€ 347	€ 343
	Peninsula Stand	€ 392	€ 367	€ 363
	Island Stand	€ 412	€ 387	€ 383



Compact Stand

	4m ² Stand	€ 1,700		
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All prices excluding VAT (ex VAT).

As an exhibitor, you can register co-exhibitors at your stand.
A fee of €549 will be charged per co-exhibitor.

* The Early Bird rate is available for booking until **30 November 2025**.

EXHIBITION STAND

ADDITIONAL SERVICES

All exhibitors have access to a comprehensive online shop for ordering everything they need for their exhibition stand. You will find all offers and services for your exhibition planning in your personal exhibitor area: from technical requirements, furniture, multimedia, marketing support, stand construction to logistical assistance.



Technical services



Wide range of
rental furniture



Effective marketing
and sponsorship
opportunities



Media and hardware



Logistics handling
and storage



Workshop- or
meetingrooms



Security-services



Individuell LAN/Wi-Fi



FEEDBACK SHOWTECH25

EXHIBITOR QUOTES

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"Flashback to last weeks SHOWTECH – It was awesome connecting with many booth visitors. Thanks all for great vibes before, during and after Show at Arena Berlin! Props to the SHOWTECH crew for the smooth solid organization, SAM Konzepte for a wonderful booth."

Monika Loreth, Shure Europe – LinkedIn

“



"The location was beautiful, the atmosphere was downright friendly, and the audience was high-calibre and international – as an exhibitor, you couldn't ask for more. We were thoroughly impressed by the second Showtech trade fair organised independently by the DTHG, and we are convinced that this trade fair is now back on track. We will definitely be back in two years' time."

Kai Uwe Patz, Bühnenbau Wertheim GmbH – published in BTR 03/2025

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MÜLLER-BBM

"Thank you, SHOWTECH 2025! The impressions from last week are still lingering. We look back on three enriching days at SHOWTECH 2025 – in bright sunshine at the Arena Berlin, marked by inspiring conversations, exciting insights and many familiar and new encounters from the world of culture and the events industry. We are already looking forward to seeing you again at SHOWTECH 2027."

Müller-BBM Building Solutions GmbH – LinkedIn

“



"Showtech turned out to be a great spot for us to gain international visibility."

Theatron

“



"Showtech – for us, an event for professional and visionary discussions about stage technology, the world of events and theatre in a relaxed atmosphere."

Kunkel Consulting International GmbH

“



"This year's Showtech exhibition in Berlin was a complete success. There were inspiring discussions with visitors from all over the world and valuable impulses for the future of the theater industry."

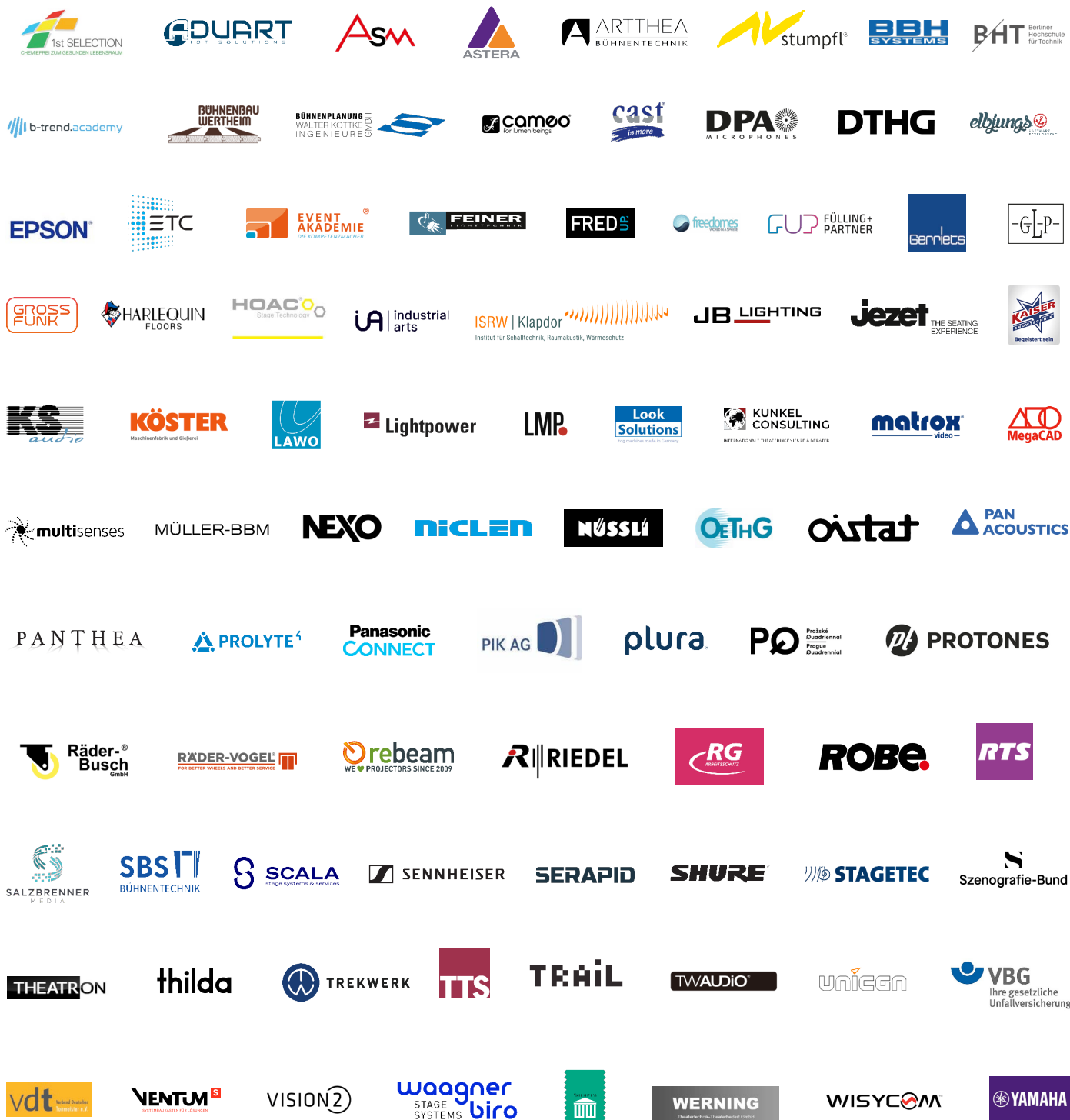
HOAC GmbH – LinkedIn

TRADE FAIR

EXHIBITORS

SHOWTECH 2025 brought together leading companies in theatre and stage technology, showcasing innovative products and cutting-edge solutions. Join us in the future to present your brand to a highly engaged industry audience and be part of this inspiring event.

Selection of exhibitors in 2025



REVIEW 2025

IMPRESSIONS



MEET THE TEAM

CONTACT US



Wiebke Pohl, Marius Lohmann, Vincent Kaufmann, Christof Heinz, Hannes Kalauch, Viktoria Ebel

Secure your stand at **SHOWTECH 2027** now, showcase your innovations and make valuable connections!



+49 221 67058464



info@showtech.dthg.de



Looking for more information?

Schedule your personal consultation today and make sure you get the prime location for your stand.

