

Sport.

More important than ever

**Welcome to
ISPO Munich Online**

Exhibitor preparation playbook

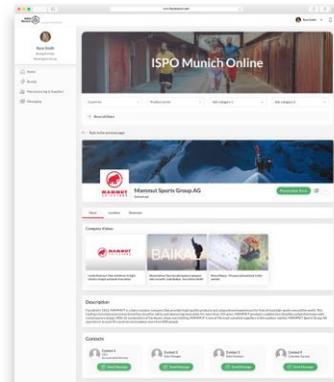
Welcome to ISPO Munich Online

This playbook will provide you with all required information to **prepare your participation in ISPO Munich Online**. On the following pages you can therefore find a **description of the features we are using to facilitate your pre-work** and to **support you in achieving your show targets**.

Let's start with a short introduction to the ISPO Munich Online platform as it consists of two separate areas:

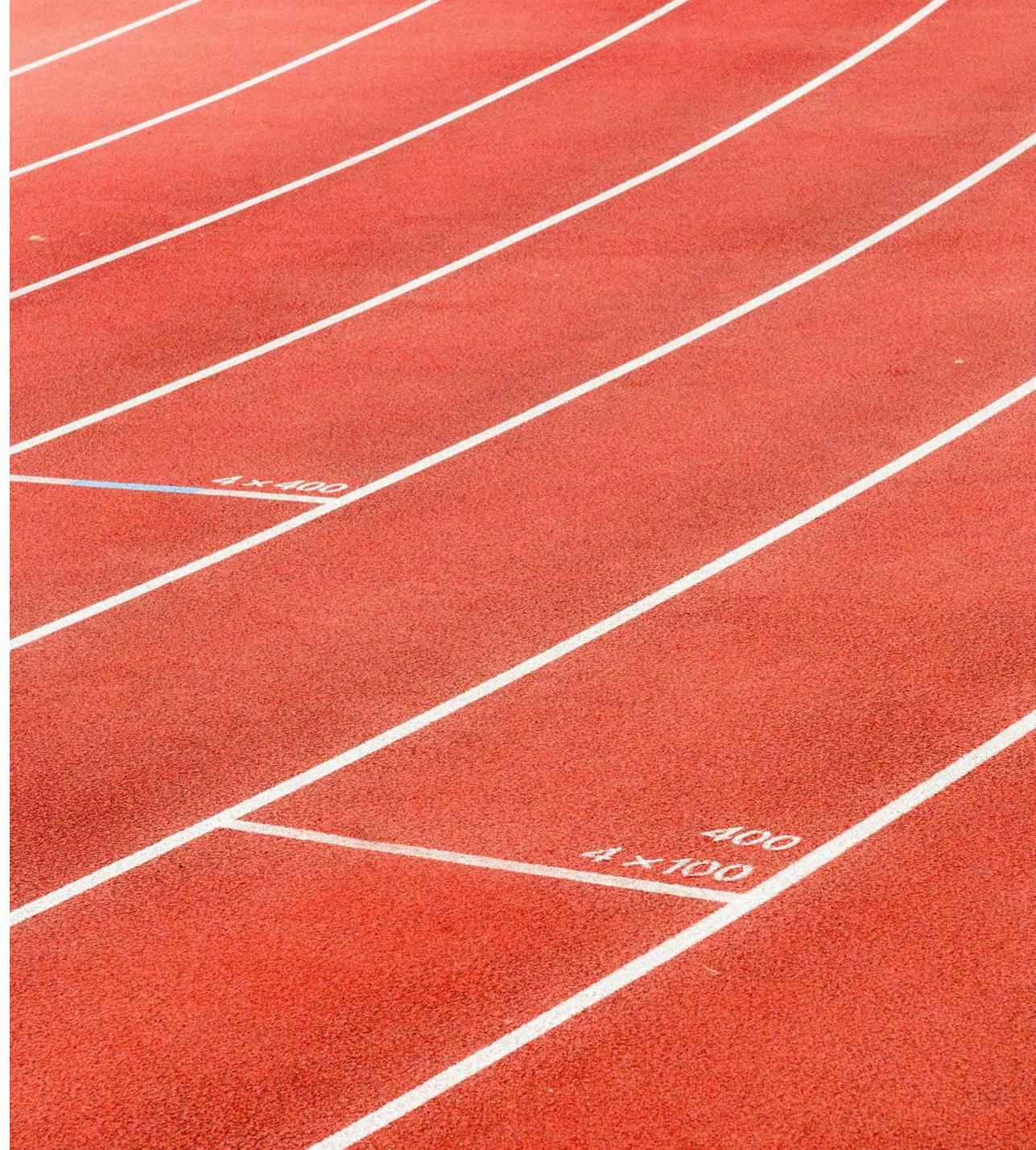
A ISPO Munich Online **Expo**

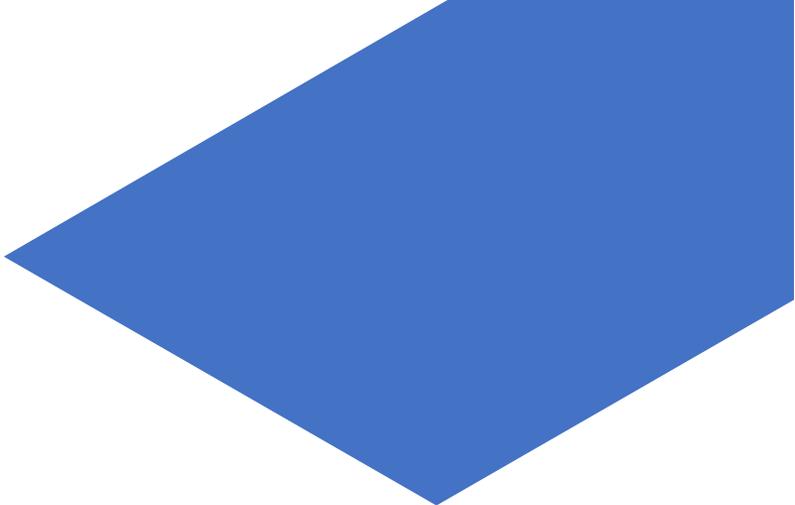
- Exhibition area with **your brandroom**



