



Messe München

Connecting Global Competence



All the essentials.

ISPO Munich Facts & Figures.



The world of sports. At a glance.

What trends have potential for passion? How is the sports 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 meanwhile almost 3,000 exhibitors and an average of more than 83,000* industry experts from 120 countries, ISPO Munich is the world's most successful multi-segment trade fair of the sports industry. This is where the future of sports meets. ISPO Munich presents and sets the new trends of the sports market of the following years – passionate and full of enthusiasm.



The ideal platform for the sports industry.

- 18 clearly laid-out halls with up to 200,000 m² of exhibition ground
- 4 days of high visitor numbers
- 4 direct entrances

From all over the world—the visitors.

For five years now, ISPO Munich has been achieving an average of 83,130* trade visitors from 120 countries.

Among the countries with the highest visitor numbers are Italy and Austria, France, Switzerland, Great Britain and the Russian Federation.

International benchmark—the exhibitors.

2,950 exhibitors presented their products and innovations in 2019. This corresponds to an increase of five percent over the previous year.

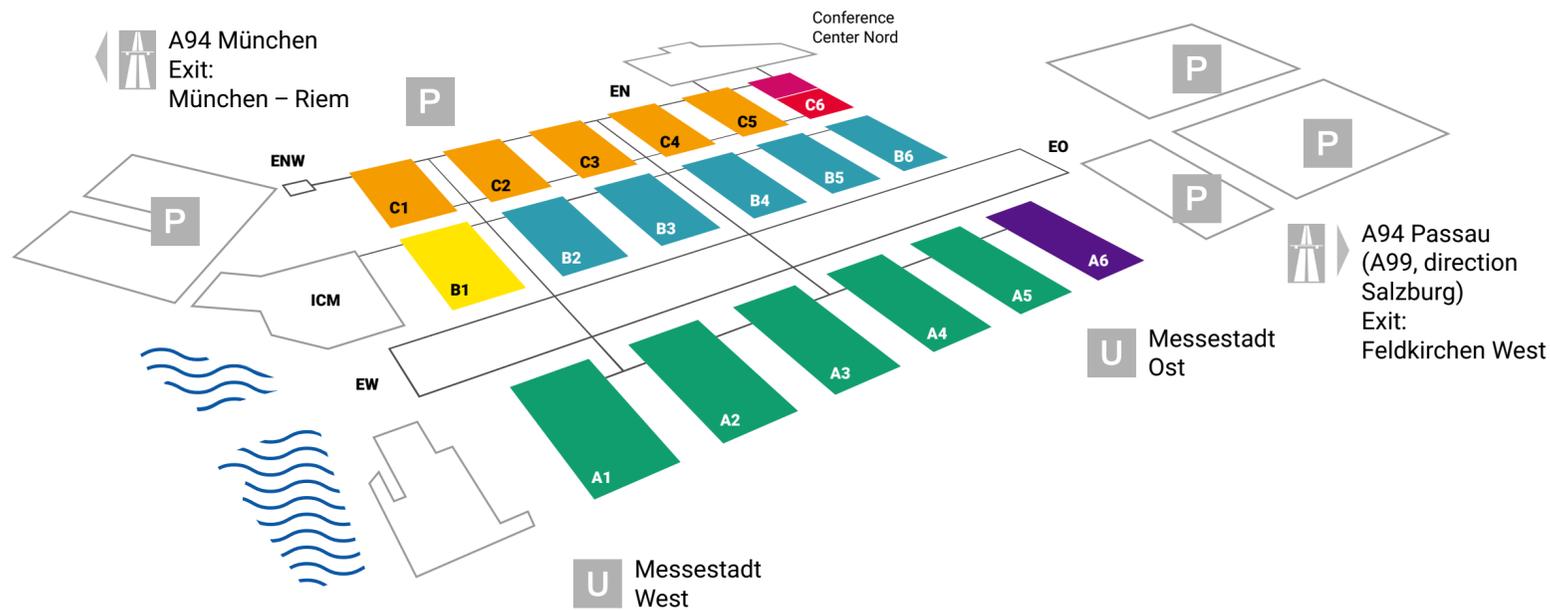
The proportion of international exhibitors reached a record high of 89 percent this year (2018: 88 percent). The countries with the biggest growth in 2019 were: Germany, China, France, Great Britain, Italy, Taiwan and the USA.



