



Messe München

Connecting Global Competence

# All the essentials.

## ISPO Munich Facts & Figures.



# The world of sport at a glance.

What trends have potential for passion? How is the sports industry market developing as a whole? Benefit from leading experts' know-how, build your network, and develop profitable future business relationships. Find out what is possible at ISPO Munich.

With 2,801 exhibitors and nearly 84,000 visitors from 120 countries, ISPO Munich is the sports industry's most successful multi-segment trade fair worldwide. This is where the future of sport meets. ISPO Munich presents and sets new trends for the future of the sports market with vision, passion, and enthusiasm.

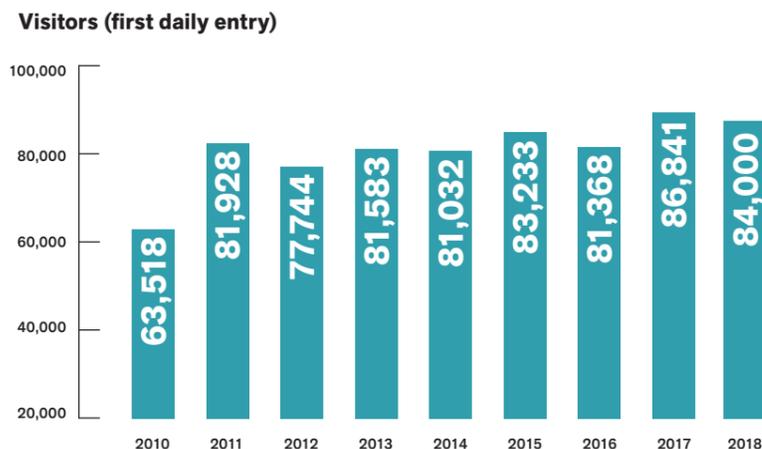
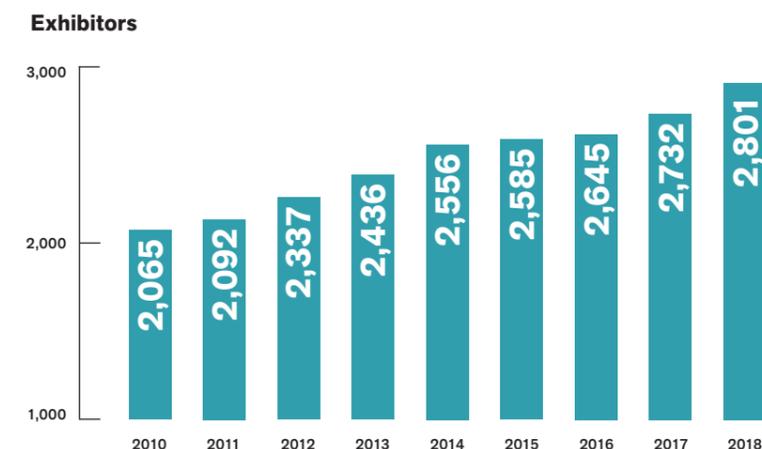
## Compelling. ISPO Munich facts and figures since 2010.

### The ideal platform for the sports industry

- 4 days of high visitor numbers
- 4 direct entrances
- 18 clearly laid-out halls
- Fully occupied exhibition grounds: 200,000 m<sup>2</sup>

