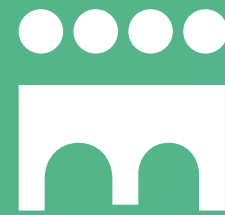




EXHIBITION



DIALOGUE



WELLNESS



FESTIVAL

ADVANCE
YOUR MIND

TRYP EXPO

MAY 15-17th
2026

EXHIBITOR
DECK

*A portal at the intersection of science,
emerging markets, wellness, music &
culture.

EXPAND
YOUR WORLD

01

We bring beautiful minds and ideas together to shape the future of PSYCHEDELIC, WELLNESS and HUMAN FLOURISHING.

Let's celebrate, explore, grow & have fun together.



02



WELLNESS



CULTURE



FESTIVAL

TRYP
EXPO

LONGEVITY



DIALOGUES



PSYCHEDELIC
SCIENCE



03

WHAT IS TRYP EXPO?

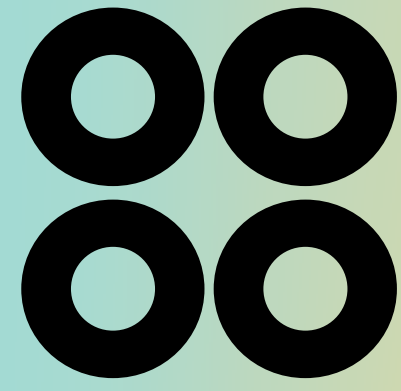
TRYP EXPO is a multidisciplinary expo and cultural experience.

It brings together **EXHIBITION - WELLNESS - DIALOGUES - FESTIVAL** all in one shared environment. From inspiring talks to immersive art experiences, from exhibitions and workshops to wellness, performance, and festival moments. TRYP EXPO unfolds as a continuous journey across knowledge, culture, and experience.

TRYP EXPO invites visitors, brands, and speakers alike to step into a future-facing platform, one that reflects how knowledge, wellness, and culture truly evolve:
TOGETHER.

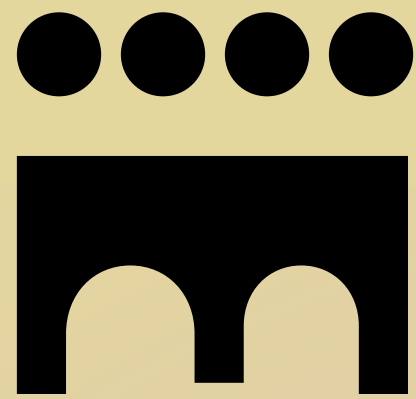
04

EXHIBITION



Marketplace for ideas, products and innovation.

DIALOGUE



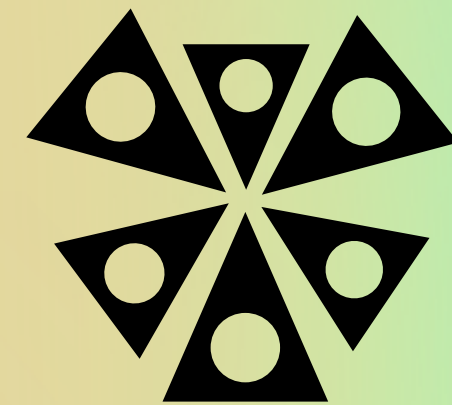
Curated conversations across science, culture and business.

