

ISPO 2026

EXHIBITOR BRIEFING DOCUMENT

ISPO 2026 EXHIBITOR BRIEFING



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MEET THE MARKETING AND OPS
TEAM

**RACCOON
MEDIAGROUP**



Soraya Gadelrab
Managing Director



Tracy Bebbington
Managing Director

ISPO 2026: THE STORY SO FAR

1. RE-INVENTED VISION FOR A NEW ERA

New format, destination, investment.

2. WORLD-CLASS CONTENT PROGRAMME

A lineup of influential speakers you can't hear anywhere else. Including: Jimmy Chin, Allyson Felix, Laura McAllister, Margit Gosau, Tom Foley, Avi Samtani.

3. UNRIVALLED SCALE

There's no other networking opportunity, on this global scale for the whole supply chain to come together and do business.

4. BIG BRANDS AND RETAILERS ALREADY COMMITTED

Thousands Of Retailers already booked and over 200 brands on the expo floor for them to meet. ISPO's Retail Advisory Council meet regularly to ensure the event is designed with them and their feedback in mind.

5. MIX OF BUSINESS AND PLEASURE

Leaders Summit, over 20 live sport activations, After Party with 4 floors of networking & entertainment, hundreds of thousands of meetings & business conversations.

MARKETING

ISPOMARKETING@RACCOONMEDIAGROUP.COM

- Exhibitor Hub
- Promote your presence
- ISPO Marketing Materials
- Share your news