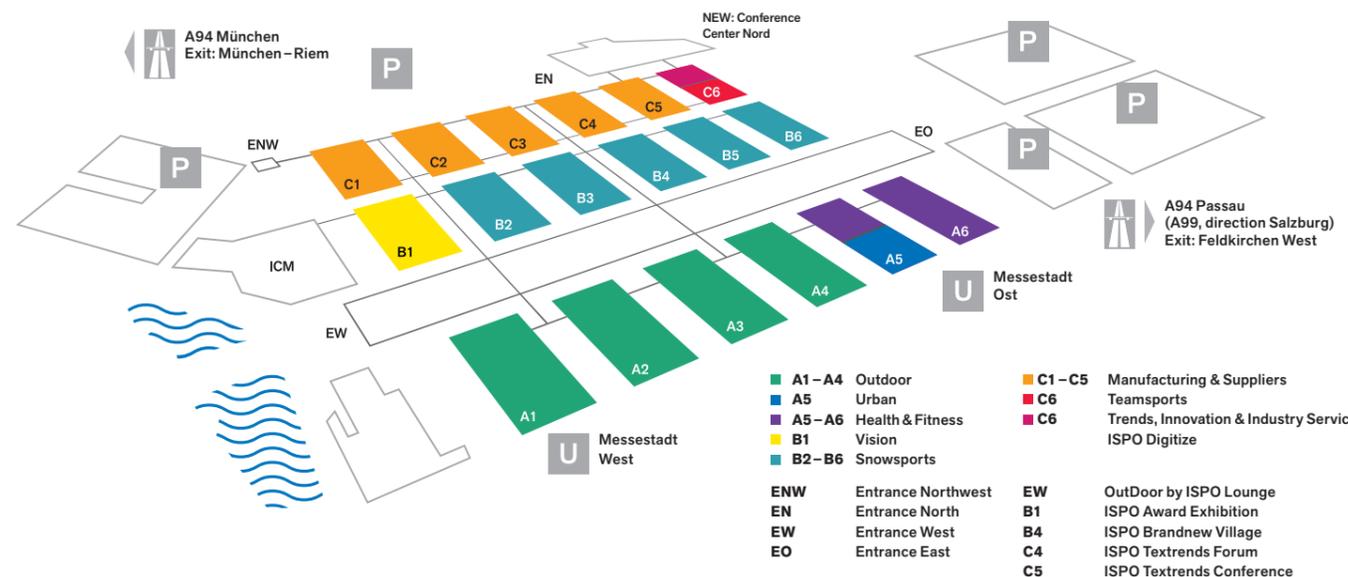
**International benchmark: Exhibitors.** Impressively, in 2018 an all-time record was set with 2,801 exhibitors. The proportion of international exhibitors also reached a new peak in 2018. The countries with the biggest growth in 2018 were: Austria, Japan, Turkey, Czech Republic, Great Britain and the USA.

**Visitors from around the world.** In demand: 84,000 industry specialists from around the world flocked to ISPO Munich in 2018. Since 2010, the number of visitors has risen by approximately 24,000 with constant international representation.



Source: Messe München

# A modern hall concept: New halls, expanded segments and new focus areas for 2019.



### Have a wander round and see the whole market in one place.

The world's most successful multi-segment sports trade fair is continually evolving and, as always, provides a comprehensive overview of the market. A modern hall concept, expanded segments, and a range of special focus areas to inspire you, as well as trends, innovations, and new products all under one roof! Make sure you keep up-to-date with all the latest news in the world of sport.

### Outdoor: Everything you need for outside, inside.

Now expanded to four halls (A1-A4), mountain lovers, climbers, adventurers, trail runners, water lovers, and enthusiastic ski tourers alike will find a wide choice of clothing, equipment, and accessories for the outdoor pursuits they love, right on their doorstep.

### Urban: The city is a catwalk on wheels.

Hall A5 and B1 showcase the urban sportswear, skate, longboarding, wheeler and cycling scenes—the expression of a way of life. The connection between sport and fashion has never been so important.

### Health & Fitness: Running, wearables and yoga.

Fitness is the new status symbol, and we are dedicating even more exhibition space to it (in halls A5 and A6) to showcase trends including body and mind, active wear, running, athleisure and wearables.

### Vision: Fashion trends in the luxury segment.

The world of premium sportswear has a new home in hall B1. Exclusive products, design innovations, international premium sports brands, and luxury accessories are the name of the game here. ISPO Award exhibition in B1.

### Snowsports: A home for everyone.

Discover the latest trends in snowsports over five halls, featuring a host of new brands and groundbreaking technology. You can find ski hardware in hall B5, the latest free ride, freestyle skiing and snowboard innovations in hall B4, and snowsports and cross-country accessories in B6. Halls B2 and B3 provide a unique overview of the latest colors and designs for this winter's snowsports clothing.