B ISPO Munich Online **Conference**

- Panels, workshops & keynotes

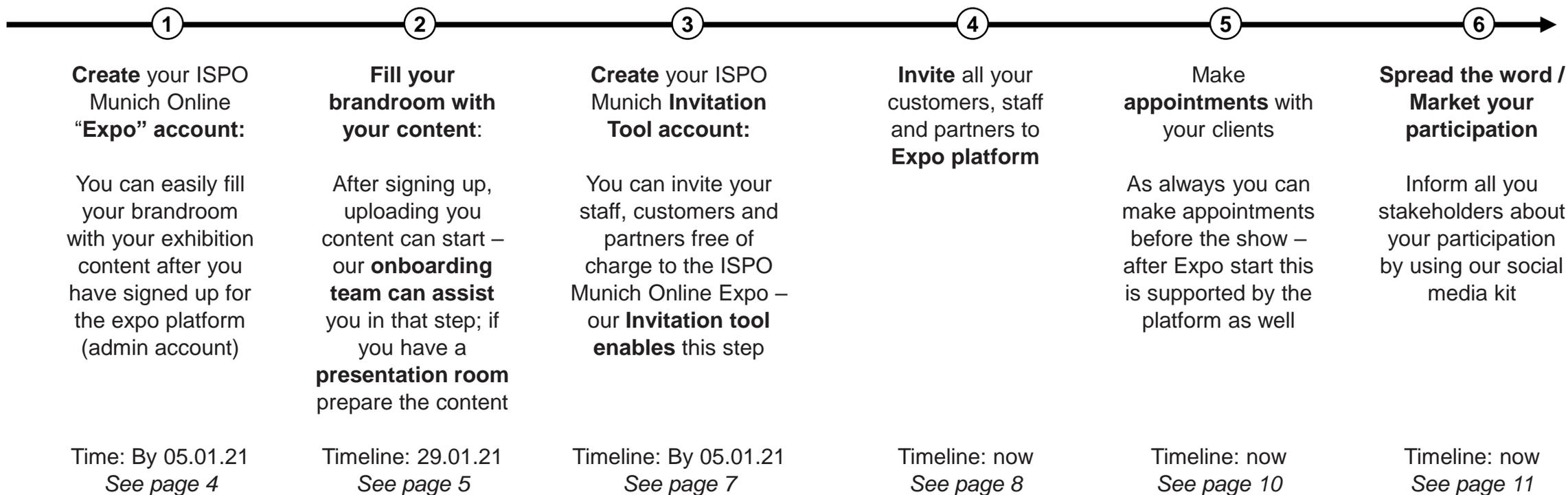




A Welcome to ISPO Munich Online Expo – This is how you prepare your exhibition

We are very happy to welcome you as an exhibitor to ISPO Munich Online. Here is a **little