

**The Future of Festivals fair is becoming more international -
The biggest industry gathering for the festival sector is opening up to
cooperation with festivals and exhibitors from abroad for global collaboration!**

Berlin, 31.01.2024 - The Future of Festivals fair is becoming more international - the largest industry gathering for the festival sector is opening up to cooperation with festivals and exhibitors from abroad for global collaboration! The festival industry community can rejoice: The Future of Festivals will open its doors for the first time this year from **Thursday, November 28th to Friday, November 29th, 2024. Over 7,000 organizers, service providers, associations, decision-makers and trainees from the festival scene are expected to attend.**

Future of Festivals goes abroad - cooperation with Fest Forums in Santa Barbara

After a successful edition in 2023, the Future of Festivals is looking to the future. With Steven Raspa (Burning Man), Kristine Barenholdt (Roskilde) and Sarah McKenzie (MUTEK) as well-known speakers from abroad, this year will be even more international. The Future of Festivals has announced collaborations with other festivals abroad and has already confirmed the first European exhibitors. A significant step towards international cooperation: The Future of Festivals will enter into a cooperation with the prestigious American festival conference Fest Forums in Santa Barbara (February 15 - 17, 2024). In cooperation with the European festival association Yourope, the Future of Festivals organizes a panel at Fest Forums in February before the season and then the second part of the panel at the Future of Festivals in November after the season. This comprehensive cooperation opens up new horizons for the global exchange of ideas and innovations and enables participants to benefit from international perspectives. **Joining the panel will be Signe Lopdrup, CEO of Roskilde Festival in Denmark and Marta Pallarès, Press Director of Primavera Sound in Spain.** Both will be speaking about the European festival industry for the first time in North America and will be discussing talent acquisition, sustainability, fan engagement, security, production and best practices, ticketing and sponsorship with two major US festivals (to be announced).

First European exhibitors already confirmed

The greater internationality is already reflected in the registrations of the first exhibitors from all over Europe. Following the positive response from last year, Continest, HelloPay Zrt. and Cup Revolution Ltd have already promised to participate in the next edition. A total of 250 exhibitors are expected. Through the early confirmations, the event promises

to present an even broader range of innovative solutions and exciting innovations for the festival industry.

Ticket sales to start soon

For those who want to be part of this outstanding industry event, the sale of tickets for the Future of Festivals 2024 starts today. Tickets can be found at the following link:

<https://www.futureoffestivals.com/tickets/>

In addition to the ticket, there is also the option to book the hotel directly for your stay:

<http://crewfare.com-events/future-of-festivals-2024/>

New design for the Future of Festivals 2024

The future of festivals strives to continue to evolve not only in terms of content, but also visually. Accordingly, there is an update in the corporate design of the event, which now underlines this development in an attractive logo and a fresh design.

The Future of Festivals continues to be a representative platform for the entire festival and event industry in 2024. The organizers are looking forward to shaping the future of the festival industry together with the exhibitors and participants.

Material for [download you can find here.](#)

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About Future of Festivals

The Future of Festivals is the industry get-together for all organizers, service providers, associations, decision-makers and trainees from the festival sector. Originating from a network meeting of the festival industry, the event took place for the first time in November 2021 with a live audience as an on-site trade fair and congress at Arena Berlin. The festival and event industry is one of the six most important economic factors in Germany and the Future of Festivals is its representative platform as a beacon of the event industry, so to speak.

For more information

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