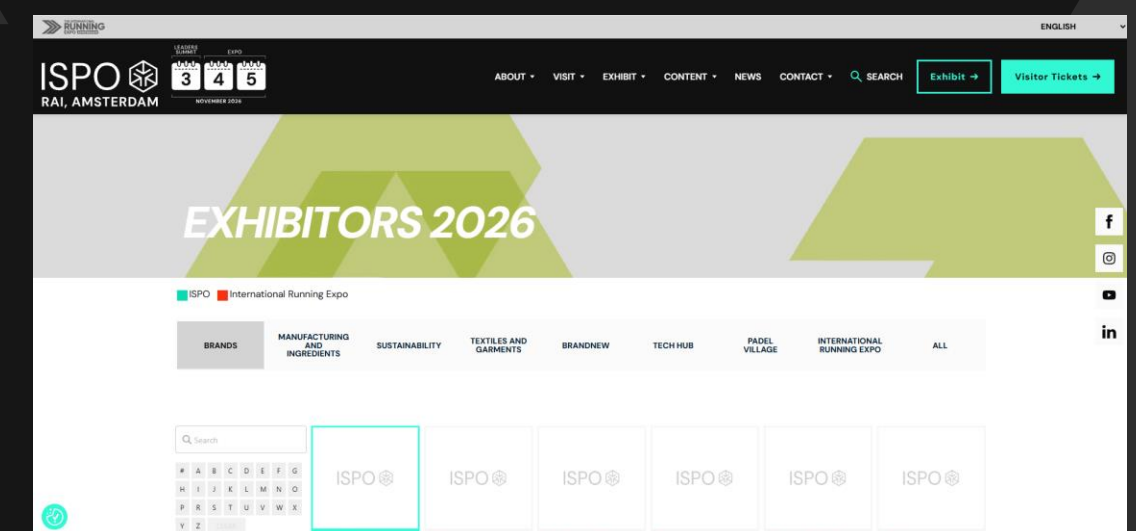
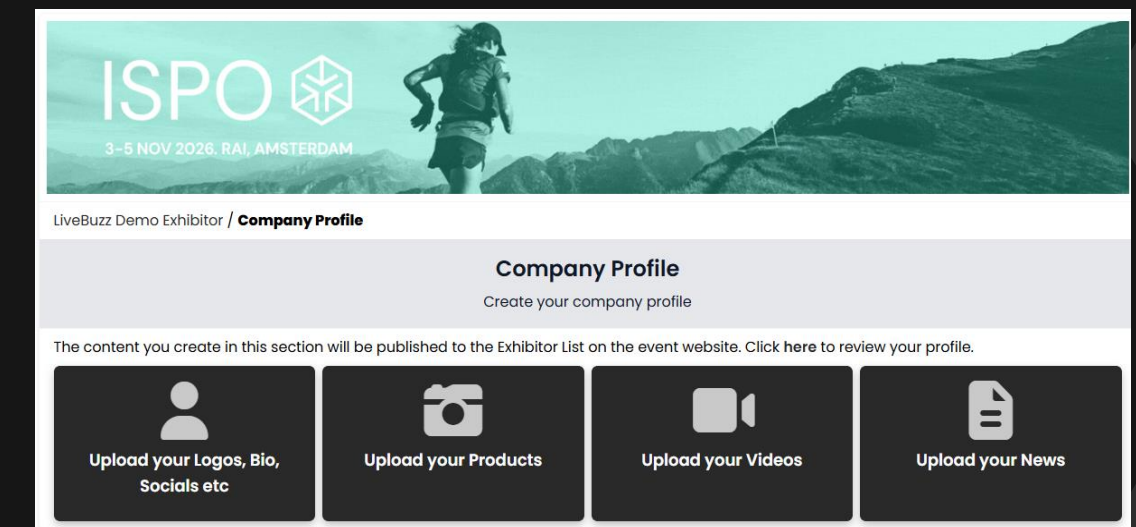