guide for you and your team to prepare** your participation.

After you have chosen your ISPO Munich Online package, these **6 preparation steps** for your **Expo** participation will follow:



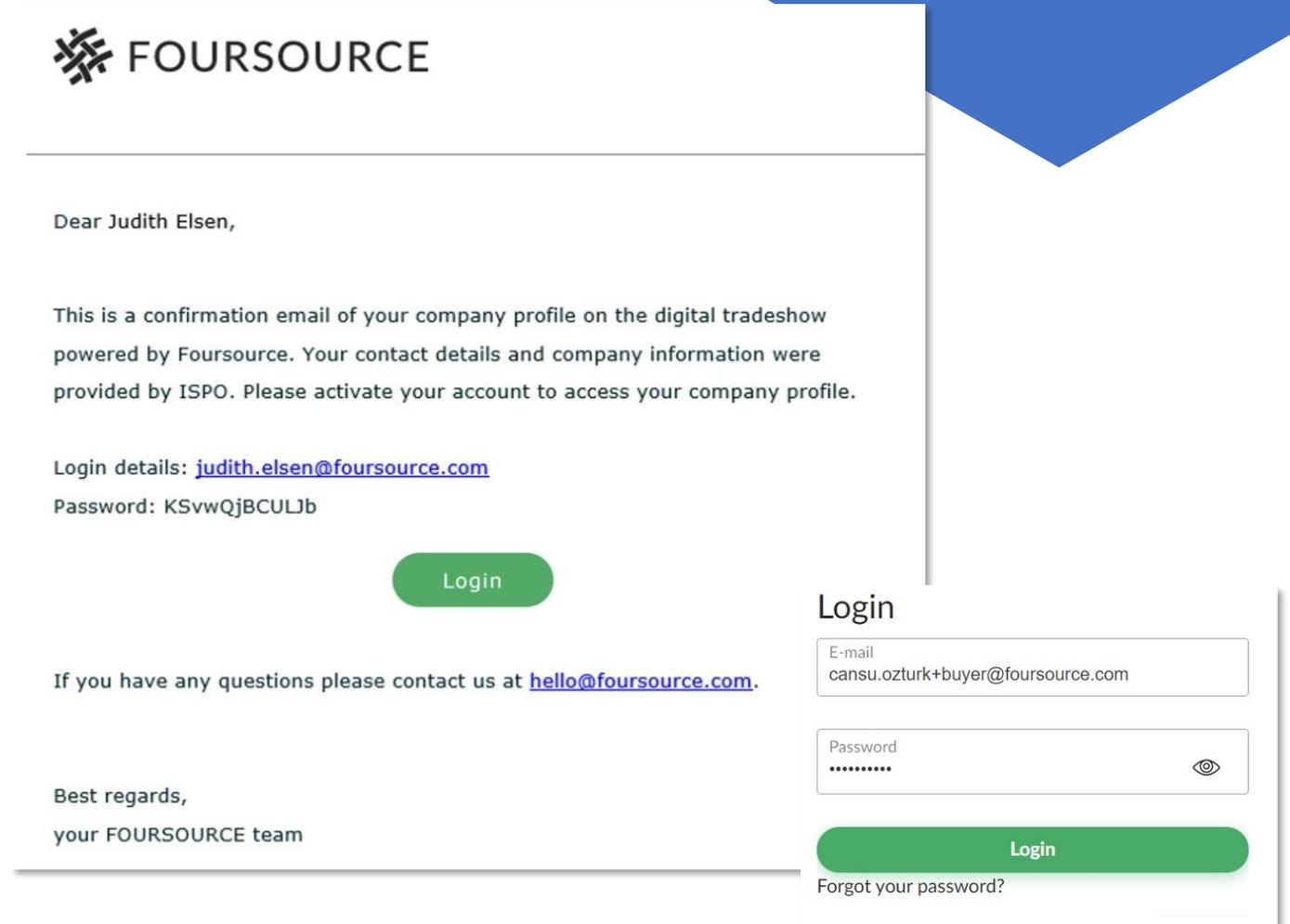
1 Create your ISPO Munich Online “Expo” account