WELLNESS



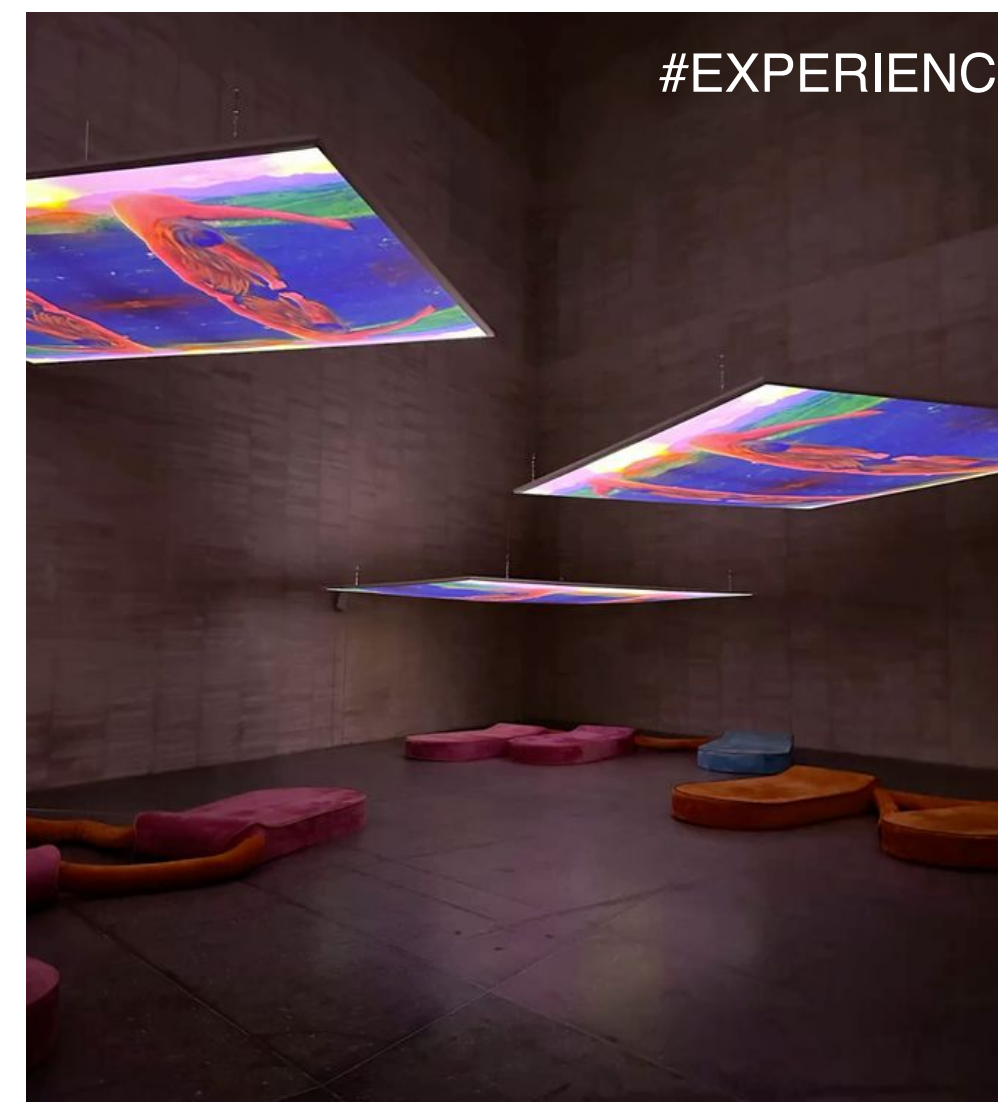
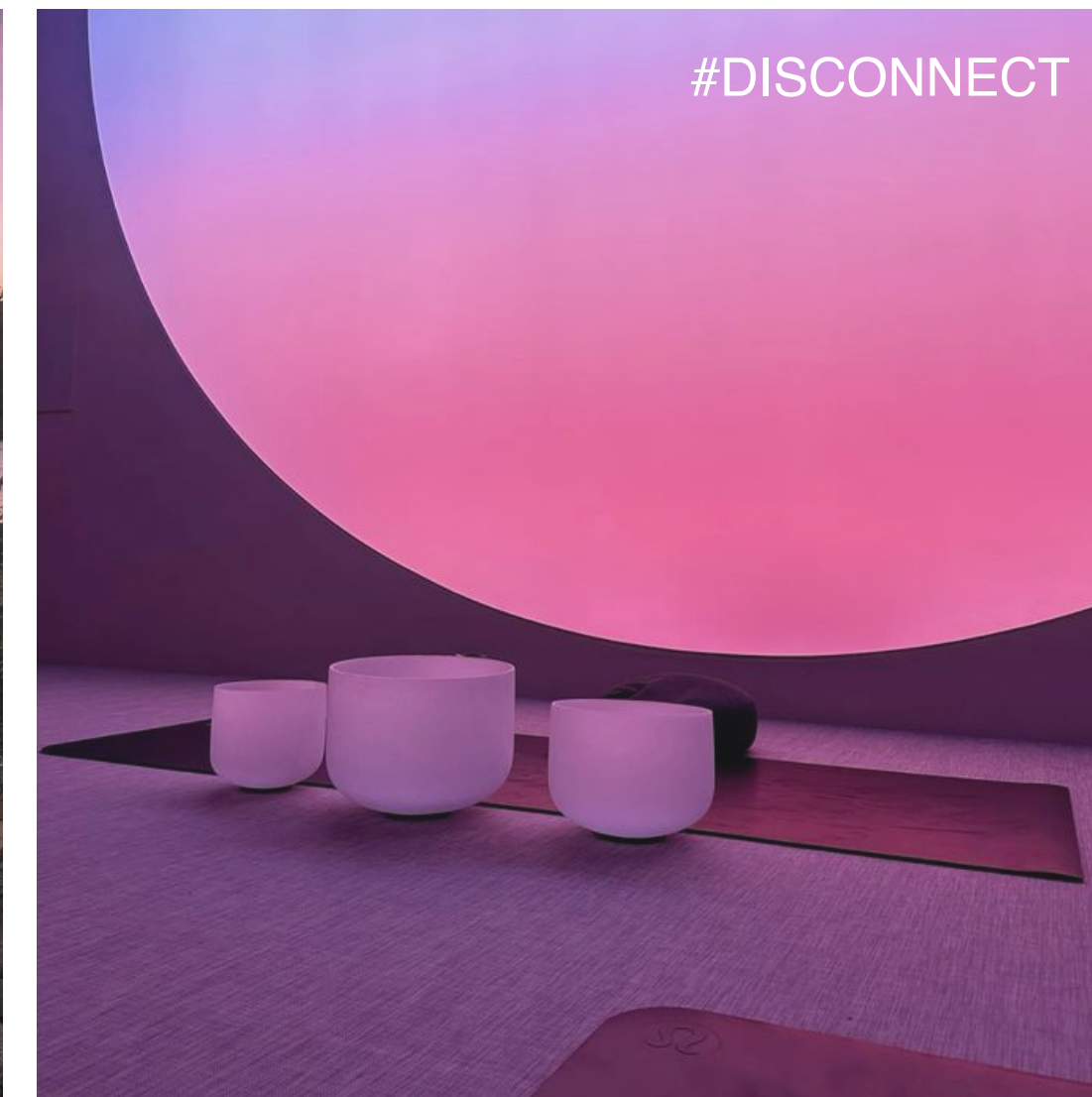
Embodied practices for regulation, health and integration.

