

Munich, September 13, 2018

Press Release

ISPO Munich

Sports retailers benefit from new ticket prices

With a new price structure and discounted tickets, ISPO Munich (February 3 to 6, 2019) will be focusing in future even more on specialist retailers as the key trade visitor group. From 2019, the [new ticket model](#) will supplement the services already available specifically for this target group. Through this step, ISPO Munich is not only boosting the participation of the sports retailers but also, as the world's biggest sports trade fair, aims to expand its character as a trading platform and thus achieve measurable benefits for the exhibiting brands.

ISPO Munich's development is more than positive. Following a record number of visitors in 2017, more than 2,800 exhibitors were counted for the first time in 2018, with 88 percent of them from abroad. These results underscore the trade fair's position as the world's leading platform for the international sports industry. Tickets for visitors are in big demand every year – as a B2B trade fair, however, the event is reserved for trade visitors. These primarily include sports retailers who are interested in the exhibitors' latest innovations.

To make the visit more appealing for this important target group, ISPO Munich has always offered a series of attractive specials and services. For example, the exhibitors are given free tickets for their key retail customers. Offers from Deutsche Bahn and Lufthansa provide benefits when booking travel; a straightforward room booking service makes it easier to look for accommodation. Markus Hefter, Exhibition Group Director ISPO Munich, wants to expand this commitment further: "In the future, we will significantly boost activities aimed at retail and make the visit even easier, more efficient and more cost-effective."

With the new price structure, ISPO Munich is sending a clear signal and placing greater emphasis on specialist and other retailers, wholesalers and distributors. A 1-day retailer ticket booked online will cost 19 euros in future. Bookings made on site will cost 29 euros. Accordingly, the 4-day ticket will cost 29 or 49 euros.

Other trade visitor groups such as product managers, designers, contract, fabric and accessories manufacturers, or event agencies and sports facilities' operators will in future be bundled in a separate price segment. The ticket prices

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in this segment will vary between 69 euros and 169 euros depending on whether the 1-day or 4-day tickets are purchased online or on site.

ISPO Munich will continue to be open for other trade visitor groups. “After all, an important aspect is initiating new business relationships,” Hefter goes on to say. Alongside the presentation of new products and trends, the trade fair is an important networking platform for the international sports industry. Exhibitors and trade visitors alike use it to maintain contacts and talk with customers. For communication with relevant business contacts even before the trade fair starts, the [ISPO Munich app](#) offers a new networking function. It can already be booked for a fee when buying a ticket.

More information on the new ticket structure and prices is available [online](#).

About ISPO

ISPO is the world’s leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world’s largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai as well as OutDoor by ISPO, the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.