Background & benefits of the feature:

- The **Expo account** is your **gateway** to your **brandroom**
- Therefore, you need to **create your account before you can start to fill in any content**

Access to the feature

- You get an **email to create your account** within the ISPO Munich Online Expo



The image shows a screenshot of an email from Foursource and a corresponding login form. The email is addressed to Judith Elsen and confirms her company profile on the digital tradeshow. It provides login details: judith.elsen@foursource.com and password KSvwQjBCULJb. A green 'Login' button is visible in the email. The login form on the right has fields for 'E-mail' (cansu.ozturk+buyer@foursource.com) and 'Password' (masked with dots), a 'Login' button, and a link for 'Forgot your password?'.

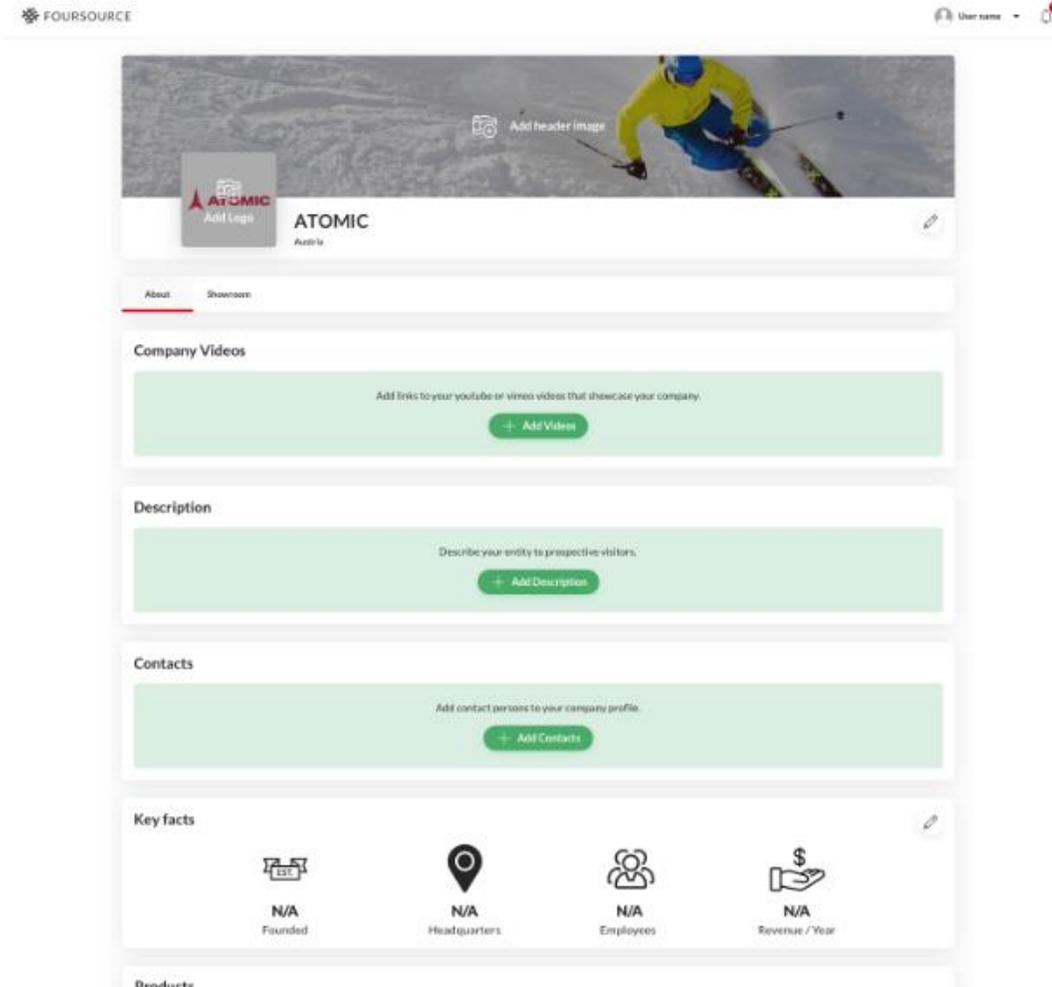
2 Fill your brandroom with your **content**

