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## Press release

### New concept and venue:

## Exhibitors and partners count on OutDoor by ISPO in Munich

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**OutDoor by ISPO is coming to Munich and numerous exhibitors and partners have already confirmed their involvement in the trade fair (June 30 to July 3, 2019) – around nine months in advance. The international trade fair for the outdoor industry owes its popularity in no small part to the new profile, which extends far beyond the exhibition halls themselves: the 365-day platform provides brands and manufacturers with the digital and physical channels they need to be able to communicate with their customers all year round. As such, OutDoor by ISPO is the reliable, modern and pioneering platform that the industry has been looking for.**

At the end of June during the Outdoor by ISPO [launch conference](#) it was already clear that the concept developed by Messe München in cooperation with the European Outdoor Group (EOG) was exactly what the market needed. Over 250 international industry representatives also welcomed the plan to raise the profile of OutDoor by ISPO by establishing it as a year-round platform for the outdoor industry in addition to the trade fair. Numerous exhibitors, from a total of 25 countries so far, including for example Arc'terix, Maloja, Mountain Hardware, Jack Wolfskin, Ortlieb, Petzl, Scott, Sining Rock, Tatonka and Vaude as well as the Oberalp Group with its brands Dynafit, Salewa, Pomoca and Wild Country, have already registered for the first event in Munich. The new OutDoor by ISPO will open its doors for the first time at the Messe München Exhibition Center from June 30 to July 3, 2019. An overview of the brands and manufacturers, which have already booked their places, updated every week, is available [online](#) as is information on the [exhibitor registration process](#).

### **“OutDoor Easy” – flexible stand construction concept for more modest budgets**

OutDoor by ISPO is an important industry event both for small and big brands and hence caters for companies of all sizes. [Outdoor Easy](#) is specifically targeted at exhibitors with a more modest budget and aims to make the exhibition process as smooth as possible. Markus Hefter, Exhibition Director OutDoor by ISPO, says: “This flexible and cost-effective stand construction concept is a high-quality and authentic solution enabling companies to showcase their products in the perfect setting without having to undertake all the set-up work on their own.” The concept consists of a cost-effective full package offering an open and attractive layout as well as a good location in the hall. More information on OutDoor Easy is available [here](#).

### **PADDLEexpo enriches OutDoor by ISPO with its experience**

With the PADDLEexpo as partner the booming water sports sector will now be properly represented at OutDoor by ISPO. The professional trade show for kayaking, canoeing & stand-up paddling (SUP) in Nuremberg has been an ISPO partner for ten years and the partnership is now being taken to the next level with the installation of the Paddlesport Village at OutDoor by ISPO. This area will be exclusively dedicated to paddlesport products and will be an important meeting place for kayaking, canoeing and SUP experts. More information on PADDLEexpo is available at [ispo.com](#).

### **OutDoor by ISPO available 365 days a year for the industry**

ISPO is known for being a year-round ecosystem offering analog and digital products and services. ISPO customers have been benefiting from this mix of information, innovation and networking for years – and this portfolio is now also available for OutDoor by ISPO. OutDoor by ISPO now offers market players the opportunity to present themselves to the world 24 hours a day, 365 days a year. With it, the annual leading trade fair for the outdoor industry is supplemented with a far-reaching platform, which is available to the entire outdoor community, from brands and manufacturers right through to retailers and consumers all around the world.

### **About OutDoor by ISPO**

OutDoor by ISPO is the year-round platform for a new outdoor movement, combined with the largest annual international trade fair for the outdoor sector. This is carried out in close partnership with the European Outdoor Group (EOG). ISPO Business Solutions expand the portfolio year-round with both digital as well as cross-media services and create a far-reaching platform for the whole outdoor community. The trade fair OutDoor by ISPO will

be held for the first time at Messe München from June 30 to July 3, 2019. From 1993 to June 2018, Friedrichshafen hosted the trade fair.

### **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; 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.