

Press Release

For Immediate Release

Ljubljana, 9 January 2026

CONVENTA SOLD-OUT A MONTH BEFORE THE 2026 EDITION

The organisers will offer extra exhibitor space in the Grand Hotel Union Eurostars due to record interest

Celebrating its 18th anniversary in 2026, Conventa is a boutique B2B trade show founded on a personal approach and providing unmatched business experiences. In nearly two decades, the event has solidified its role as the central, not-to-be-missed trade show in New Europe's events industry. The record interest in 2026 attests to Conventa's enduring appeal. All 125 exhibitor spaces were sold out a month in advance, a telling sign of Conventa's eminence and credibility among suppliers from the region and beyond. The spaces for international hosted buyers are nearly full, too, with only 15 free spaces remaining.

Due to increased demand, the organisers will offer additional exhibitor space at the Grand Hotel Union to enable interested partners to participate without compromising on the show's boutique, quality-first concept. According to the organisers, the surging interest shows that Conventa is more than a trade show; it has evolved into a platform for forging new personal connections, building long-term partnerships, and strengthening existing business ties. The trade show has successfully connected event planners with suppliers in the events industry and set standards in the New Europe region for 18 years.

The suppliers poised to attend Conventa come from 18 countries of New Europe. They represent all key destinations and suppliers between Helsinki and Istanbul, as well as Milano and Baku. This diverse range has allowed Conventa to strengthen its central role. It serves as a holistic event dedicated to developing the emerging regional events industry.

New Europe stretches from the Baltic countries and Eastern and Central Europe to the West Balkans, Turkey, and the South Caucasus. The region is establishing itself as a novel and undiscovered area for international events. New Europe is home to **288 million people**, diverse cultural identities, and a growing GDP per capita. Conventa is not only a one-time trade show. It is a strategic meeting point for this region, where new partnerships are forged, and opportunities emerge every year.

3,989 hosted buyers from 47 countries and 2,211 exhibitors from 19 countries in 18 years

Reflecting on the 18th anniversary and the appeal of New Europe, Gorazd Čad, the co-founder of Conventa, commented: *“Whoever considers New Europe a flash in the pan is terribly mistaken. The global events industry is recognising New Europe’s awakening and the future path it will take.”*

“While most regional destinations still have room to improve their marketing and connect globally, Conventa plays a pivotal role in helping them reach global audiences. Conventa is not merely a trade show, but a platform for exchanging knowledge and facilitating development.”

“The global events industry is recognising New Europe’s awakening and the future path it will take.”

Conventa continues adhering to its quality pledge based on two pillars:

- At least 70% of hosted buyers are new every year, ensuring freshness, relevance and new business opportunities;
- The ratio of suppliers to hosted buyers is at least 1:1.5, resulting in an optimal number of meetings and high event business efficacy.

Press material:

www.conventa.si

- [Conventa's photo gallery](#)
- [About Conventa](#)
- [Video Conventa 2023](#)
- [Video Conventa 2024](#)
- [Video Conventa 2025](#)

In line with this philosophy, the organisers will host 190 carefully selected hosted buyers at Conventa this year. These buyers will come from 38 countries and represent key destination markets in the events industry. This range of hosted buyers further increases Conventa's international reach and highlights the event's strategic role in the New Europe region.

To mark the milestone 18th edition, the organisers have published the cumulative results of eighteen editions, which speak volumes about the event's impact and dimension:

- 3,989 hosted buyers from 47 countries
- 2,211 exhibitors from 19 countries
- 56,813 pre-arranged business meetings through the matchmaking platform
- 146 successfully organised fam trips

The numbers attest to Conventa's leading role in New Europe's events industry. Over nearly two decades, the event has evolved into a central business platform. It delivers measurable results, helps establish lasting partnerships, and adds value to all stakeholders.

Conventa is organised by the Slovenian Convention Bureau and the Toleranca marketing event agency in close cooperation with Ljubljana Tourism, the Slovenian Tourist Board and 20 strategic partners.

CONVENTA HASHTAGS

#conventa #conventaexperience #conventa2026 #tradeshow #sloveniameetings
#neweurope #networking #event #eventprofs #meetingplanners #meetingprofs
#greenmeetings #conventaXzone #conventagreenzone

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