*Average number of visitors 2014–2019

Source: Messe München

18 halls and 8 segments.



- | | |
|--|--------------------------------------|
| ■ A1 – A5 Outdoor | ENW Northwest Entrance |
| ■ A6 Health & Fitness | EN North Entrance |
| ■ B1 Vision | EW West Entrance |
| ■ B2 – B6 Snowsports | EO East Entrance |
| ■ C1 – C5 Manufacturing & Suppliers
(C1 – C2 Textrends & C3 – C5 Sourcing) | tba OutDoor by ISPO Lounge |
| ■ C6 Teamsports | tba ISPO Award Exhibition |
| ■ C6 Trends, Innovation & Industry Services
eSports | tba ISPO Brandnew Village |
| ■ tba Urban | tba ISPO Textrends Forum |
| | tba ISPO Textrends Conference |

Status: September 2019

Outdoor—everything you need for outside, inside.

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.

Snowsports—a home for everyone.

Here you can discover exciting trends and innovations in the snowsports sector. The segment forms the entire range from ski hardware to freeride, freeski- & snowboard-innovations and snowsports accessories as well as x-country and gives you an overview of all shapes and colors of the snowsports clothing.

Health & Fitness—running, wearables & yoga.

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

Vision—fashion trends in the luxury segment.

The home of premium sportswear. Exclusive products, design innovations, international premium sports brands, and luxury accessories are the name of the game here.

Urban—the city as a catwalk on wheels.

Urban sportswear and urban skate, longboard, wheeler and cycling scenes are the urban expressions of a lifestyle. The combination of sport and fashion is more important than ever.

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. This is where the sports industry demonstrates the latest in teamsports.

Trends, Innovation & Industry Services—the future has arrived.

This segment is an exciting expansion and offers a glimpse into the future of the sports industry. Here you can find eSports, ISPO Academy, wearables and digital solution providers.

Manufacturing & Suppliers—the meeting point for sourcing and textile trends.

From performance textiles, materials and fibers to buttons, zippers and a vast range of services: Product managers, designers and companies gather here.

Data on ISPO Munich 2019. Exhibitor survey.

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.



Eyes on the prize. Were your expectations met?

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



Excellent/very good | good | acceptable/poor

“ 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

Direct contact with customers: Maintaining business relationships.

Excellent customer retention. **91%** 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. **89%** of exhibitors rate the launch effect for new products as excellent, very good or good.

Highly influential: Image enhancement.

Effective image transfer: **88%** benefit from imageenhancing effects of ISPO Munich and rate attending as an excellent, very good or good means of cultivating their image.

New opportunities: Networking, developing, and maintaining contacts.

Broadening horizons: **85%** use ISPO Munich for networking and rate the opportunities for maintaining and developing contacts as excellent, very good or good.

Sport is competitive: Competition monitoring and market overview.

Optimal competitive conditions: **83%** of exhibitors gave ISPO Munich top marks as an opportunity for scanning the entire sports industry market.

Exhibitor survey.

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.

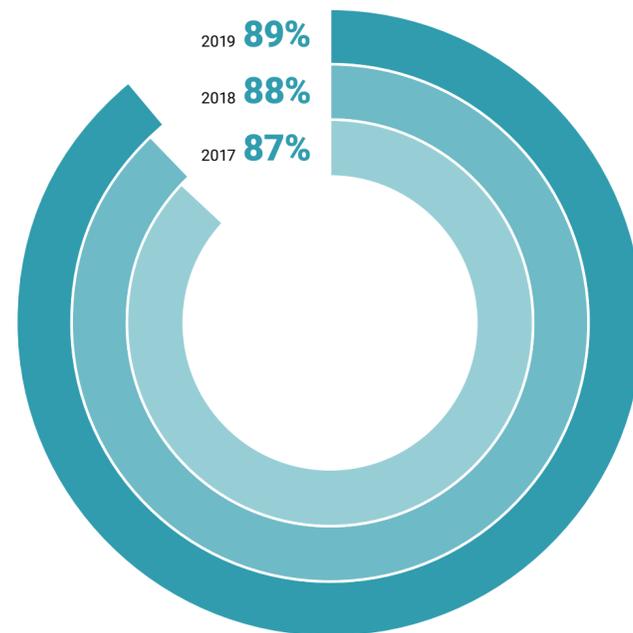
- Acquisition of new customers
- Maintaining relations with existing customers
- Developing a global network
- Market launch of new products
- Market orientation

