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Press release

Benefits for specialist retailers

OutDoor by ISPO focuses on retailers

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- Assistance on travel and in finding accommodation
- Discount tickets for specialist retailers
- International retail program

From June 30 to July 3, 2019, the international outdoor sector will meet in Munich for the first OutDoor by ISPO trade fair. The focus of the event will be on an international retail audience, who will enjoy numerous benefits: In addition to assistance on travel and in finding accommodation, visitors can look forward to discount ticket prices and a separate retailer program.

“Retailers are our most important target group. We want to give them the best possible support in organizing their visit to the trade fair so that they can contribute effectively to the new outdoor movement,” says Markus Hefter, Exhibition Director OutDoor by ISPO. “In addition, we provide them with a relevant information and network platform all year round with the digital services on the ISPO network.”

“Outdoor” redefined

At the OutDoor by ISPO premiere event, visitors can look forward to a wide range of topics geared to consumers’ modern understanding of the outdoors. In addition to standard activities like climbing and hiking, there will also be segments such as bikes, trail running, water sports and urban outdoor. These will be rounded off with general topics such as sustainability and technology. All of these areas will be presented as worlds of experience. Numerous Focus and Activation Areas will serve as a stage for an extensive program of presentations and events. Trade visitors will not only receive a comprehensive overview of the products on offer, but also inspiration for adjusting or expanding product ranges, shop design or

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addressing customers. Specific presentations and discussions on new concepts concerning the point of sale take place in the Retail Lounge, which also serves as a meeting point and relaxing zone.

Discount retailer tickets

The pricing structure for OutDoor by ISPO offers discount admission prices for retailers and wholesalers, brand manufacturers, distributors and sales representatives. They will pay just 17 euros for a regular day ticket booked [online](#). Bookings made on site will cost 24 euros. Accordingly, the 4-day ticket will cost 24 or 39 euros. As with all other ticket categories, proof of legitimation will be required when buying tickets.

Additional benefits with the OutDoor by ISPO Card

Retailers can also purchase the OutDoor by ISPO Card at a discount. For 79 euros, card holders enjoy a variety of at the trade fair and in connection with it. These include free use of Munich public transport, access to the trade fair site and admission to the exclusive Card Lounge including food and drinks.

Simplified access for international retailers

The “Altogether to Munich” program is aimed specifically at international retailers. A country-specific online platform enables brands and distributors to invite their trading partners simply and efficiently at the click of a mouse, manage appointments, and network in the run-up to the trade fair. The program also includes guided retail tours of selected sports retailers in Munich. “Altogether to Munich” is currently available in six languages for sports retailers from Great Britain, Italy, Austria, Spain, Poland, Switzerland and Scandinavia.

Messe München provides assistance for OutDoor by ISPO visitors when [traveling to the trade fair and looking for accommodation](#) with a visa service and hotel booking services. Deutsche Bahn and Lufthansa offer special deals.

Anyone who would like to be on site for the opening without having far to travel can stay at the OutDoor by ISPO Camping Area specially set up for the trade fair. Not only will there be plenty of space for visitors to sleep in their private caravan, camper van or tent – they can also hire camping accommodation on site.

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Information available all year round

In addition to the annual trade fair, OutDoor by ISPO is offering a high-reach, year-round [platform](#) for the first time for the entire outdoor community. It will be based on the ISPO network ecosystem with numerous analog and digital services along the entire value chain. Retailers will thus have access to relevant and up-to-date industry topics 365 days a year.

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, Europe's biggest outdoor trade fair 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.