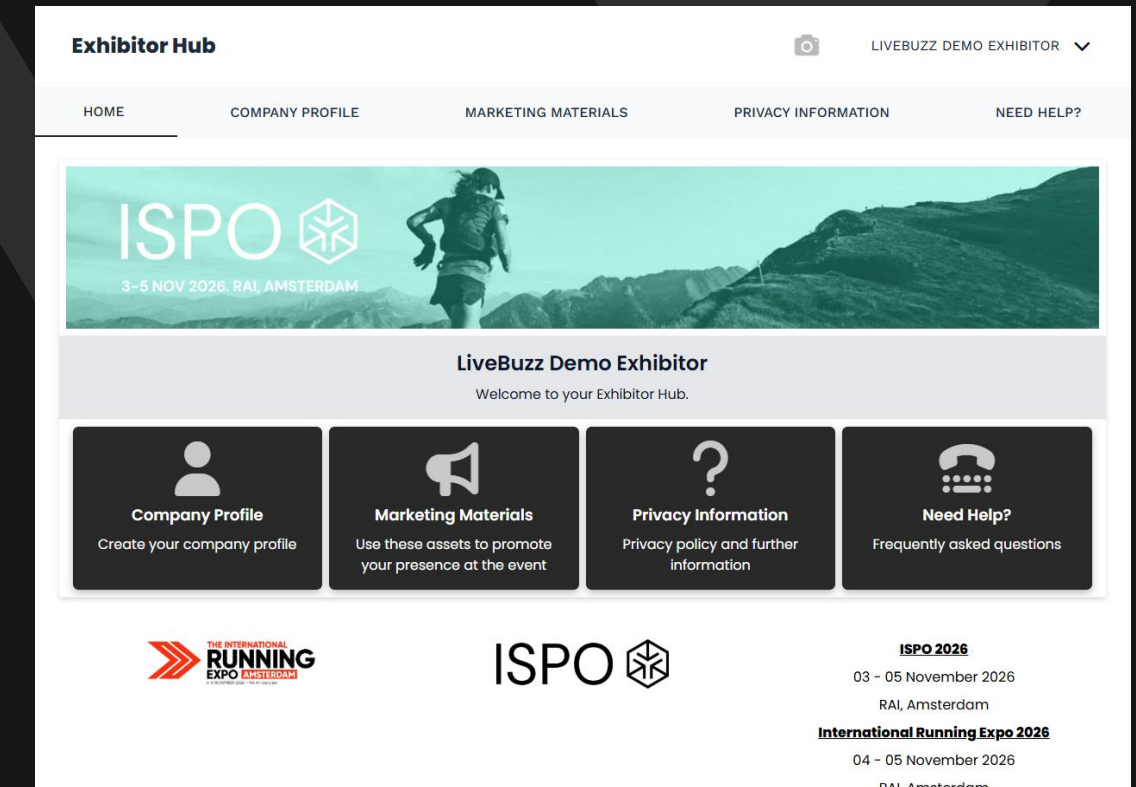
EXHIBITOR HUB