### Trends, innovation and industry services: The future has arrived.

What are the digital technologies set to revolutionize sport? The exhibition in hall C6 will give you an insight into tomorrow's sports equipment industry. Also in C6: ISPO Digitize, the platform to help you prepare for the digital future. ISPO Brandnew village in B4.

### Manufacturing & Suppliers: The meeting point for suppliers and manufacturers.

From performance textiles, materials and fibers to buttons, zippers and a vast range of services: Product managers, designers and companies come together in halls C1 to C5. ISPO Textrends in C4 and C5.

### Teamsports: It's the team that counts.

Being a team player doesn't stop when you leave the field—it's a way of life. And one that has its own dedicated segment, in hall C6. This is where the sports industry demonstrates the latest in team sports.

# Facts are what count: Data on ISPO Munich. Exhibitor survey.

“ At ISPO Munich we found all the important Outdoor and Activewear brands that would enjoy the perfect presentation platform that the trade fair provides. Freudenberg Performance Materials was able to present its latest innovations in a whole new light. ”

Benoit Cugnet, Head of Strategic Marketing, Freudenberg Performance Materials, Germany



**Once bitten forever smitten at ISPO. Have you been before?**

People who visit ISPO Munich generally come back: **96%** of exhibitors stated that they will definitely or possibly exhibit at ISPO Munich next year. The high numbers of participants who keep coming back year after year are proof of the enduring success of ISPO Munich and its valuable benefits for exhibitors.

certainly/probably | possibly | probably not/certainly not

**Eyes on the prize. Were your expectations met?**

Percentage of exhibitors who rated the goals they achieved as excellent, very good or good.



**Direct contact with customers: maintaining business relationships**

Excellent customer retention. **94%** of exhibitors rated ISPO Munich as excellent, very good or good as a means of maintaining business relationships with existing customers.



**Trendsetting: presentation of collections, products and new items**

ISPO Munich sets standards. The trade fair is an effective platform for new products and innovations. **92%** of exhibitors rate the launch effect for new products as excellent, very good or good.



**Highly influential: image enhancement**

Effective image transfer: **90%** benefit from the image-enhancing effects of ISPO Munich and rate attending it as an excellent, very good or good means of cultivating their image.



**New opportunities: networking, developing, and maintaining contacts**

Broadening horizons: **88%** use ISPO Munich for networking and rate the opportunities for maintaining and developing contact as excellent, very good or good.



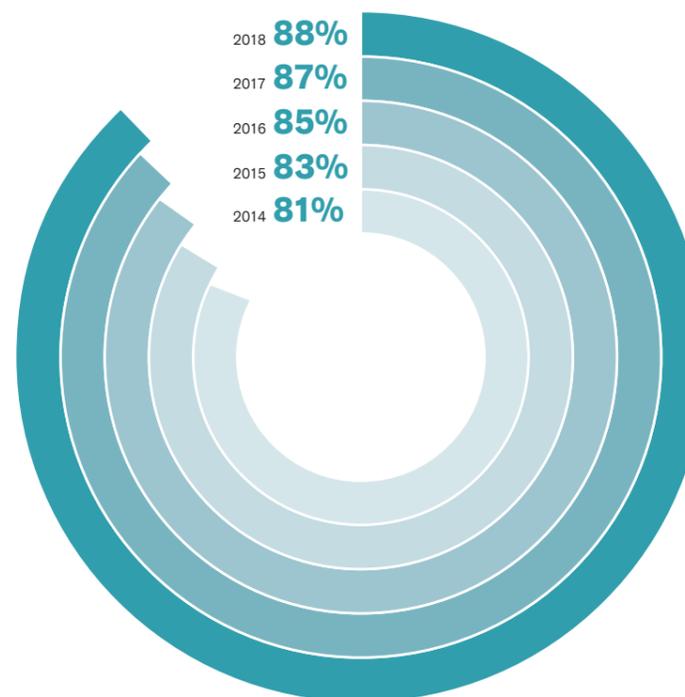
**Sport is competitive: competition monitoring and market overview**

Optimal competitive conditions: **87%** of exhibitors gave ISPO Munich top marks as an opportunity for scanning the entire sports industry market.

