



PARTICIPATION
SUSTAINABILITY
FAIR-TRADE

RACCOON
MEDIAGROUP

ISPO 

ISPO 2026
A NEW ERA

ISPO 2026

ISPO is the world's most influential trade event for the sporting goods, outdoor and winter sports industries, representing the entire value chain from materials and manufacturing, brands and products to trade and customer experience.

In 2026, ISPO will move to RAI, Amsterdam for the first time on 3-5 November and will bring a renewed sense of purpose: to unite the global sports and outdoor industries, inspire meaningful connections and reignite the passion that makes this community extraordinary.

Led by Raccoon Media Group, in partnership with Messe München, the event will combine insight, innovation and heart to set a new standard for the global trade fair and will be co-located with the International Running Expo, Europe's only dedicated B2B running exhibition.



3-5 NOVEMBER – RAI, AMSTERDAM

2,500 +
exhibiting brands
& businesses

50,000 +
business visits

MAKING ISPO A GLOBAL LEADER AGAIN

THE LANDSCAPE

The Sports and Outdoor market in Europe has fragmented and needs a cohesive platform.

In the USA we have seen the **reduction in trade shows** and the subsequent effects on the industry and associations.

Trade shows are regionalising.

We need a single galvanising event that brings together the entire Sports and Outdoor ecosystem in one place at one time.

We will ensure ISPO will be an event that is **necessary and needed** by the Sports, Winter and Outdoor community

ISPO should help to **protect the places we play**, unite the industry and inspire the next generation of brands, leaders and businesses.



ABOUT US

Raccoon Media Group is a multi-award-winning global events & media company focused on passion-led B2B and B2C communities.

Winner of 30 major industry awards in the last 7 years including four AEO 2025 awards:

- Best Independent Organiser
- ESG Initiative of the Year
- Consumer Show Marketing
- Best Consumer Show

We have a strong track record of launching events and developing acquisitions.

Raccoon has launched strong shows in adjacent markets, including:

- National Running Show (UK)
- National Outdoor Expo (UK)
- International Running Expo (Netherlands)
- Snowbound (USA)
- Boston Running Show (USA)
- Boston Outdoor Expo (USA)
- The Run Show (Dubai)





WHO IS ISPO FOR?

A global audience including:

MANUFACTURING AND PRODUCT INGREDIENTS

- BRANDS – Sourcing specialists, designers and product developers

RETAIL AND BRANDS

- RETAILERS (buyers and leadership)
- DISTRIBUTORS (buyers and leadership)

COMMERCE AND EXPERIENCE

- RETAILERS – technology, merchandising, leadership, supply chain, logistics, business services
- DISTRIBUTORS – technology, leadership, supply chain, logistics, business services

OTHER KEY AUDIENCE GROUPS

- INFLUENCERS – new focus
- MEDIA
- INDUSTRY PROFESSIONALS (consultants, service providers)

WHAT'S DIFFERENT?

Investing €1 million in a full-service Hosted Buyer programme

This will result in retailers from around the globe meeting with brands and product development leads meeting with the manufacturing and ingredients companies. A new app will help facilitate meaningful 121 conversations.

Investing €1 million in an enhanced but focused Content programme

Kicking off with a 'ISPO Leaders Summit' on the first day. This is a unique future-focused content programme that brings together c-suite executives from across the Outdoor, Winter Sports and Sports ecosystem to debate pressing issues such as fair trade, participation, and ESG. Plus, there will be numerous theatres on the show floor.

The exhibition will feature multiple visitor activations allowing attendees to experience sports and outdoor pursuits first hand and ISPO will play host to various high-level meetings and summits from global organisations.

Investing €1 million in good causes

Through our Impact Council, managed independently from the organisers with participation from leading brands across the three industries, we will commit €1million every year, to causes that affect the three industries we serve, from grassroots and participation initiatives to protecting the places we play. Applications for donations will open early 2026 and will be awarded at ISPO 2026.

