

# Facts & figures.

ISPO Munich 2020



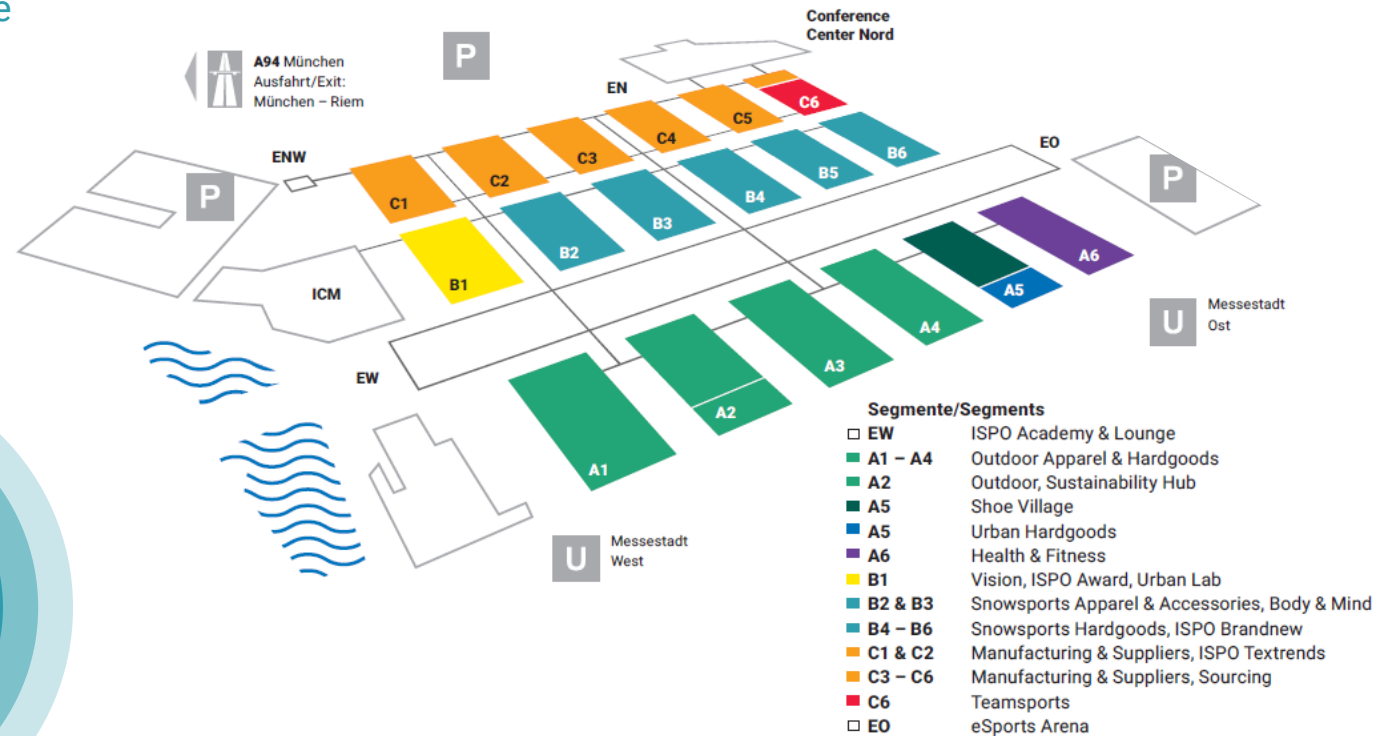
Messe München  
Connecting Global Competence



ISPO Accelerating Sports 

# The leading platform for the sports industry. Since 1970.

ISPO Munich is the world's most successful multi-segment trade show of the sports industry. This is where the future of sports meets. ISPO Munich presents and sets the new trends of the sports market of the following years – passionate and full of enthusiasm.



# The exhibitors. International benchmark.

ISPO Munich is the perfect place for brands to showcase their products and innovations, connect with clients and partners and grow their network. The **proportion of international exhibitors** reached 2020 a record high of **90%**. ISPO Munich welcomed exhibitors from **53 countries**.

**2.850**  
exhibitors

> 100.000 sqm  
booked exhibition  
stands





# The visitors. From all over the world.

Sport business professionals from all corners of the world flock to Munich to find new clients, establish new contacts and inform themselves about the latest trends. **89% rated the show as excellent, very good or good.**

70% international visitors

**77.204**  
trade visitors

- 11.580 retailers (15%)
- 6.948 distributors and sales representatives (9%)
- 6.176 wholesalers (8%)



# The ISPO network reaches an audience well beyond the trade show halls.

## Int. press reach (ISPO Munich 2020)

- Print & online articles reach: 110,3 mio.
- TV & radio features reach: 54,1 mio.

## ISPO website visitors per year

- ~3,5 mio. on ISPO.com

## Journalists & influencers at ISPO Munich

- 1.490 journalists (39% international)
- 154 influencers and bloggers

## ISPO social media reach per year

- Facebook: ~9 mio. impressions (> 93k fans)
- Instagram: ~5 mio. impressions (>11k fans)
- LinkedIn: ~1,7 mio. impressions (>12k fans)
- Twitter: ~0,8 mio. impressions (> 6k fans)