Excellent/Very Good | Good | Acceptable/Poor

“ We are a global brand, of course it's important to us to meet our international customers - that's why we are here. Of course, trade fairs today serve a different purpose than they used to, when you could derive the financial value of a fair directly from the orders. Today it's about seeing and discussing our customers. ”

Martin Nordin, CEO Fenix Outdoor International AG, 2018



**Like a world championship. Which countries do exhibitors come from?**

Increasing global significance: Compared to the previous four years, ISPO Munich is going increasingly global.

**TOP FIVE goals. Top scores from exhibitors for many years.**

- Maintaining relations with existing customers
- Commercial launch of new products
- Image enhancement
- Developing a global network
- Market orientation

**What exhibitors appreciate about ISPO Munich.**

- Rated excellent, very good and good.
- 86%** international diversity of visitors
- 86%** ISPO Munich status as a leading trade fair for the sports industry
- 89%** wide range of businesses represented
- 87%** quality of exhibitor services
- 85%** clear hall layout

Percentage of international exhibitors in the last 5 years

**Products on the starting line. Offerings in the new product segments in 2018.**

A wide variety of offerings in the Outdoor, Snowsports, and Manufacturing & Suppliers segments as well as growing markets in the Health & Fitness segment.\*



\* Some exhibitors capitalize on high demand from ISPO Munich visitors to offer products from several segments.

Source: Exhibitor Survey ISPO Munich 2018

# Visitor survey.

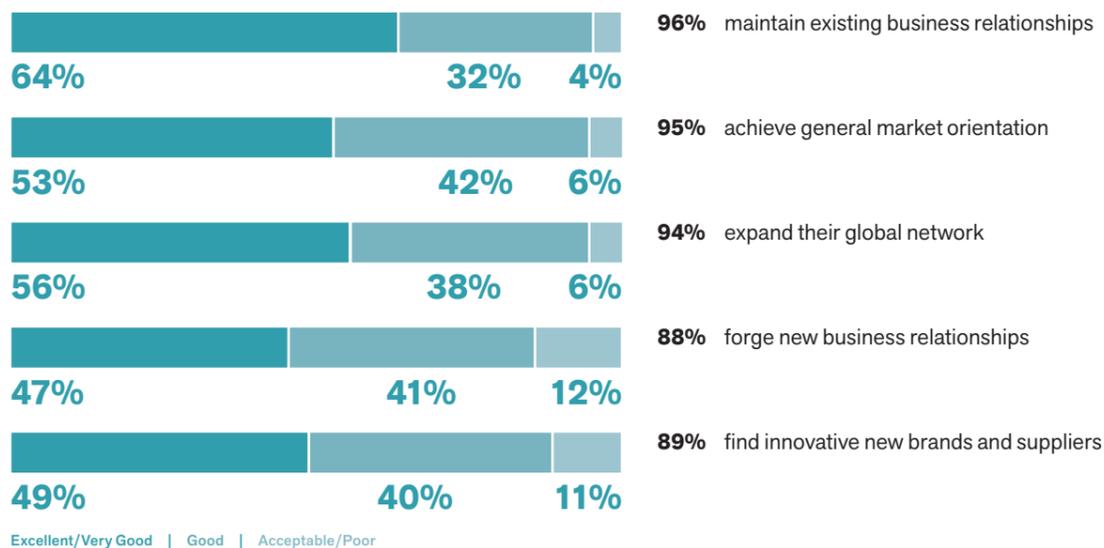


**Key players. Visitors' decision-making capacity.**  
**83%** of visitors have ultimate authority for purchasing and sourcing decisions or have influence as advisors.

