

Munich, February 4, 2019

Press release

OutDoor by ISPO 2019

Amrei Kommer
PR Manager
Tel. +49 89 949-21406
kommer@ispo.com

OutDoor by ISPO gathers pace – strong support from the industry

- OutDoor by ISPO opens up to new topics and industries
- Concept finds strong support from the industry
- Applications from about 700 international exhibitors
- 8 halls with new design
- OutDoor by ISPO as year-round platform

The OutDoor by ISPO trade fair will be held in Munich from June 30 to July 3 for the first time. The concept presented last year has been met with great approval in the industry: About 700 international exhibitors have already registered for the event five months before its debut. New partnerships with important multipliers are strengthening the network. Visitors can look forward to a new hall design that offers a platform for both classic and new outdoor activities alike. With specific measures for retailers and consumers, the new outdoor mindset will be transported to all target groups. In addition to the trade fair, OutDoor by ISPO offers a year-round industry platform based on the digital and analogue offerings of the ISPO network.

“A lot has happened in the last seven months since our launch conference. In close cooperation with the European Outdoor Group and the industry, we have identified new target groups and growth potential, further developed the concept of OutDoor by ISPO accordingly and fleshed it out,” says Klaus Dittrich, Chairman and CEO of Messe München. For this purpose, a dedicated [advisory board](#) has been established, which meets at regular intervals.

The acceptance in the industry is reflected in the figures: About 700 exhibitors from 36 countries have already registered. They include Adidas Outdoor, Arc'teryx, Birkenstock, Black Diamond, Fjällräven, Jack Wolfskin, Keen, Mountain

Press release | February 4, 2019 | 2/5

Equipment, Patagonia, PrimaLoft, Scott, and Vaude. “The internationality of this current lineup of exhibitors proves the relevance of OutDoor by ISPO. Together we can cultivate a global outdoor mindset, based on our research results from before, and drive the industry forward,” says Arne Strate, General Secretary of the European Outdoor Group (EOG). An overview of all brands and manufacturers that have already registered for the inaugural OutDoor by ISPO event is available [online](#). [Applications](#) can still be submitted.

Integration of new segments

For many consumers, activities such as water sports, mountain biking, or trail running have long been part of the outdoor concept and complement traditional activities such as hiking and climbing. OutDoor by ISPO is embracing this development with the integration of the Outdoor+ segment. Opening up to industries beyond the outdoor sector (i.e. cross-industry) enables inspiration and valuable transfers of knowledge from other areas: the focus is particularly on environmental technologies as well as digital trading and technology solutions. But there are also points of contact in printed and organic electronics as well as the real estate and logistics industry, which can be used to tap previously unused growth potential. In order to transfer relevant topics to the outdoor industry, the ISPO team is drawing on the leading trade fairs in Messe München’s portfolio.

New hall concept

The six halls originally planned for the inaugural event have since become eight due to the huge demand. The individual segments are likely to be presented in the eastern part of the exhibition grounds at the Riem site. The main outdoor activities will be located in the first hall directly after the entrance, while Outdoor+ and cross-industry topics will be presented in adjacent halls. “This also helps us to convey the idea that the new outdoor mindset is developing and growing out of the original core group,” explains Markus Hefter, Exhibition Group Director for OutDoor by ISPO. Hall C6 provides direct access to the open-air area, is used as an exhibition and test area. The atrium between the halls as well as the park directly adjoining the exhibition grounds with the Riemer See lake invites people to relax before or after their visit to the trade fair. A camping and glamping site, which has been specially set up, is also within walking distance.

Press release | February 4, 2019 | 3/5

The halls themselves are self-contained worlds of experience. Wide central aisles, complemented by a number of cross aisles, facilitate orientation and help visitors to gain a quick overview. Thanks to an open design with sufficient space and opportunities for discussions, the entire hall becomes an inspiring communication hub. Focus areas take visitors deeper into highlight topics and serve as show areas for presentations and events.

Forward-looking strategic partnerships

For the integration of new topics and establishment of new long-term business models, OutDoor by ISPO relies on strategic collaborations with renowned industry players. With the Adventure Travel & Trade Association (ATTA), it has gained an international association for the travel segment as a partner. Its partner in the bicycle sector is ExtraEnergy. As an industry gathering for kayaking, canoeing and stand-up paddling, the PADDLEexpo will contribute its expertise at the Paddlesport Village. For the running segment, Runner's World, the world's largest magazine for runners, will be assisting the ISPO team with its know-how.

Simplified access for international retailers

The OutDoor by ISPO fair remains reserved for trade visitors. In order to make it easier for international retailers to attend the fair, the "Altogether to Munich" program was created. A country-specific online platform enables brands and distributors to invite their trading partners simply and efficiently, manage appointments, and network in the run-up to the trade fair, all at the click of a mouse. "Altogether to Munich" is currently available in six languages for sports retailers from Great Britain, Italy, Austria, Spain, Poland, Switzerland, and Scandinavia.

The price structure of OutDoor by ISPO also places visitors from specialist trade in the foreground and offers discounted admission prices. A standard retailer day ticket booked online costs 17 euros. Bookings made on site will cost 24 euros. Accordingly, the 4-day ticket will cost 24 or 39 euros. During the fair, retailers can expect a comprehensive program of talks and forums with new approaches, solutions, and ideas for points of sale.

Press release | February 4, 2019 | 4/5

OutDays bring outdoor feeling to the city

In order to also reach end consumers during the fair, OutDoor by ISPO is organizing Munich OutDays. In cooperation with retailers and other partners based in Munich, numerous events will be staged in the city to transfer the dynamics and enthusiasm for sport from the trade fair halls to the city center. Specialist shops and the entire city will become the stage for brands, their products, and athletes.

In addition to talks and movie screenings, the people of Munich can look forward to exclusive course offerings and trial offers.

OutDoor by ISPO as year-round platform

In addition to the leading annual trade fair, OutDoor by ISPO is offering for the first time a far-reaching, year-round platform for the entire outdoor community, based on the ecosystem of the ISPO network. It includes analogue and digital B2B and B2C services that run globally along the entire value chain. The contents of OutDoor by ISPO are extended to the end consumer all year round, thus increasing the international relevance and reach of the outdoor industry beyond the duration of the trade fair. Brands and manufacturers can communicate their messages independently of the exhibition dates. Retailers as well as consumers receive information from the industry 365 days a year and the opportunity to get involved themselves. All offers are tailored to specific target groups of the outdoor industry. Thus, among other things, the well-known ISPO Award will be transformed into its own outdoor-specific concept under the name "Outstanding Outdoor."

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.

Press release | February 4, 2019 | 5/5

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.