

All the latest news about the Future of Festivals 2026 – what this year has in store

Berlin, 2nd February 2026 – Following the successful kick-off event at STATION Berlin, Future of Festivals is starting 2026 with fresh ideas, a new design, and numerous enhancements. Feedback from last year has been thoroughly evaluated and will be implemented with the clear goal of offering visitors, exhibitors, and partners an even more diverse experience.

Whether for management, production teams, sustainability officers, marketing & social media management, awareness, authorities, city marketing, or service providers - this year in particular, the European industry meeting for the festival industry has valuable knowledge, best practices, and future skills in store for everyone.

Save the date – new date, new days

For the first time, the event will take place in the middle of the week, on Wednesday, November 25, and Thursday, November 26, 2026. More than 9,000 participants from all over the world are expected to come to Berlin this year. The unique mix of innovation, knowledge exchange, conference program, and networking will be further developed so that, in addition to established industry experts, many new players from across the event landscape will also get their money's worth. Marketing professionals will encounter successful models for community building on TikTok/Instagram, production teams will find proven approaches to crowd management cases from the perspective of public authorities, and sustainability officers will discover reference projects for climate- and resource-friendly festival planning and socially sustainable event concepts. The first panels and keynotes will be announced before the festival season.

Over 100 exhibitors have already secured their stands

Demand for stand space is higher than ever at the start of the year. Exhibitors are booking early to secure their participation. The latest innovations, technologies, and services for the festival industry will be on display across a total of 12,000 square meters. Areas such as the Rigging Corner for stage and decoration technology are being expanded; new additions include the Safety Hub, a Food & Beverage Area, and the newly designed Textile Corner. The offering bundles comprehensive services, reflecting the diversity of the festival market. Already confirmed are: PMY Group (UK), Gildan (BE), Ikast Etikett (DK), No Risk Insurance (NL), Eventcore (DE), Vytal (DE), and others.

Partner country Belgium – Start-ups and Innovations

A special highlight in 2026 will be the partner country Belgium. In collaboration with various interest groups, innovative Belgian start-ups will be invited to Berlin for the first time to present their products and ideas. This decisive development underscores the role of Future of Festivals as a European platform for innovation that connects players, markets, and countries.

“We are delighted that Belgium is another exciting partner country to be presenting itself at our event,” says CEO Robert Stolt. “As Europe's leading trade fair, we want to show how the festival ecosystems of individual countries work, how innovation drives change, and how healthy competition is promoted.”

New design for the new year

In addition to many other changes and developments that will take place this year, Future of Festivals has revamped its design. Future of Festivals 2026 has a new look - clear, modern, and confident. A new image for a strong vision of the future of the festival industry.

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About Future of Festivals

Future of Festivals is the central industry gathering for the entire festival and event industry. Originating from a networking event, it took place for the first time in November 2021 as a trade fair and congress with a live audience at Arena Berlin. The festival and event industry is one of the six most important economic sectors in Germany, and Future of Festivals is its leading platform – a beacon of the event industry.

For further information

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