Background & benefits of the feature:

- With your account you can than **start to fill your brandroom with content** like text, video and pictures
- The platform provides a structured **self-service application** that helps you to get along
- Feel free to contact your **account manager** or send an email to **success@foursource.com**

Access to the feature

- Via your Expo account (see before)
- Learn more about: [Brandroom Manuals](#)



2 Fill your brandroom with your content – Deep Dive Presentation Room

Background & benefits of the feature:

- If your Expo package includes a permanent presentation room, you need to schedule a meeting to set it up

Access to the feature

- Via your Expo account (see before)
- Learn more about: [Brandroom Manuals](#)

The screenshot displays the ISPO Munich brandroom for Mammut Sports Group AG. The interface includes a user profile for Thomas MacCartney, a navigation menu, and a main content area with sections for Company Videos, Description, Contacts, and Key Facts. A red circle highlights the '+ Schedule presentation' button in the top right corner of the brandroom header. A red arrow points from this button to a 'Schedule presentation' modal form. The modal form contains the following fields:

- What:** Topic (Presentation), Description (Optional)
- When:** Date, Hour
- Duration:** Timeslots
- Timezone:** Timezone
- Alternative Hosts:** Example: user@company.com, user@company.com

At the bottom of the modal, there are 'Cancel' and 'Confirm' buttons.

3 Create your ISPO Munich Invitation Tool account

Background & benefits of the feature:

- The ISPO Munich Online **Invitation Tool** is a feature that you can use **to invite all your stakeholders** – from **staff** to customers to whom ever you want to **welcome in your brandroom**
- Every invitee **gets a voucher** that allows **free of charge access** to the Expo

Access to the feature

- You get an email to create your account within the tool
- With this account you can start inviting
- More information: [Complete User Guide for Invitation Tool](#)



Invitation Tool

CREATE MY ACCOUNT

As part of our participation in **ISPO Munich Online 2021**, I am pleased to invite you to ISPO's **Invitation Tool** program today.

This online tool will optimize our participation in **ISPO Munich Online 2021**.

It will allow us to invite our distribution partners abroad (importers, subsidiaries, agents etc.) as well as our (prospective) customers free of charge.

So please follow the link below to complete your profile and invite your key contacts.

On your behalf a free 5-day Expo ticket will be sent out to every invited person automatically afterwards. If interested, recipients may upgrade to the All Access tickets on their own costs.

[LET'S GO!](#)

We remain at your disposal for any questions.