What exhibitors appreciate about ISPO Munich.

They rated excellent, very good and good:

- 84%** the international diversity of visitors.
- 84%** the ISPO Munich status as a leading trade fair for the sports industry.
- 86%** the wide range of businesses represented.
- 81%** the quality of exhibitor services.
- 84%** the clear hall layout.

Percentage of international exhibitors in the last 3 years



“ 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

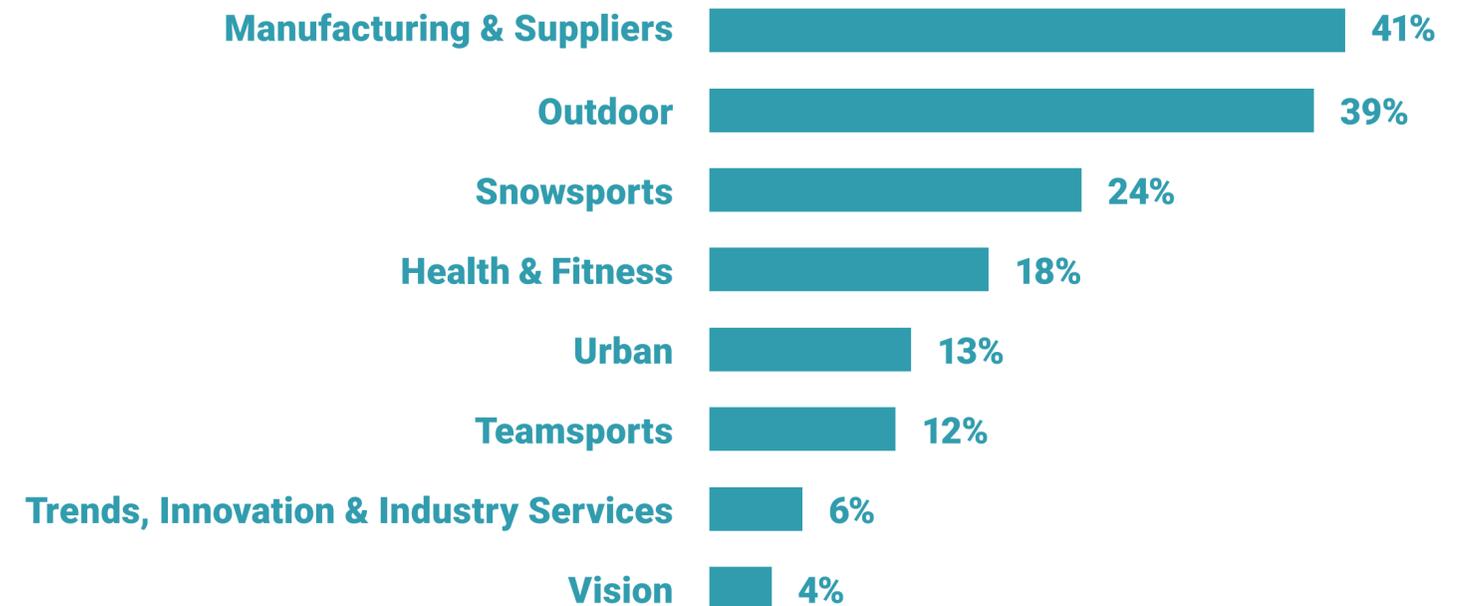
Products on the starting line.

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.

In which segments are the most new products?



Visitor survey.

The visitor as key figure.