FESTIVAL



Music, culture and collective experience as celebration.

05



06

WHY EXHIBIT AT TRYP EXPO?

Secure your position in this rapidly emerging market

#01 FIRST-MOVER ADVANTAGE

- Position your brand at the center of Europe's fastest-growing wellness, science and consciousness economy
- Present your products, innovations and vision to 20,000+ highly aligned decision-makers, creators and buyers
- Secure early visibility in a category that is rapidly professionalizing and scaling

#02 HIGH-CONVERSION AUDIENCE

- Generate qualified leads, partnerships and distribution opportunities, live, on-site
- Turn three days into months of pipeline through direct conversations, demos and deals
- Strengthen your network by meeting investors, media, retailers and collaborators, all in one place

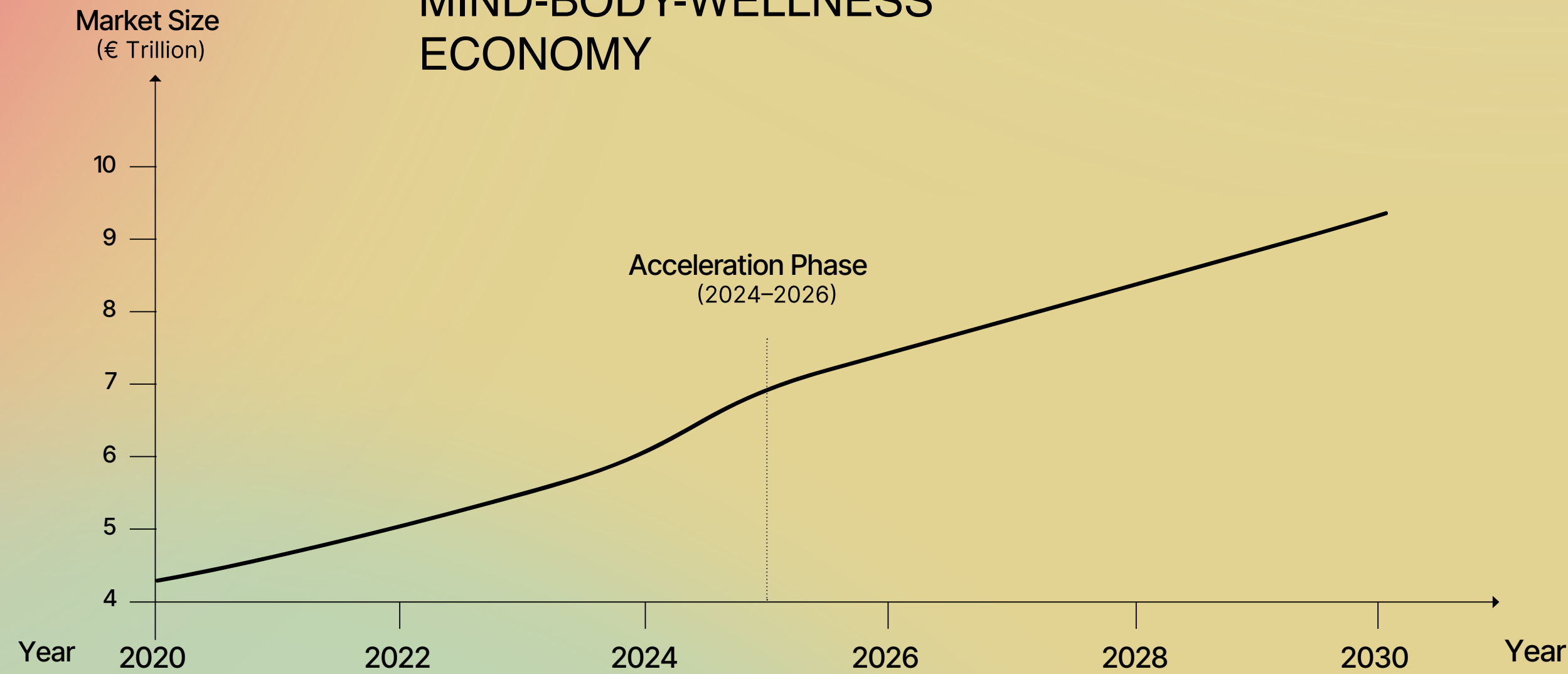