New venue and new timeline

We are moving to the RAI, Amsterdam on 3–5 November

An earlier date line steers us away from the Thanksgiving holiday

- Amsterdam offers international connections to America, a market that has moved away from ISPO over the last few years, and further afield
- A lot of brand HQs are in Amsterdam

The move allows us to address the cost base and make it more affordable for everyone to engage.

THE GAME IS CHANGING.

1. World-class, globally connected location with first-class green credentials and smart infrastructure
2. €3 million investment in content, good causes and connections
3. Hyper-focus on connecting professionals and brands
4. Streamlined infrastructure with clear and refined focus
5. Ready to unite, galvanise and stimulate the sports and outdoor business industries

ISPO will also be co-locating with the hugely successful International Running Expo – launched in 2025.

BE PART OF IT.



EXHIBITING

Get involved, show the world what you're made of.

- Generate meaningful face-to-face connections with buyers and specifiers in an international setting
- Supercharge brand awareness
- Launch new products to senior decision makers with high purchasing power, as well as international press and influencers
- Position your business alongside the latest leadership ideas, trends & innovations within sport and outdoor
- Meet new independent specialty retailers

Space per sqm	€250*
Shell per sqm	€325*
Shell Plus per sqm	€350*
Marketing Fee	€950
Venue Services	€175
Insurance	€195
Shell	
• Shell scheme walls, carpet and nameboard.	
Shell Plus	
• 9-12 sqm: the above + table and 2 chairs, spotlights. power socket + power	
• 15-24 sqm: the above + welcome desk, stool and double socket + power	

** rate only valid until 05.12.25*



BEYOND THE BOOTH

ACTIVATE, INSPIRE, PROPEL

ISPO 2026 is about more than just exhibiting your brand, it is about **showcasing**, story telling, inspiring a community and instilling a need to explore and move.

ISPO 2026 will meet the needs of the **HEAD**, the commercial side of what makes our industry vibrant, profitable and thriving. BUT equal focus will be placed on the **HEART**. Why we do what we do, what drives us every day, what inspires people to move and break free of comfort zones, where is the fun and the energy?

With over 20 feature activations including an Ice Axe Wall, Avalanche Simulator, Speed Climb Wall, El Capitan VR Experience, Test Track and a Runway to name a few, the opportunities to **SHOW** the industry what your brand story is are endless.

If you have an idea you want to bring to life at ISPO 2026, nothing is off the table. Together we can develop unique activations and experiences, delivered in partnership with your brand, in front of a global audience.

POA – contact the team



***INTERNATIONALE FACHMESSE
FÜR SPORTARTIKEL UND
SPORTMODE***

INTERNATIONAL TRADE FAIR FOR
SPORTING GOODS AND
SPORTSWEAR



CONFIRMED SPEAKERS FOR 2026



Jimmy Chin
Filmmaker



Pia Heidenmark Cook
Former Chief Sustainability
Officer at Ingka/IKEA



Andy Rubin
Deputy Chair, Pentland
Group



John Lacy
CEO, Burton



Prof. Laura McAllister
Vice President, UEFA



Hap Klopp
Founder, The North Face

CONTACT THE TEAM



MIKE SEAMAN
GROUP CEO
mike@raccoonmediagroup.com
+44 7968 500 326



TRACY BEBBINGTON
MANAGING DIRECTOR
tracy.bebbington@raccoonmediagroup.com
+44 7912 505 402



SUSANNA BAILEY
MARKETING DIRECTOR
Susanna.bailey@raccoonmediagroup.com
+44 7971 923 637



KATE JAMIESON
CONTENT DIRECTOR
Kate.jamieson@raccoonmediagroup.com
+44 7812 191 560



JO TYLER
GROUP COO
Jo@raccoonmediagroup.com
+44 7881 585 974



ASHLEY COX
GROUP MKTG DIRECTOR
Ashley.cox@raccoonmediagroup.com
+44 7834 059 423



IPEK SALTİK
PARTNERSHIPS MANAGER
Ipek.saltik@raccoonmediagroup.com
+9 0539 1319 805



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