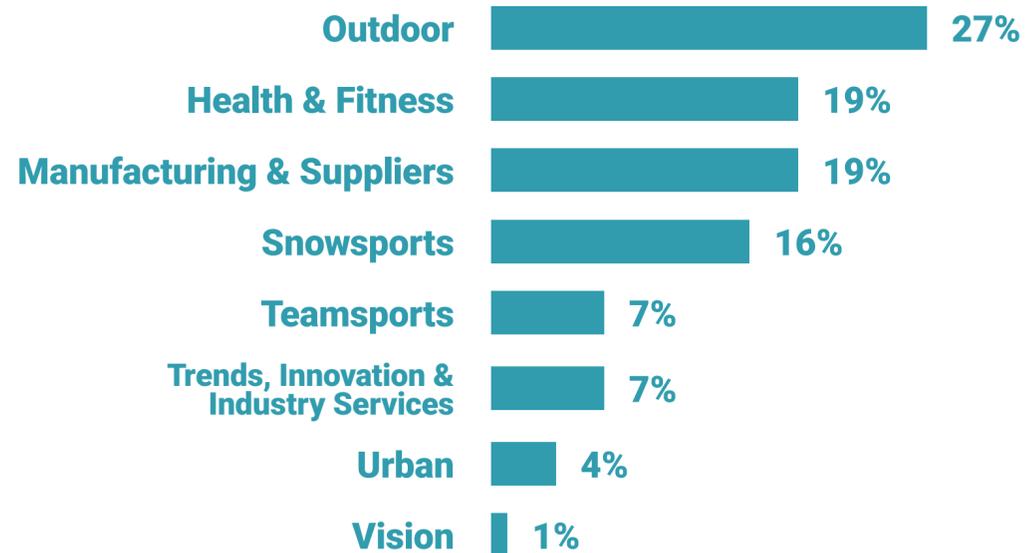
Major recognition. What visitors appreciate about ISPO Munich.

They rated excellent, very good and good:

- 96%** the international diversity of exhibitors.
- 96%** the atmosphere of ISPO Munich.
- 96%** the leading role of ISPO Munich in the sports industry.
- 93%** the complete market offer.
- 90%** the presence of market leaders.

Professionals—which segments do the visitors come from*?

*Many ISPO Munich visitors are specialists in several segments.

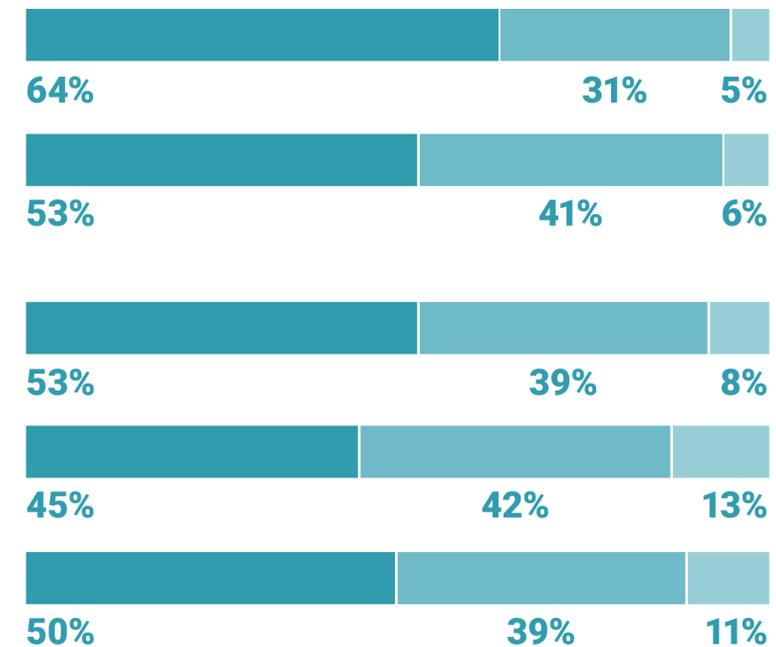


Loyal fans. An enthusiastic audience.