07

MARKET MOMENTUM

Get first mover access to this momentum now

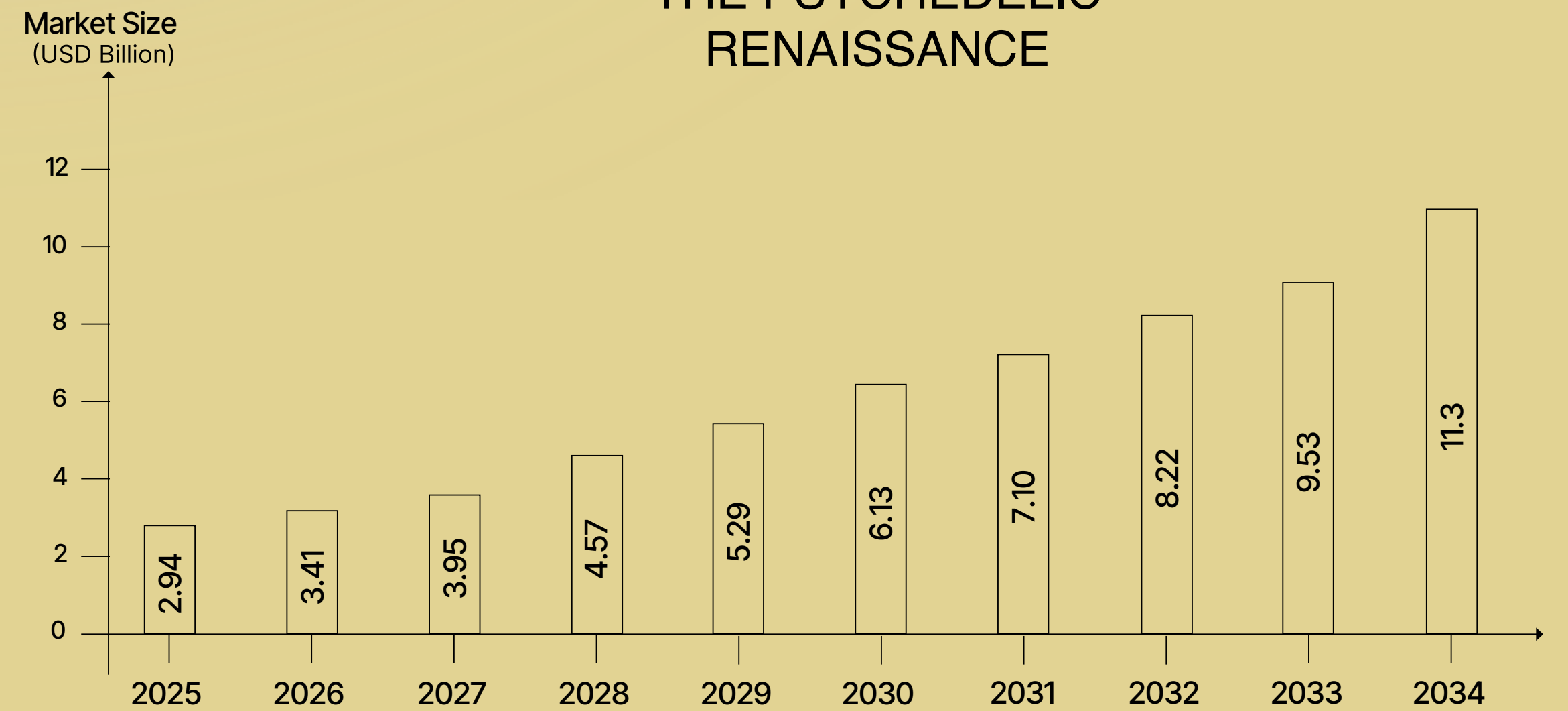
The market for psychedelic science and next-generation wellness is rapidly expanding in the U.S., driven by breakthroughs in research, therapy, and cultural acceptance. Europe is next on the edge of a wave that will reshape health, consciousness, and human potential.

MIND-BODY-WELLNESS ECONOMY



Source: Global Wellness Institute, McKinsey, Statista (2024)

THE PSYCHEDELIC RENAISSANCE



Source: <https://www.precedenceresearch.com/psychedelic-therapeutics-market>

08

AUDIENCE OVERVIEW

Dual Audience. Double Impact.

Direct access to end consumers and professional buyers with high-quality interactions in a curated, non-mass-market environment with purpose-driven and innovative brands.