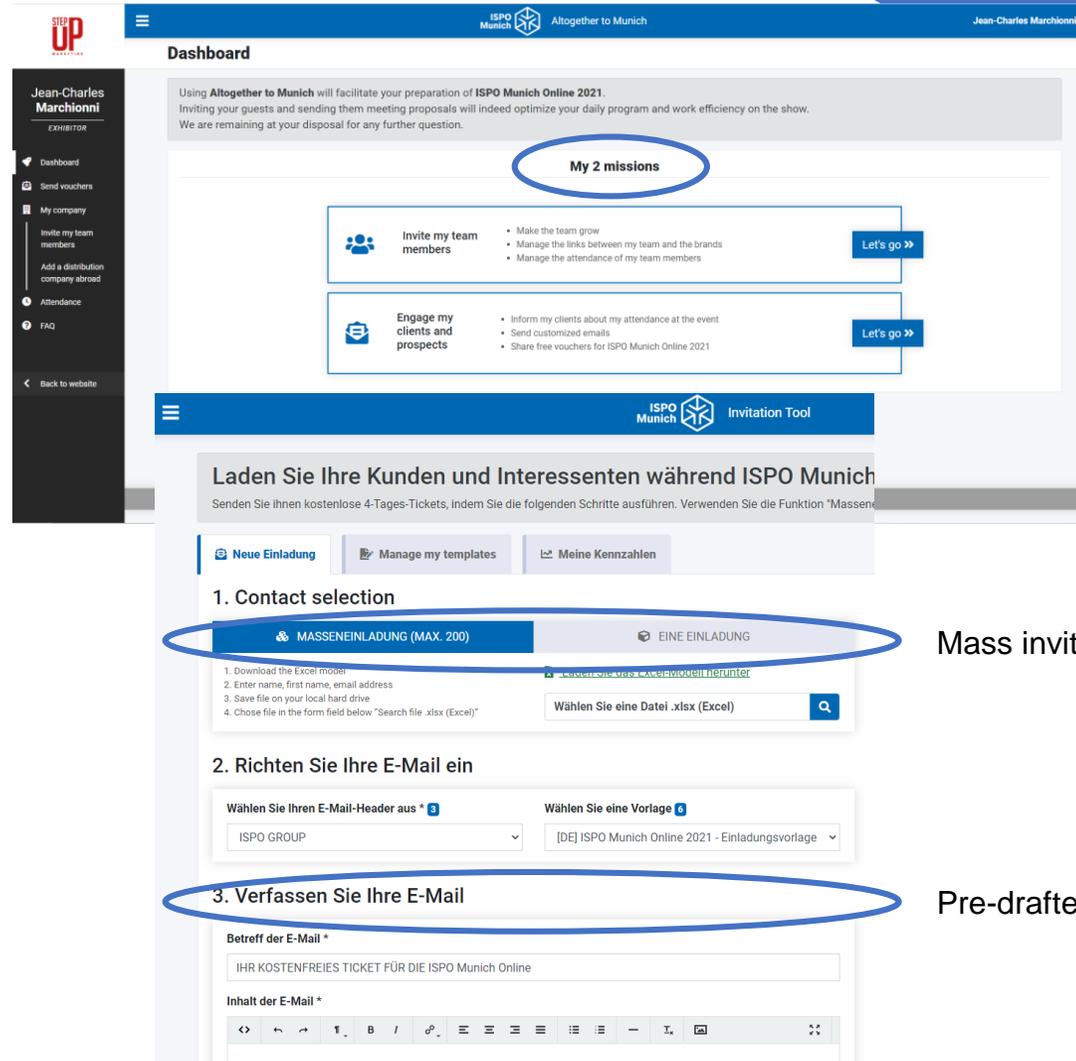
4 Invite all your customers, staff and partners to ISPO Munich Online Expo

Background & benefits of the feature:

- After you have created your account, you can start inviting all your stakeholders – either **team or clients**
- Invitation is possible by using a **single email-address** or by **prepared contact lists (excel)**
- The invitation tool provides drafts for your **invitation message** in different languages

Access to the feature

- You get an email to create your account within the tool
- With this account you can start inviting
- More information: [Complete User Guide for Invitation Tool](#)



Mass invitation or single invitation

Pre-drafted messages

4 Invite all your customers, staff and partners to ISPO Munich Online Expo

Background & benefits of the feature:

- Your invitation than gets send to your team or client including the required **voucher** for accessing the Expo platform
- The email also provided the link to our **ticket shop** to redeem the voucher

Access to the feature

- More information: [Complete User Guide for Invitation Tool](#)

ISPO MUNICH ONLINE - YOUR INVITATION AND FREE TICKETS

It is with great pleasure that I would like to invite you to **ISPO Munich Online 2021** – for the very first time in a purely digital format.

Please find vouchers for free 5-day Expo tickets for you and your employees below. If interested you may upgrade to the All Access tickets on you own costs.

You can register for the show by simply clicking on the code(s).

I remain at your disposal for any further information and am looking forward to meeting you online at ISPO Munich 2021.

