

BOOTFITTING CONGRESS 2026

CONCEPTSHEET



Organiser:

STC Distribution GmbH
Triesterstrasse 179
8073 Feldkirchen near Graz

Implementing agency:

Focuz Eventmanagement
www.focuz.at, office@focuz.at

Duration of the event: 14 th –17 th of September 2026

Number of congress participants: approx. 100 people

Venue: Lech am Arlberg, Sport- und Modehaus Strolz & Skiservice Strolz

VISION & MISSION



Community & Network

The Bootfitting Congress aims to become a central platform for exchange, networking and communication within the global bootfitting community. By bringing together the world's leading bootfitters, our goal is to establish a comprehensive global network that fosters innovation and the ongoing development of the field. The focus is on sharing knowledge, learning new techniques, and shaping the future of bootfitting together. Our goal is to establish the Congress as a leading industry authority, set standards, and enhance the quality of bootfitting worldwide.



Attracting attention

Another objective is to attract international attention and reach a wider audience of participants and interested parties. Addressing the various target groups within this specialised field is also a key part of this goal.



Sustainability and the Austrian Ecolabel

The Austrian Ecolabel is Austria's most important state-certified environmental seal. The Bootfitting Congress was awarded this prestigious seal in 2024. For the 2026 event, we are once again aiming to organise the congress in accordance with the Austrian Ecolabel's guidelines and design it as an official 'Green Meeting'. The important criteria that we will fulfil to achieve this include:

- Consistent involvement of local service providers on site
- preferential use of organic and regional food
- careful waste separation and avoidance throughout the event
- Favouring environmentally friendly means of transport
- Extensive use of digital documents to reduce paper consumption



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ABOUT

Since its foundation in 2022, the Bootfitting Congress has become a key event for elite ski boot fitters and developers from Austria, Switzerland and Germany. Our mission is clear: We inspire innovation, explore the latest trends and techniques, and foster valuable connections within the bootfitting community. In 2024, the Bootfitting Congress crossed the borders of the DACH region for the first time, bringing together professionals from all over the world. With its range of interactive workshops and intensive professional exchange, the event attracted participants and speakers from 13 different countries, making it a truly unforgettable experience.

The next congress will take place from 14 to 17 September 2026 at the renowned sports and fashion shop Strolz in Lech. This event will focus increasingly on practical, interactive workshop formats. International exchange will take centre stage in particular, further promoting global networking within the bootfitting community.

Motto for 2026:

Get dirty & get going!

Interactive Workshop sessions and practical presentations by respected experts from the Bootfitting Industry - use the platform in Lech to take your Bootfitting knowledge to a new level!

Info & registration: www.bootfittingcongress.com

info@bootfittingcongress.com

CONTACT PERSONS & TEAM

General organisation:

- Marko Zschinsch, marko.zschinsch@stc-sport.eu
- Martin Kirmair, martin.kirmair@stc-sport.eu

Organisation speaker & format:

- Alex Haas, haas@sidas.com
- Kilian Wermelinger (Schweiz), wermelinger@sidas.com

General organisation, media,
Green Meeting, location, website:

- Judith Wieland, office@focuz.at

Communication & Social media:

- Perrine Coquand, coquand@sidas.com
- Michael Meier (Schweiz), meier@sidas.com