We're pleased to share that the ISPO 2026 Exhibitor Hub is now live, with three different sections to complete:

- **Exhibitor Profile** - this is your shop window on the ISPO website - upload your logo & company description
- **Marketing Manual** - Your go to checklist for promoting your presence
- **Operations Manual** - Venue service pricing, official contractors, and planning details

You will have received an email from ispo-2026@livebuzzreg.com containing your unique link to the ISPO Exhibitor Hub. Please be assured this email is legitimate and has been sent by our trusted registration partner.

If you've not yet received your login details, please contact: ispomarketing@raccoonmediagroup.com



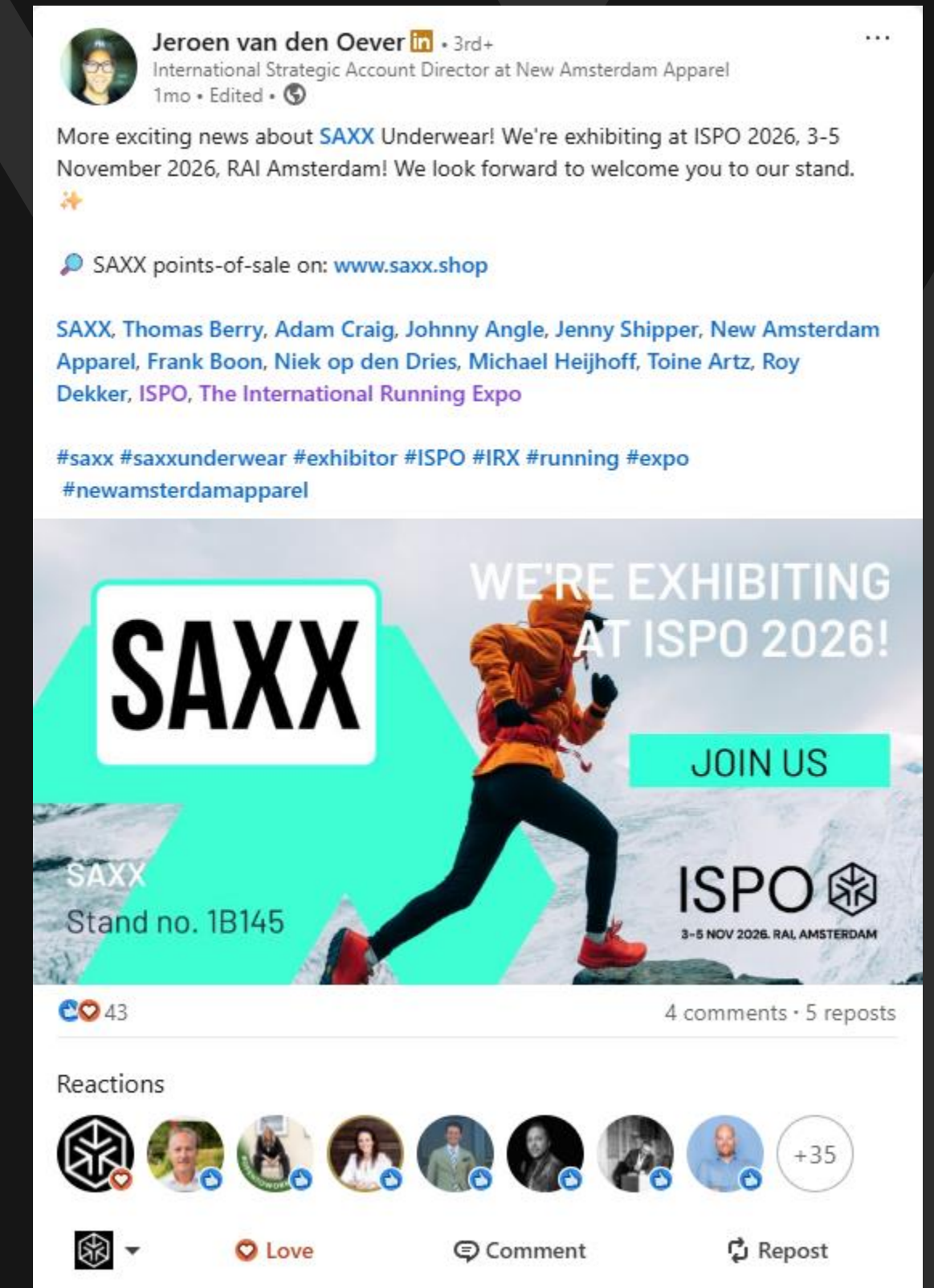
PROMOTE YOUR PRESENCE

Exhibitors who actively promote their participation achieve stronger footfall, better conversations, and a higher return on their investment at ISPO.

How to promote your stand effectively

- Share ISPO marketing assets across your social media channels
- Send personalised email invitations to your contacts and prospects
- Ask any athletes, influencers or collaborators that you work with to share your stand details to their own audiences.
- Promote your stand number on your website and list ISPO in your public events calendar
- Feature your ISPO participation in your newsletters
- Add an ISPO banner and your stand number to your email signature
- Personally invite colleagues, partners, and clients via WhatsApp or direct messages
- On-site incentives - Promote giveaways, competitions, product trials, or exclusive show-only offers to drive stand visits.
- Share your attendance in LinkedIn Groups, industry Slack communities, or trade forums relevant to your audience.
- Share your news with ISPO - we can feature exhibitor news on our website here: <https://www.ispo.com/news>

Promoting your presence in advance makes it easier for clients to plan a visit and increases the value of every conversation you have at the show.



DOWNLOAD SOCIAL MEDIA GRAPHICS

There's a range of ISPO marketing materials within the exhibitor hub for you to download and promote that you are exhibiting. You should have also received your own personalised Gleanin social card that has your logo and stand number on.

If you need any specific, please email:
ispomarketing@raccoonmediagroup.com

ENGAGE WITH ISPO ON SOCIAL MEDIA

When promoting the show, please make sure to tag @ISPO in your posts so that we can reshare and give you as much exposure as possible. Utilise the official show hashtag: #ISPO

Follow ISPO on social media:

LinkedIn: @ISPO

Instagram: @ispo.acceleratingsports

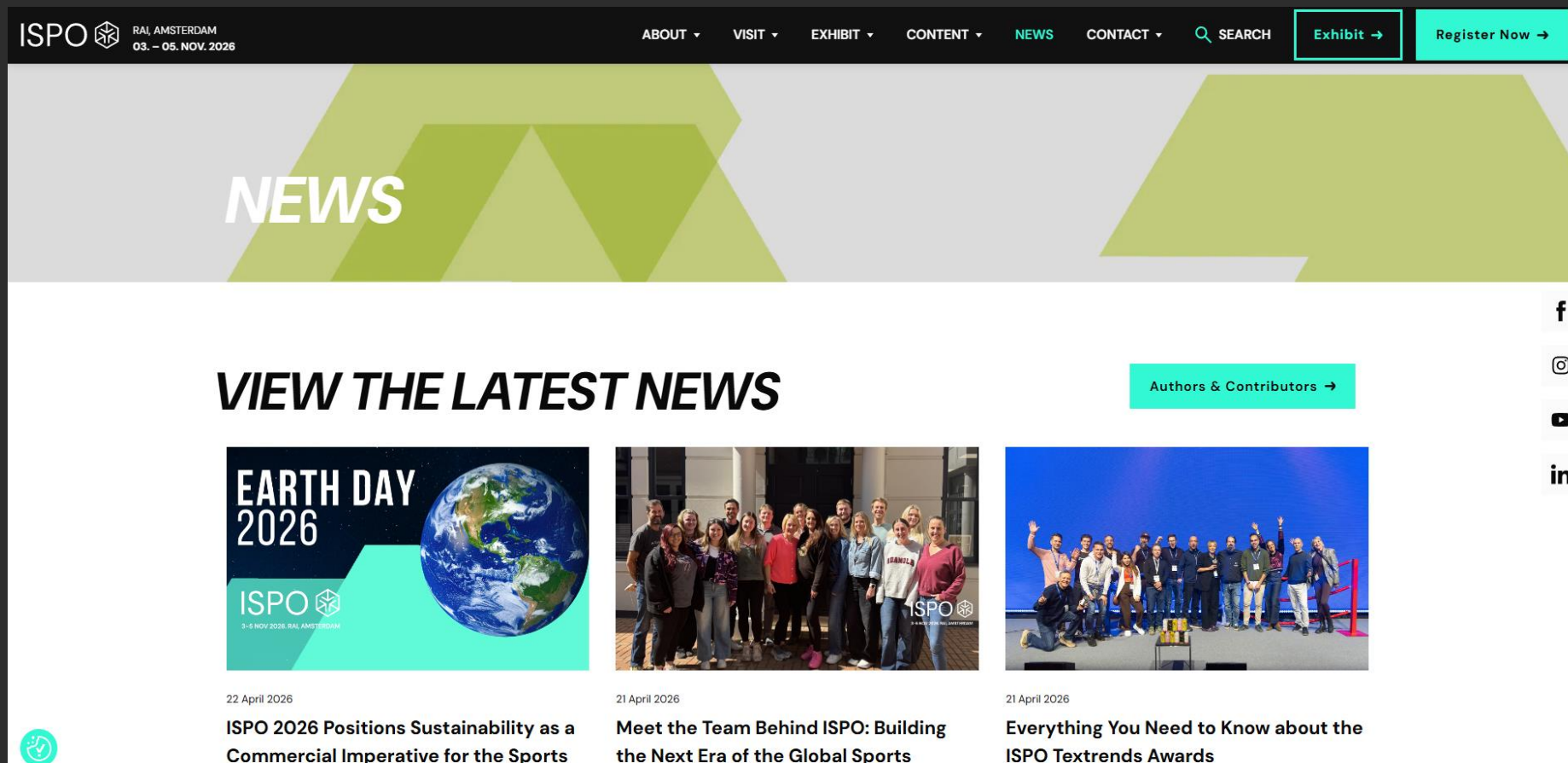
Facebook: @ISPO



SHARE YOUR NEWS

If you have something newsworthy (new product launches, special offers, future distribution etc.) then we'd love to promote this for you via our channels in advance.

Send details to: ispomarketing@raccoonmediagroup.com



PR OPPORTUNITIES

Please contact our PR Agency, Aspire PR, for any Media or PR queries.

ispo@aspirepr.co.uk



OPERATIONS

ISPO-OPERATIONS@RACCOONMEDIAGROUP.COM

- ISPO 2026 – Venue Overview
- Exhibitor Portal Overview
- RAI Workpass and vehicle registration
- Key Deadlines
- Build-up/Live Days/Breakdown
- Waste Management
- Exhibitor Contractors
- Accommodation