CONSUMERS (B2C)

- High-Spending
- Experience-Driven
- Mindful & Curious Explorers
- Wellness & Longevity Enthusiasts
- Natural Product Lovers & Biohackers
- Therapy & Retreat Seekers
- Conscious Lifestyle Communities
- Hippies, Fairies and Unicorns

BUYERS (B2B)

- Therapists, Clinicians & Health Professionals
- Researchers and Scientists (R&D)
- Integrative Practitioners
- Retreat, Spa & Wellness Center Operators
- Industry Leaders & Merchants
- Founders, Investors & Impact Funds
- Distributors, Retailers & Buyers
- NGOs, Foundations & Societies

09

FUNKHAUS BERLIN

Exhibit at one of Europe's most iconic creative & cultural venues



10

THE TRADING FLOOR

The commercial heart of TRYP



7.925 sqm of exhibitor space | Up to **250 booths** | **20.000 visitors+** over 3 days

11

Experience is felt before it is understood. It shapes
MEMORY, MOVEMENT, and MEANING.

At TRYP EXPO, experience becomes the
language we share, through DIALOGUES,
RITUALS, SOUND, and SPACE.

Opening PORTALS where curiosity turns into
CONNECTION and the FUTURE can be felt.

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WELLNESS

Step into the nervous system of TRYP EXPO

It attracts wellness, supplement, health-tech and longevity brands and increases dwell time for health-motivated visitors.



IMMERSE

- Saunas (traditional & high tech)
- Contrast therapy (cold plunge)
- Aroma & herbal stations



REGULATE

- Guided breathwork
- Meditation & Sound healing
- (Yoga/ Mobility/ Flow)



RECOVER

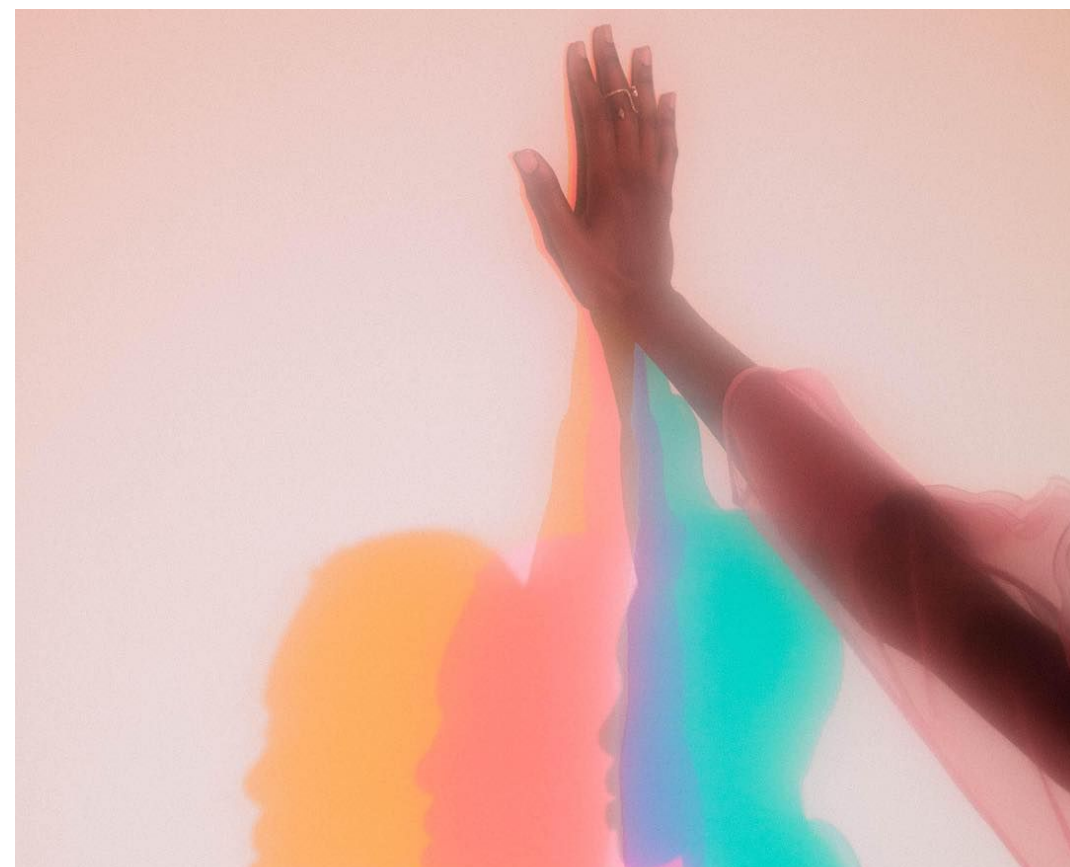
- Rest & relax space
- Hydration station
- Juice Bar

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ART, WORKSHOPS & DIALOGUES

Connecting contemporary art, subculture, and technology.