Best regards

Redeem your free voucher

1. Log on [ISPO Munich 2021 Ticketshop page](#)
2. Enter one of the codes below (copy & paste) in the "Enter promotion code:" input field located in the lower left corner

1144ZHTFATAAA
114GRJFATAAA

Voucher / Ticketcode

ISPO Munich Online 2021
01 - 05 February 2021

Start Shopping cart Login

ISPO Munich Messe München

Ticketshop

Items

ISPO Munich Online will partly take place on the online platform of Foursource.

Items	Price	
ISPO Munich Online Expo	€49.00	<input type="checkbox"/>
ISPO Munich Online Expo & Conference Includes access to EXPO platform and conference	€139.00	<input type="checkbox"/>
ISPO Munich Online Upgrade Conference Only available with a valid ISPO Munich Online Expo ticket	€90.00	<input type="checkbox"/>

Enter promotion code:

Total Price*: €0.00
* Prices stated include VAT, service & shipping charges

Enter your Ticketcode here

5 Make appointments with your clients

Background & benefits of the feature:

- **Before** the show starts, your clients can get in contact with you via our exhibitor's overview on ISPO.com
- **During** the show, the **meeting request function in your brandrooms** allows to easily schedule meetings with you

Access to the feature

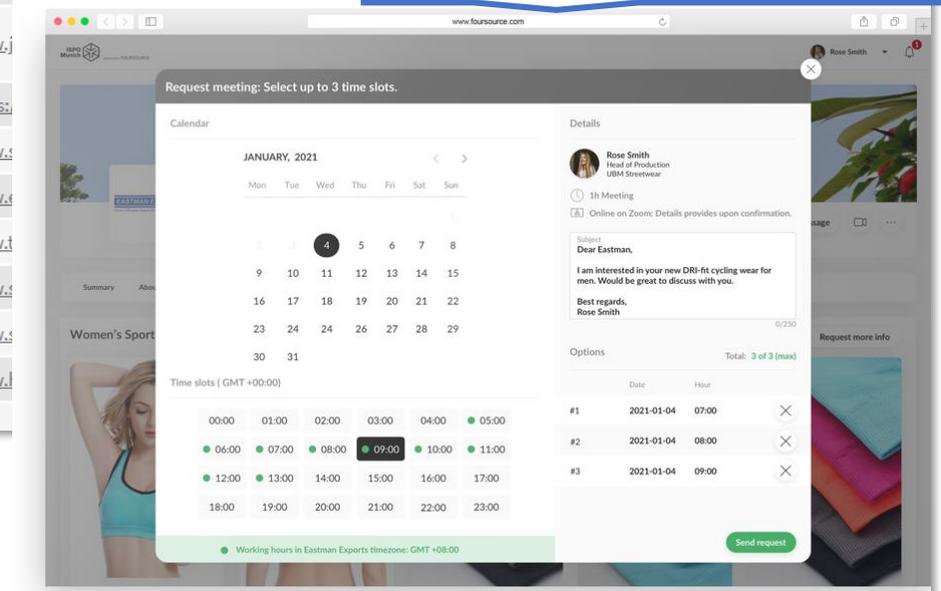
- Before the show: <https://www.ispo.com/en/munich/trade-visitors/ispo-munich-online-exhibitor-brand-directory>
- During the show: via your brandroom

Exhibitors:

Link to your company before the show

Alvanon	alvanon.com
bluesign technologies AG	www.bluesign.com
Fenix Outdoor / Hanwag GmbH	www.fenixoutdoor.se
Freudenberg Performance Materials Apparel SE & Co. KG	www.apparel.freudenberg-pm.com
HeiQ Materials AG	www.heiq.com
Import Arrasate S.A. (Ternua)	https://www.ternuaworld.com
JACK WOLFSKIN Ausrüstung für Draussen GmbH & Co. KGaA	www.jack-wolfskin.com
SKOR	https://www.skor.com
Sorona®	www.sorona.com
Taiwan Textile Federation - Taiwan Select	www.taiwanselect.com
Thermore Group	www.thermore.com
WUJIANG SUNFENG OUTDOOR TEXTILE CO.,LTD.	www.wjstextile.com
Zhejiang Huafon Spandex Co., Ltd.	www.huafon.com
Helly Hansen	www.hellyhansen.com