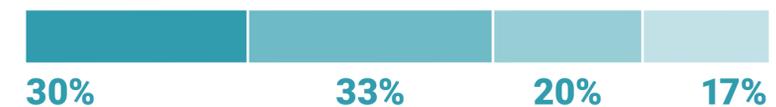
- 99%** of visitors will definitely or occasionally recommend ISPO Munich to others.
- 98%** of visitors rate ISPO Munich as excellent, very good or good.
- 97%** of visitors definitely or possibly plan to visit ISPO Munich again.
- 95%** of visitors rate the benefits of visiting ISPO Munich as medium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

More than a trade fair.

What are visitors looking for at ISPO Munich?



Excellent/very good | good | acceptable/poor



critical role | partially influential | consulting role | not involved



- 95%** maintain existing business relationships.
- 94%** achieve general market orientation.
- 92%** forge new business relationships.
- 87%** expand their global network.
- 89%** find innovative new brands and suppliers.

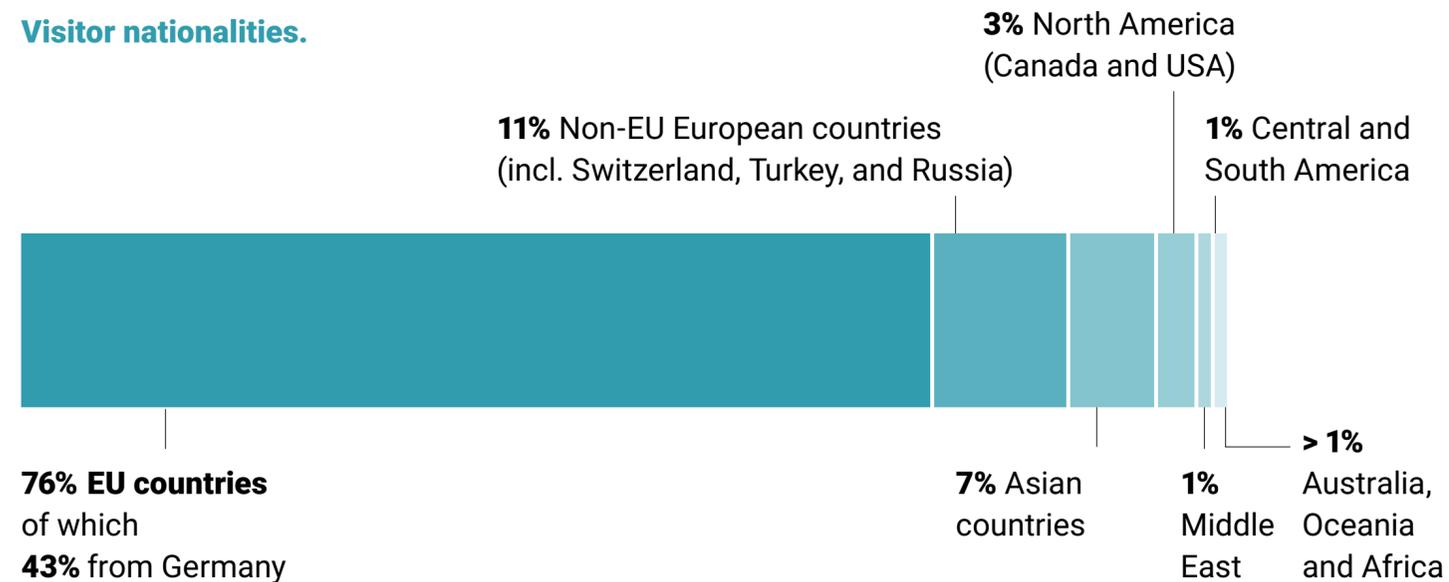
Key players. Visitors' decision-making capacity.

83% of visitors have ultimate authority for purchasing and sourcing decisions or have influence as advisors.

Visitor survey.

Visitors from all over the world ...

Visitor nationalities.



76% EU countries
of which
43% from Germany
12% from Italy
8% from Austria
6% from France
6% from Great Britain & Northern Ireland
3% from Spain
3% from Sweden and
19% from other EU countries

“ **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.** ”

Björn Dieckerhoff, Key Account Manager, Triumph International, Germany

... are professionals.