A constant pulse of movement, curiosity and discovery from morning to night.



PSYCHEDELIC ART

- Interactive Installations
- Live Performance
- Art walk & talk



WORKSHOP

- Somatic Practices
- Biohacking Sessions
- Tantra Workshops



DIALOGUES

- Culture Salons
- Inspiration Talks with Artists & Creators
- Information Station

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FESTIVAL

At night - TRYP EXPO transforms into an immersive music festival

The focus shifts from conversation to sensation. The global music scene and subculture unites with visitors, exhibitors to share connective experiences.



CONCERTS

- Live shows
- Hybrid performances
- Sound ritual



CURATED DANCEFLOOR

- Psytrance Night
- Psychedelic Rock Night
- House Music Night



RECORDINGS

- DJ Set recording
- Radio shows / Podcasts
- Artist conversations

15

EXHIBITOR BENEFITS

Why brands love TRYP EXPO

#01

Direct access to thousands of curious, high-intent consumers.

#03

Ideal environment for supplements, wellness tech, wearables and new services.

#05

Become part of the founding edition and gain long-term advantage as TRYP grows year by year.

#02

Meet retailers, clinic owners, therapists, distributors, retreat leaders and investors.

#04

Funkhaus is a playground for Instagram, TikTok and YouTube content creation.

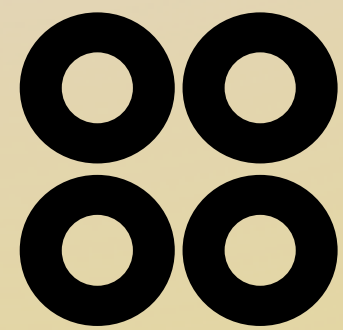
#06

**Advance your world—
—Expand your
mind.**

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BOOTH OPTIONS

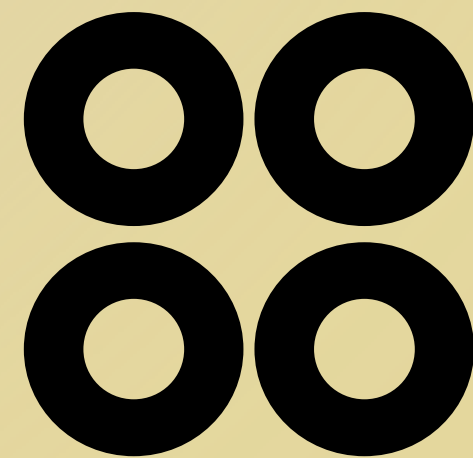
Go beyond the booth. Become part of the experience.
Your moment starts here.



9sqm
SMALL

Ideal for supplements,
natural products,
services, or practitioners.

