leat con 2027 Now in Cologne

Picture: Vivien Grott / leat



Following several years of continuous growth, leat con is embarking on a new chapter: in 2027, the networking convention for experience technology will move from Hamburg to Cologne. From 30 November to 2 December 2027, Koelnmesse – with its directly connected Halls 6 and 9 – will become the new home of leat con. The picture above shows Ralf Nüsser (Koelncongress) und Marcel Courth (leat).

The location may change – but the essence of leat con remains the same! In Cologne, too, the team will be building on the established concept of an exhibition, knowledge transfer, networking and exchange between different sectors. The familiar themed hubs will remain an integral part of the convention, as will the community that has shaped leat con since its very first edition. Same team, same concept, same community – at a new venue that reaches more people from the industry.

Since its first edition, leat con has continued to evolve. Most recently, in 2026, it achieved its largest edition to date, with 7,800 m² of exhibition space sold, around 11,700 industry professionals and 280 exhibitors. With the move to Cologne, leat con is now laying the foundations for its next phase of development.

Marcel Courth, Managing Director of leat: “We are making this decision with the future in mind, not just for a single edition. leat con is set to become the leading

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trade fair for our sector in Germany, with a European outlook. To achieve this, we are moving to a more central location, thereby opening up the event in particular to the neighbouring Benelux countries."

This is not about reinventing the existing concept. Rather, the aim is to build on what has made leat con successful in recent years at a venue that will tap into additional target groups and enable long-term growth. Several factors were decisive in the decision to choose Cologne. Central to this is the significantly greater accessibility for potential visitors and decision-makers. Thanks to its location in North Rhine-Westphalia, the direct catchment area for leat con is considerably larger – particularly towards the west, the Rhine-Main region and southern Germany.

Duc Nguyen, Director of Sales at leat: "leat con has its roots in Hamburg and would not be what it is today without Hamburg Messe. But now it is time to move on. The more central location in Germany will drastically reduce travel times. The proximity to the Benelux countries will also bring new growth for leat con across the board."

At the same time, the new location opens up leat con more to the rest of Europe. With its proximity to Belgium, the Netherlands and Luxembourg, the Benelux market in particular is coming more into focus. Cologne is well connected via the European rail network and several airports, offering excellent conditions for attracting more visitors, exhibitors and partners from other European countries in future.

For exhibitors, the change of venue therefore means two things: greater potential in the German market and additional international business contacts – without losing sight of the existing target groups from live tech, stage tech, broadcast and install. Koelnmesse: a venue that fits in with the concept of leat con

In addition to its geographical location, the layout of the venue also played a key role. Halls 6 and 9 at Koelnmesse are situated right next to one another, enabling a compact event to be held on a single level. Short distances between exhibition spaces, the programme, networking opportunities and the themed hubs help to foster precisely what sets leat con apart: visitors should not confine themselves exclusively to their own specialist field, but should come into contact with related sectors and new topics as naturally as possible.

The location of the exhibition centre is also an advantage. Köln Messe/Deutz railway station is situated right next to Koelnmesse and offers direct ICE connections. At the same time, the venue is close to the city centre. Added to this is the thematic link to the location itself: as a hub for music, media and production, Cologne brings together numerous industries that also converge at leat con. The city's open and diverse culture thus aligns perfectly with the convention's interdisciplinary focus.

Ralf Nüsser, Managing Director of Koelncongress, commented: "We are delighted that leat con will be taking place here in Cologne from 2027. Cologne is renowned

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for media and live entertainment – with a wide range of television, radio and streaming services, numerous live productions and a rich cultural offering. Added to this is our modern exhibition centre, the ICE station right on our doorstep, the Lanxess Arena in the immediate vicinity and short distances to the city centre. And, of course, Cologne simply has a community that is always delighted to welcome guests and is sure to be a very good host."

The change of venue does not mean that leat con will become a different event. The existing team will continue to run the convention, and the basic concept will remain the same: the thematic structure comprising various hubs will be continued in Cologne. Likewise, the exhibition, stage programme, workshops, professional development, networking and community formats will remain central components of leat con.

Above all, it is the opportunities that are set to change: more scope for growth, a larger catchment area, more international contacts and even stronger links between the various sectors of event and media technology. The core idea, however, remains the same: leat con brings together markets and people who are increasingly working together in practice.

The move to Cologne also marks the end of an important chapter in the history of leat con: "Hamburg was a fantastic location for us during the first five years. We would like to thank Hamburg Messe und Congress for the excellent partnership," emphasises Marcel Courth, Managing Director of leat. In Hamburg, a new event format has developed into an established industry platform within just a few years. This foundation forms the basis for the next stage of development in Cologne.

The move to Koelnmesse is intended as a long-term decision. Following the first Cologne edition from 30 November to 2 December 2027, leat con is set to become a permanent fixture in the industry's annual calendar from 2028 onwards. The future regular date will be in mid-November: leat con 2028 will take place in Cologne from 14 to 16 November 2028. This will give exhibitors, partners and visitors planning certainty well in advance for the coming years.

leat con 27

- 30 November – 2 December 2027
- Koelnmesse, Halls 6 & 9
- Cologne

leat con 28

- 14–16 November 2028
- Koelnmesse
- Cologne

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