ISPO Munich Online 2021

Digital Goody-Bag | An exclusive offer for our OI Community

Feb., 1st – 5th 2021

Messe München
Connecting Global Competence

ISPO
Accelerating Sports

Sport is stronger.

Sport has never been so important to society.

People have never been so open to all kind of sports.

Be part of our digital Goody-Bag to inspire consumer experts with your special deal. Free for all ISPO Munich Online participants.

ISPO
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Digital Goody-Bag
- Make your engagement count

Place your offer in our digital Goody-Bag and benefit from new customers and a sales push.

- Your **unique opportunity** to offer the ISPO Open Innovation Community a special deal.

  – The Community holds over 70.000 Consumer Experts and Opinion leader and will increase heavily due to the ISPO Munich Online Consumer Slots

  – An incentive for all ISPO Community Members

- **A highlighted and very visible position for clients** of Open Gym, Nerd Session, Real Talk or advanced and premium exhibitors at ISPO Munich Online.

  – To make your engagement count your offer* will be at a top position in the digital Goody-Bag among all.

- **Very attractive deals will be advertised additionally.**

  You bring the deal, we'll advertise it within our ISPO Munich Online Campaign targeting high quality consumers.

  – Offer of the most exclusive, extraordinary and experience orientated campaign

  – Discount codes of the current, upcoming or special collections

    → Sales campaigns, sales promotion, positioning of the latest products

Please note that we will not accept discount codes for last season collections. We recommend special deals, additional services and treatments to provide as a give-away.

How you can be part.

Send us your special deal until Jan., 25th 2021

- Every brand can offer a special deal in the digital Goody-Bag*

- Please fill in the registration form that is available on our website

- We include your special deal in the digital Goody-Bag on our ISPO Open Innovation Website (the positioning of your deal depends on your participation level at ISPO Munich 2021 Online)

Publication & Advertising

- We advertise the digital Goody-Bag under the campaign "sport is stronger" targeting high quality end consumers

- We activate our ISPO Open Innovation community

- You advertise your deal within your own target group and activate your clients and increase attention to your participation at ISPO Munich 2021 Online

Generate new customers and a sales push

- Open Innovation Project goes „live" in January and the community has exclusive access to your deals

- The digital Goody-Bag** is valid from 1st February 2021

*If you have booked a package (B/A/P/E) or B2C Slot the participation is free of charge

If you have not booked a package (B/A/P/E) or B2C Slot need to pay a handling fee of 100€

**The digital Goody-Bag is set up as an Open Innovation project, therefore the whole OI Community has exclusive access to the Goody-Bag

Let's show that sport is stronger. Together.

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