Meeting request function in your brandroom



6 Spread the word / Market your participation

Background & benefits of the feature:

- To make your participation as successful as possible, you should also talk about it
- One asset we provide, is a simple social media kit to promote your participation online

Access to the feature

- You can access the social media kit here: [Social Media Kit](#)
- More posts to use for your marketing
<https://www.linkedin.com/feed/update/urn:li:activity:6749651765647462400/>
- <https://www.linkedin.com/feed/update/urn:li:activity:6746711345162461184/>



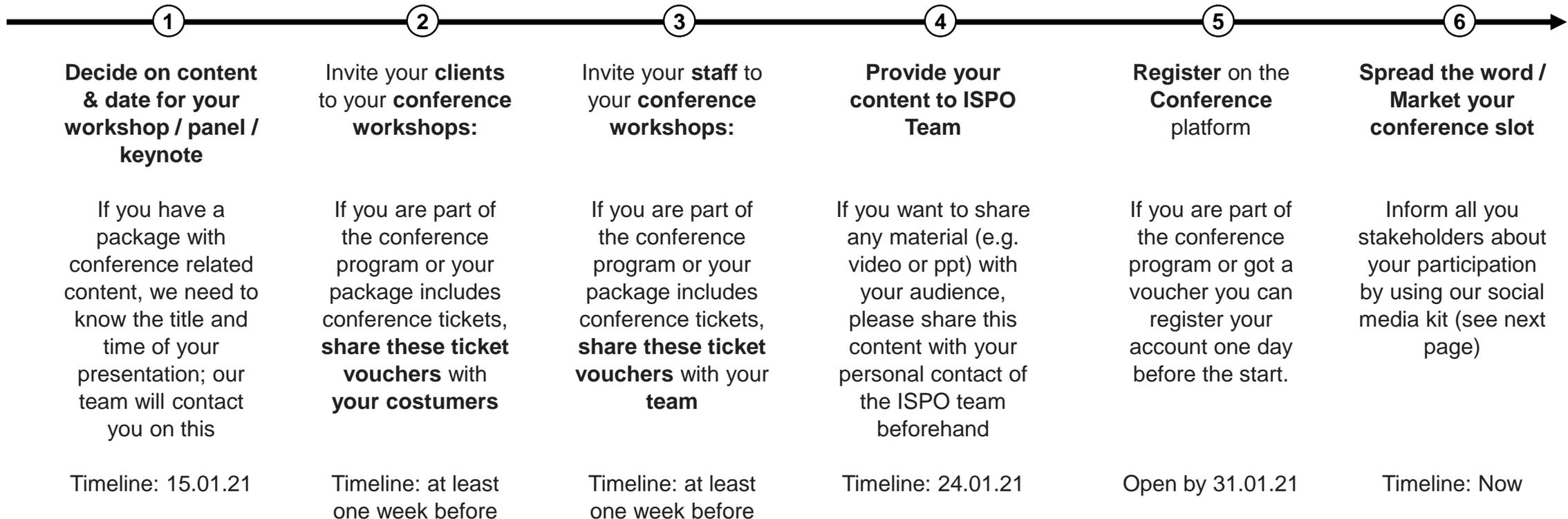


A detailed speaker briefing will be provided to you personally and guide you through the process

B Welcome to ISPO Munich Online – This is how you prepare your conference part

We are very happy to welcome you as an exhibitor to ISPO Munich Online. Here is a **little guide for you and your team to prepare** your participation.

After you have chosen your ISPO Munich Online package, these **5 preparation steps** for your **conference participation** will follow:



6 Spread the word / Market your conference participation

Background & benefits of the feature:

- If you are a workshop host, panelist or key not speaker you should **tell your network about it**
- Our prepared social media kit is helping you with that

Access to the feature

- You can access the social media kit here: [Social Media Kit](#)
- More posts to use for your marketing: <https://www.linkedin.com/feed/update/urn:li:activity:6754844066933993473/>