ISPO

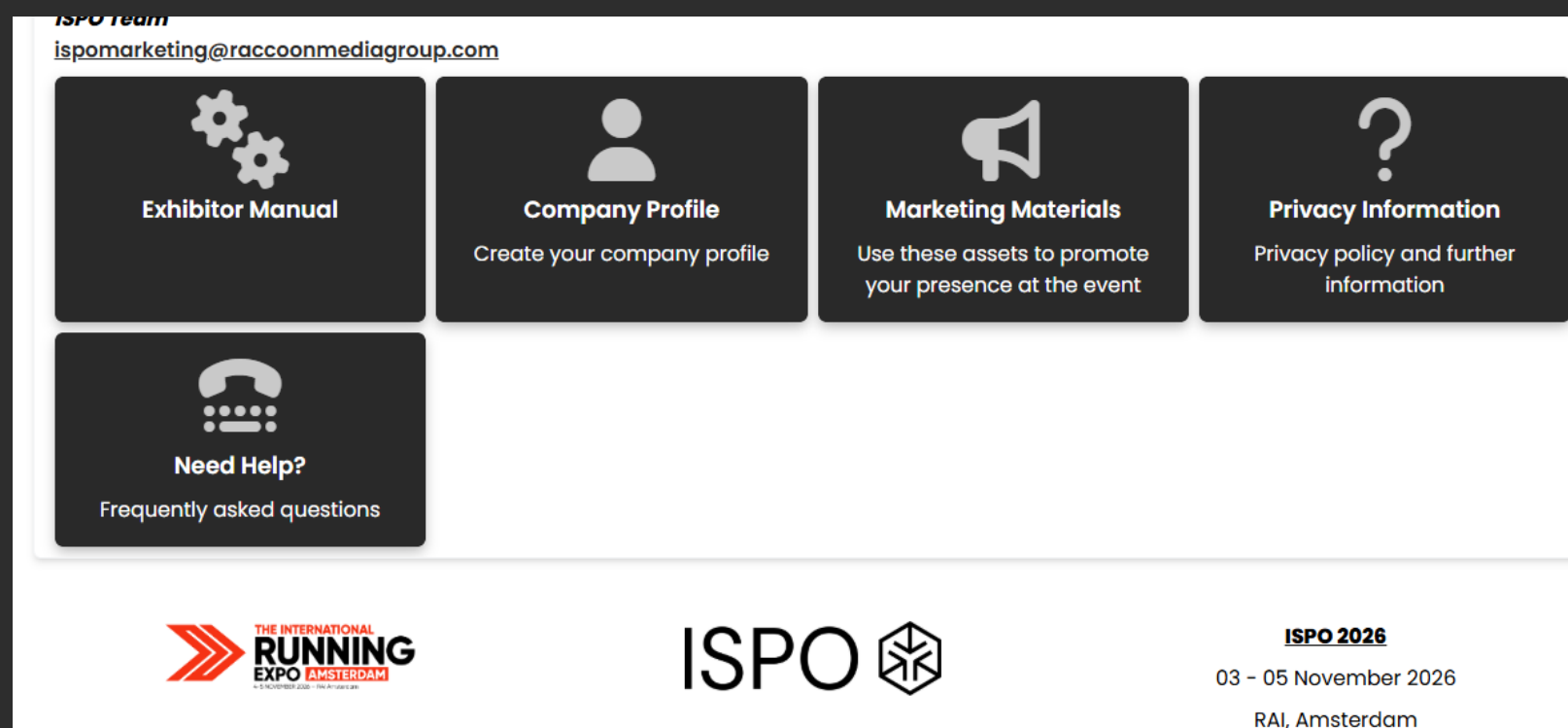
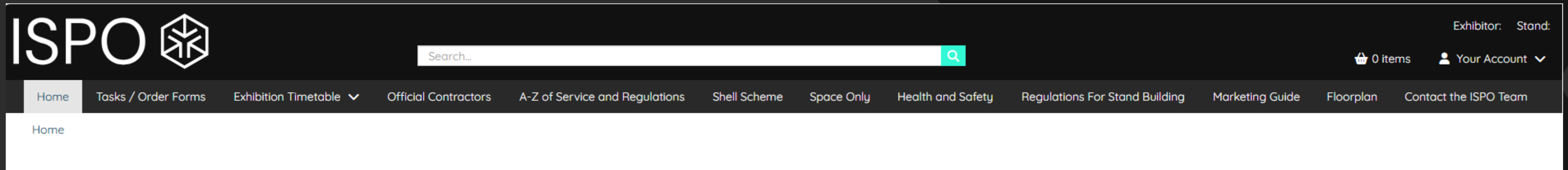


3-5 NOV 2026. RAI, AMSTERDAM



EXHIBITOR MANUAL



The exhibitor manual is a centralised, digital platform found on the Exhibitor Hub that brings together all the essential information you will need to participate successfully at ISPO. Please use this and share, where appropriate, with contractors who may be managing your stand. It is essential the exhibitor manual is read, all rules and regulations are followed and all tasks, both compulsory and mandatory, are filled out to ensure a smooth and successful show for you.