The visitor roles.

64% are **product-focused**, **19%** are from the **service sector** and **5%** **deal with rights**. **13%** stated **“other role”**.

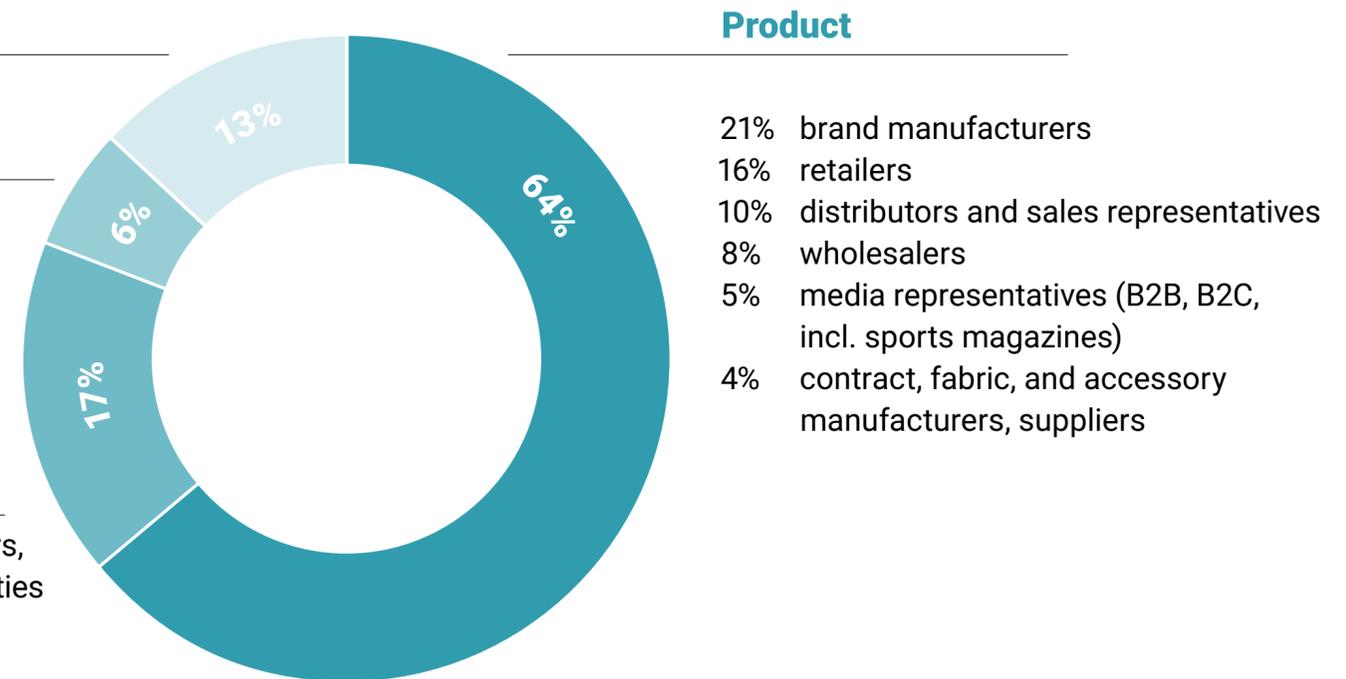
Other

Rights

among them professional athletes & sportsmen, sponsors or merchandising agents

Service

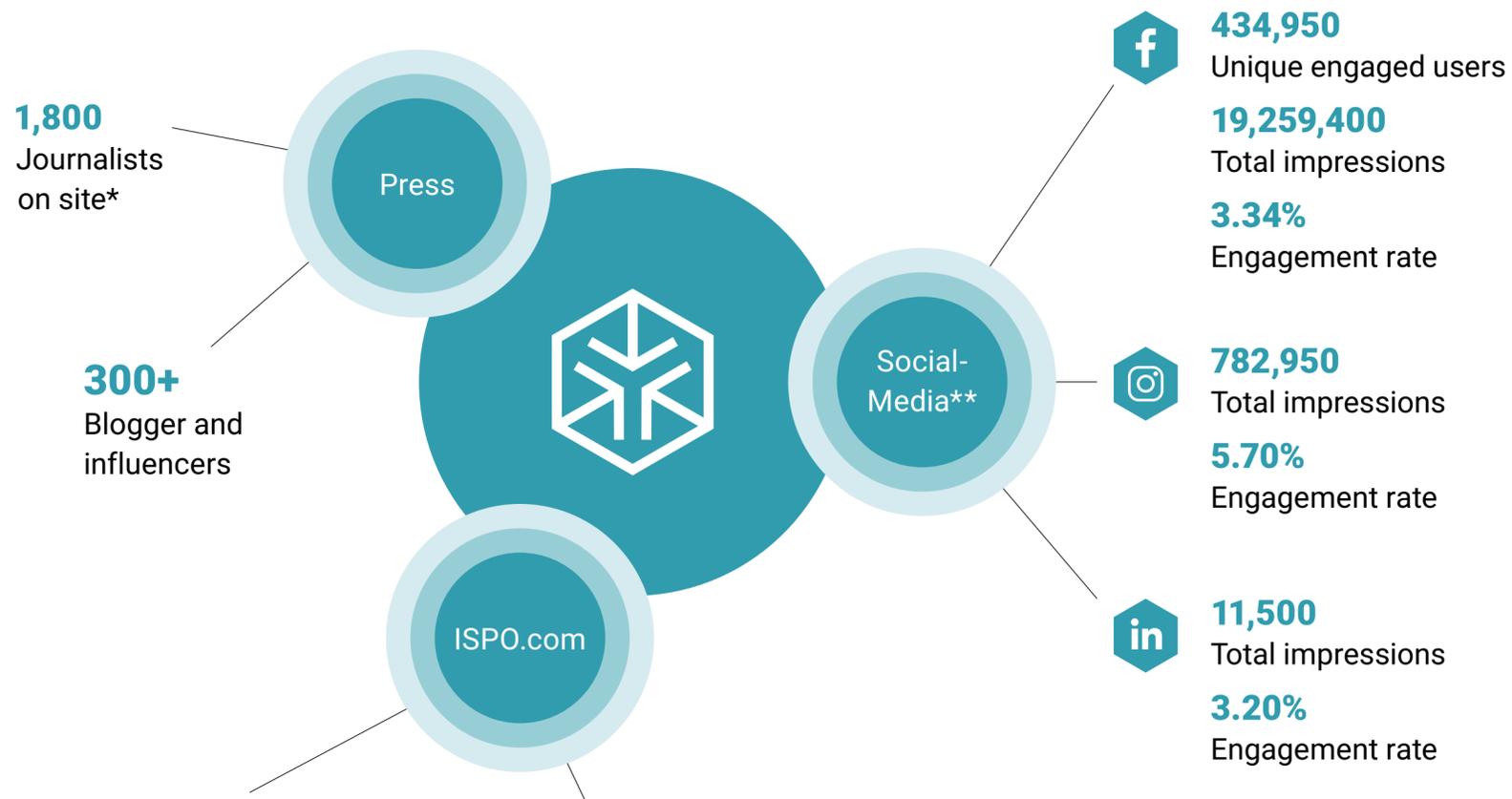
including designers, agencies, universities and research representatives and many more



Product

- 21% brand manufacturers
- 16% retailers
- 10% distributors and sales representatives
- 8% wholesalers
- 5% media representatives (B2B, B2C, incl. sports magazines)
- 4% contract, fabric, and accessory manufacturers, suppliers

Media presence at ISPO Munich.



April 1, 2018–March 31, 2019

1,080,300
Page impressions/month
285,400
Unique users/month

During ISPO Munich

3,620,000
Page impressions/month
655,800
Unique users/month

Source: Messe München

* Status: ISPO Munich 2019

** Facebook, LinkedIn Jan–Dec 2018, Instagram since Jan 2019

“ 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



ISPO Hotline

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Live updates and news on ISPO.com

**Save the date. ISPO Munich.
January 26–29, 2020**