



DIGITAL BAU

digitalBAU 2026 – the trade fair for digital solutions in the construction industry

March 24–26, 2026

Hall 8 at the Cologne Trade Fair

The future is digital – and the same goes for the construction industry. Already established as a successful trade fair, digitalBAU has quickly become a permanent institution when it comes to digitalization in the construction industry.

Top players from the fields of construction software and hardware, smart homes, digital products & solutions, robotics/AI, digital urban planning, building automation and other forward-looking sectors will meet for the fourth time at digitalBAU 2026. Be part of it!

A LOOK BACK AT digitalBAU 2024

Facts and figures:

- More than **270 exhibitors** from **16 countries**
- **Very high** exhibitor satisfaction
- Exhibitors praise **quality** and frequency of visitors
- **95%** of exhibitors would recommend digitalBAU to others
- More than **10,000 specialist visitors** from **41 countries**
- **78%** of visitors have decision-making authority
- **96%** visitor satisfaction
- 6 forums with **180 renowned speakers**



STATEMENTS

“Digitalization methods and technologies are already available for the construction value chain and in use. What matters now, however, is implementing these achievements across the board in Germany – also in order to achieve the important sustainability goals,” says **Prof. Dr.-Ing. Joaquín Díaz**, Chairman of the German Construction Software Association (BVBS).

“digitalBAU has become an indispensable trade fair for the construction industry of the future. The construction industry faces massive challenges, since construction demand is huge, and skilled workers are scarce. Companies are required to build ever more effectively, efficiently and sustainably. digitalBAU shows how this works, from prefabrication to digitalization, AI and robotics,” says **Felix Pakleppa**, Managing Director of the Central Association of the German Construction Industry (ZDB).

“As in previous years, digitalBAU 2024 was also a great opportunity to meet our customers in person and discuss digital transformation, interoperability and innovation topics with them. We are already looking forward to the next edition in 2026!”, says **Yves Padrines**, CEO of the Nemetschek Group.

PARTICIPATION FEES

Row stand	from 12 sqm (1 side open)	EUR/sqm	277.00
Corner stand	from 12 sqm (2 sides open)	EUR/sqm	293.00
Head stand	from 20 sqm (3 sides open)	EUR/sqm	315.00
Block stand	from 30 sqm (4 sides open)	EUR/sqm	325.00
Plus participation costs	obligatory communication contribution		
	– Main exhibitor	EUR	1,000.00
	– Co-exhibitor	EUR	850.00
	Disposal fee	EUR/sqm	9.50
	AUMA fee	EUR/sqm	0.60

digitalBAU stand package

Possible stand sizes

Row 16 sqm	EUR	11,495.00
Row 24 sqm	EUR	15,995.00
Corner 12 sqm	EUR	9,995.00
Corner 16 sqm	EUR	11,995.00

digitalBAU start-up stand

EUR 3,600.00

Note for stand packages and start-up stands:

The additional participation fees are already included in these two stand packages.

EXCELLENT PERSPECTIVES

Partners:

Numerous partners, including **the BVBS, World Architects** and **Bauverlag** addressed the current topics surrounding the key topics of digitalBAU in exciting presentations and tours in 2024. In 2026, all participants can also look forward once again to an excellent supporting program.

Visitor structure:

Among the **10,000 visitors** to digitalBAU 2024, architects, planners and engineers as well as property developers, project developers and tradespeople were the most strongly represented. The focus here was on initiating new business and maintaining existing business relationships, as well as providing information on industry innovations and a general overview of the market.

Positive outlook for digitalBAU 2026:

94% of exhibitors from 2024 plan to take part in digitalBAU 2026 again! The reason for this is the very good quality and frequency of visitors, as well as the positive target group reach in 2024.

The future of digitalBAU:

Around **91%** of exhibitors from 2024 firmly believe that digitalBAU will become even more important in the future.

Not yet an exhibitor for digitalBAU 2026?

Then secure one of the coveted stand spaces, which we will tailor to your needs.

Have we sparked your interest? We would be happy to advise you on any issues relating to your participation. Write to projektleitung@digital-bau.com

digitalBAU 2026 will be held in cooperation with the German National Association for Construction Software e.V. (BVBS)

BVBS
Bundesverband Software und Digitalisierung im Bauwesen

Published by Messe München, Munich, Germany.

Find out more:
digital-bau.com



Social media:

