

VLB-Oktobertagung, 12-13 Oktober 2026, Berlin

Information for Exhibitors at the VLB October Convention 2026

Berlin, April 2026

Event

- VLB October Convention 2026 including the "Technical Conference," the "International Barley Seminar", the "Supply Chain Management Forum", the meeting of the Technical-Scientific Committee (TWA), and the VLB General Assembly.

Date

- October 12–13, 2026 at VLB Berlin, Seestraße 13, 13353 Berlin

Conference Language

- German/English with simultaneous translation

Target Audience

- Technical executives from breweries, malt houses, grain breeding, the beverage industry, and their partners

Participants in 2025

- Around 230 participants from 10 countries

Program

- The detailed program will be available by early September
- Current information: <https://www.vlb-berlin.org/okt2026>

Exhibition

- Located in the foyer/break area of the VLB
- Directly adjacent to the lecture halls
- Two booth sizes (1.5 x 2 m and 3 x 2 m)
- Limited capacity – early registration required
- Services – see next page

Additional Sponsorship

- Your company will be prominently featured in participant marketing as a sponsor (see next page)

Discounts

- 10% for VLB members

Preliminary Schedule – VLB October Convention 2026

VLB October Convention 2026			
Sunday, October 11	17.00 – 18.00	VLB Berlin	First opportunity to set up exhibition booths at VLB Berlin
	18.00 – 23.00	VLB Berlin	Get-together for early-arriving participants in the foyer
Monday, October 12	ab 9.00 Uhr	VLB Berlin	Booth setup
	8.30 – 13.00	VLB Berlin	Committee meetings (by special invitation)
	13.00 – 14.00	VLB Berlin	Lunch snack
	14.00 – 18.00	VLB Berlin	Technical presentations
	18.15 – 19.15	VLB Berlin	VLB General Assembly
	19.30 – 00.00	VLB Berlin	Welcome evening at VLB
Tuesday, October 13	8.30 – 13.00	VLB Berlin	Technical presentations / Research colloquium
	8.30 – 13.00	VLB Berlin	Supply Chain Management Forum
	14.00 – 18.00	VLB Berlin	Int Barley Seminar
	18.00 – 21.00	VLB Berlin	Closing event

Our Offers for Exhibitors and Sponsors

Service Package A (LV-A): €2,400 (Small Booth)

- Conference fee for 1 person (€1,480)
- Small booth (1.5 x 2.0 m) (€920), for 1–2 roll-up displays, 1 table, 1 chair, power (230 V)
- VLB Event App: logo, company description, up to 3 PDF files (max. 3 MB each)
- Company logo in the PDF conference program

Service Package B (LV-B): €2,850 (Large Booth)

- Conference fee for 1 person (€1,480)
- Large booth (3 x 2 m) (€1370), for folding wall, 2 tables, 1 chair, power (230 V)
- VLB Event App: logo, company description, up to 3 PDF files (max. 3 MB each)
- Company logo in the PDF conference program

Additional Marketing Package (LV-SP): €1,000

- Your company will be featured as a sponsor in digital communications (banners, VLB newsletter, social media – especially LinkedIn, trade press, etc.) Marketing begins in summer 2025. Retroactive inclusion is not possible.

Additional Person for Exhibitors (ZP): €880

- A second person can be added at a discounted rate. Additional participants are charged the regular fee.

Included Services for Registered Participants

- Participation in the lecture program
- Refreshments during breaks
- Lunch snacks on Monday and Tuesday
- Participation in the social program: Sunday get-together, Monday welcome evening (incl. bus transfer), Tuesday closing event

Cancellation Policy

Confirmation upon registration; invoice sent 4 weeks before the event

Cancellations up to 6 weeks before the event: refund minus €150 processing fee (plus VAT)

Cancellations 6 to 3 weeks before the event: 70% refund

Cancellations after this period or no-shows: no refund

The date of receipt of cancellation is decisive

Name changes are possible at any time

[Our special conditions of participation for exhibitors apply.](#)

Register online:

tba

Contact:

VLB Berlin, PR/Event Organization

Olaf Hendel, Tel. +49 30 4500-255, hendel@vlb-berlin.org

Marika Hackstein, Tel. +49 30 45080-215, m.hackstein@vlb-berlin.org