## Loyal fans. An enthusiastic audience.

- 99%** of visitors will definitely or occasionally recommend ISPO Munich to others.
- 98%** of visitors rate ISPO Munich as excellent, very good or good.
- 97%** of visitors definitely or possibly plan to visit ISPO Munich again.
- 95%** of visitors rate the benefits of visiting ISPO Munich as medium to very significant.

## Clear goals. What do visitors want from ISPO Munich?

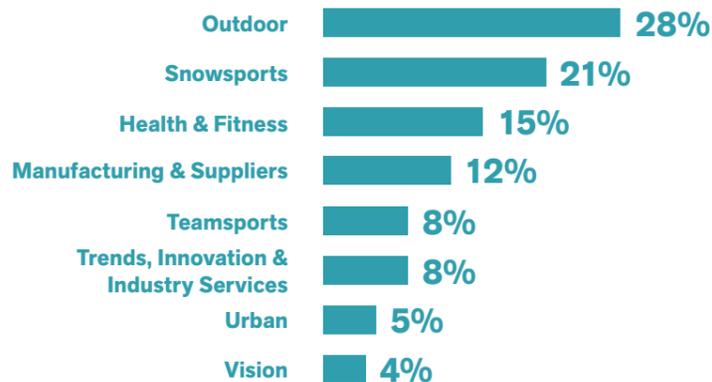


## Major recognition. What do visitors appreciate about ISPO Munich?

- Rated excellent, very good or good.
- 96%** international diversity of exhibitors
  - 94%** atmosphere of ISPO Munich
  - 95%** leading role of ISPO Munich in the sports industry
  - 94%** complete market offer
  - 91%** presence of market leaders

## Professionals—which segments are visitors from\*?

\*Many ISPO Munich visitors are specialists in several segments.



## Visitor nationalities.



## All specialists: The visitor roles.

**67%** are **product-focused**, **19%** are from the **service sector** and **5%** deal with rights. **10%** stated 'other role' (white space).

## Rights

Breakdown of visitors involved in rights and licenses:

- 1%** professional athletes and sportspeople
- 1%** sponsors
- 1%** merchandising representatives
- 1%** sports rights intermediaries

## Service

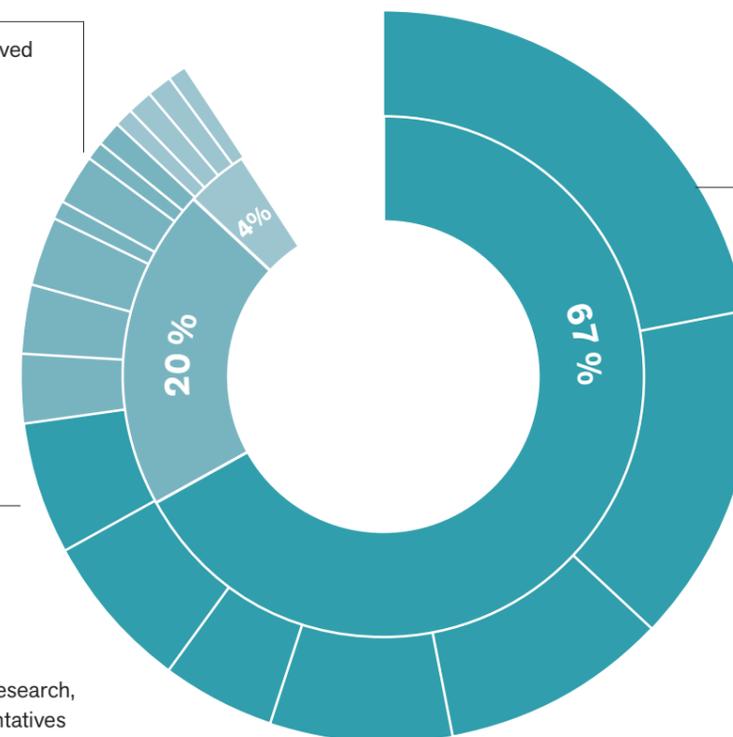
Breakdown of service-focused visitors:

- 6%** designers
- 3%** events, PR, advertising agencies
- 3%** university, institute, research, and training representatives
- 3%** sports directors of e.g. ski schools
- 2%** sports physicians, doctors, and therapists
- 1%** representatives of associations and organizations
- 1%** operators of sports facilities and rental outlets
- 1%** travel operators and destination representatives

## Product

Breakdown of product-focused visitors:

- 22%** brand manufacturers
- 15%** retailers
- 10%** distributors and sales representatives
- 8%** wholesalers
- 5%** media representatives (B2B, B2C, incl. sports magazines)
- 7%** contract, fabric, and accessory manufacturers, suppliers



“ There was a great international audience there and we made a lot of contacts with potential customers. It seemed like about every other visitor to our stand was, or was set to become, one of our customers and we are of course very happy about that. Overall we can say that exhibiting at the trade fair has been a resounding success. ”

Source: Visitor Survey ISPO Munich 2018

Björn Dieckerhoff, Key Account Manager, Triumph International, Germany

# Eye Catching. Media presence at ISPO Munich.

## Extensive reach.

Communication on ISPO Munich reaches over 40 countries through all channels before, during, and after the event.

## Direct contact with customers from ISPO Munich.

An in-house editorial team reports live on ISPO.com, disseminating your message far beyond the trade fair's revolving door.

### Website data from ispo.com

	August 2017 to July 2018	During ISPO Munich 2018
Page impressions/month	>938,000	>3,638,000
Unique users/month	>254,000	>643,000

### ISPO Munich social media data

August 2017 to July 2018

#### Facebook

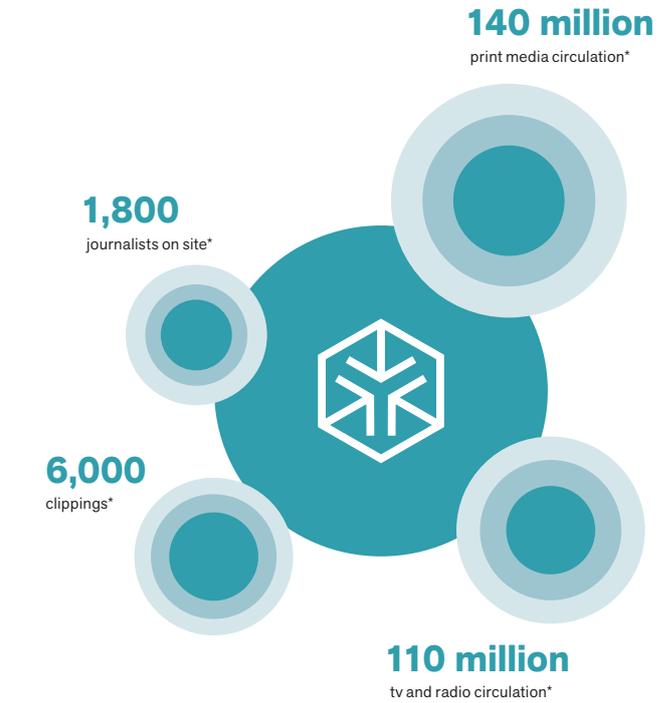
Unique engaged users: **434,942**  
Total reach: **7,191,079**  
Total impressions: **22,428,608**

#### Twitter

Total impressions: **801,400**

#### LinkedIn

Total impressions: **666,488**



Source: Messe München  
\* Status: ISPO Munich 2018

“ ISPO Munich is a perfect platform to get in touch with the wintersports industry. ”

Silvan Poltera, Wintersport Marketing Manager, Scott Sports, Germany

“ We are very pleased! Once again, ISPO Munich was a good opportunity to tend to our existing network, strengthen business connections, and to make new contacts as well. We were especially excited about the opportunity to meet new Chinese customers and were able to make many valuable contacts in the end. ISPO Munich brings the whole industry together for a few days – both literally and metaphorically. ”

Timo Regier, Executive Vice President Sales, KJUS - LK International, Switzerland

Save the date  
ISPO Munich  
February 3–6, 2019

Live updates and news on  
ispo.com