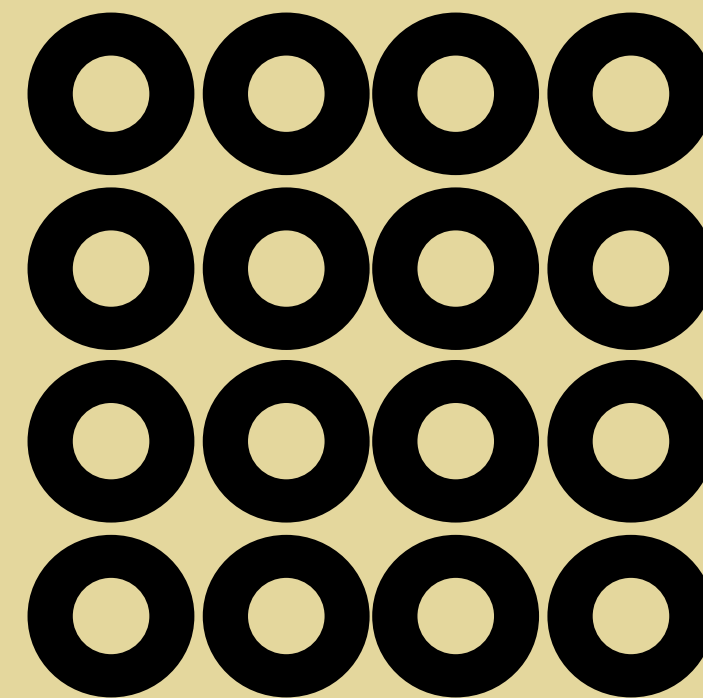
Starting at **2610**
€



18-36sqm
MEDIUM

Ideal for demos, multi-staff
teams, wellness devices,
wearables.

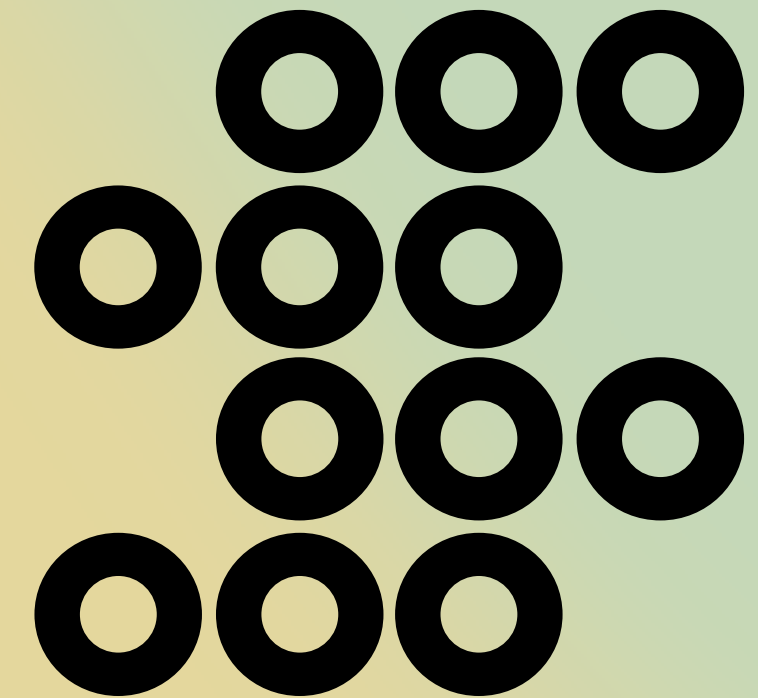
Starting at **5220** €



36-90sqm
LARGE

Immersive brand environments,
product experiences & central
launches.

Starting at **10440** €



Custom
Build
CUSTOM

For brands requiring
architectural presence
and maximum visibility.

Contact us

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ADD ONS & SPONSORING

Two ways to partner with TRYP EXPO

#01 BRAND-LEVEL PARTNERSHIPS

For brands seeking visibility at scale and strong association with the TRYP platform.

PRESENTING

- Exclusive event-level partnership with naming rights

PLATINUM

- High-impact presence across venue, program

GOLD

- Strong visibility combined with curated

SILVER

- Entry-level presence across onsite and digital touchpoints.

#02 EXPERIENCE & AREA PARTNERSHIPS

For brands seeking relevance through experience and meaningful audience engagement

WELLNESS AREA PARTNER

- Immersive integration within saunas, cold plunges, movement and recovery experiences.

STAGE, PROGRAM AND WORKSHOP INTEGRATION

- Key presentation & demo slots within our curated program across all areas.

TURN TRYP INTO YOUR PLAYGROUND

- Create curated brand journeys within the TRYP Expo ecosystem.

JOIN THE MOVEMENT. SHAPE THE FUTURE.

Be part of the founding edition of
TRYP EXPO Berlin 2026

[BOOK AN INTRO CALL](#)

[CONTACT](#)

[BOOK A BOOTH](#)

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WhatsApp: [+49 163 2951 089](https://wa.me/491632951089)