Tab bar of the Exhibitor Manual

- Home
- Tasks/Order Forms
- Exhibition Timetable
- Official Contractors
- A-Z of Service & Regulations
- Shell Scheme
- Space Only
- Health and Safety
- Regulations for Stand Building
- Marketing Guide
- Floorplan
- Contact the ISPO Team

MY TASKS & FORMS

Compulsory Tasks [^]						25% Complete (1 / 4 tasks)
Task [⌵]	Action [⌵]	Due Date [⌵]	N/A [⌵]	Done [⌵]	Status [⌵]	
Company Profile	Compulsory	ASAP	—	<input type="checkbox"/>		
Stand Plan Submission	Compulsory	02-Oct-26	—	Auto	149 Days Left	
Letter of Undertaking and Performance Bond	Compulsory	02-Oct-26	—	Auto	 Complete	
RAI Workpass Instructions	Compulsory	01-Nov-26	—	<input type="checkbox"/>	179 Days Left	
Optional Tasks [^]						0% Complete (0 / 5 tasks)
Task [⌵]	Action [⌵]	Due Date [⌵]	N/A [⌵]	Done [⌵]	Status [⌵]	
Marketing Materials	Optional	—	<input type="checkbox"/>	<input type="checkbox"/>		
Order SmartScan/Lead retrieval app (COMING SOON!)	Optional	—	<input type="checkbox"/>	<input type="checkbox"/>		
Accommodation	Optional	—	<input type="checkbox"/>	<input type="checkbox"/>		
Shipping Label Info	Optional	—	<input type="checkbox"/>	<input type="checkbox"/>		
Venue Services	Optional	—	<input type="checkbox"/>	<input type="checkbox"/>		

KEY DEADLINES

Wednesday 7 October 2026
Last day 20% discount
1. power (-20%)
2. rigging (-20%)

Wednesday 7 October 2026
Last day
1. stand packages (impact packages)
2. permits

Tuesday 13 October 2026
Last day
1. wall graphics
2. promotions & visibility

Saturday 17 October
Last day
1. audiovisual
2. security staff
3. power
4. flooring
5. water
6. extra stand construction items

Saturday 17 October
Last day
1. To make changes in the 'My Stand' environment

Saturday 24 October
Last day
1. catering service
2. hostesses

Friday 30 October
Last day
1. rigging
2. furniture
3. flowers
4. plants
5. cleaning
6. internet

Saturday 31 October
20% surcharge
1. From this day onward, a 20% surcharge will apply, except for parking, safety equipment, and food & beverages.

Tuesday 3 November 2026
Last day
1. power onsite
2. Last build-up day

During event
During the event you are still able to order food & beverages, fire extinguishers, safety protection and parking

ISPO TIMETABLE

Build-Up

BUILD UP	HALL OPEN	SCHEDULE
Sunday 1st November	08:00 - 20:00	(Halls 1-7 ONLY)
Monday 2nd November	08:00 - 20:00	(Halls 1-7 ONLY)
Tuesday 3rd November	08:00 - 20:00	ALL HALLS

Open Period

	Hall Open	Show Open Hours
Tuesday 3rd November (Leaders Summit Only)	07:30-18:30 (Auditorium Only)	08:30-18:30 (Auditorium Only)
Wednesday 4th November	08:00-19:00	09:00 - 18:00
Thursday 5th November	08:00-20:00	09:00 - 17:00

Live Days

Breakdown	Hall Open	Schedule
Thursday 5th November	17:00 - 20:00	Handheld Items Only
Friday 6th November	08:00 - 20:00	Full Stand Dismantle & Get-Out

Breakdown

WASTE MANAGEMENT

- During the build-up and breakdown periods, exhibitors and their contractors are responsible for removing all waste materials from the site. Waste includes items such as materials, paint containers, plastics, timber, etc
- Packing cases must also be removed from site.
- A build-up of waste materials on stands is forbidden – waste should be removed every day.
- Abandonment of waste anywhere at the venue will result in the entire performance bond being retained and the contractor will be removed from site.
- ISPO is committed to ensuring that the event is environmentally responsible. Please help us by keeping waste to a minimum and recycling where possible.
- Contractors who wish to hire large waste or rubbish skips can do so through the Web Shop under Cleaning.
- Removal of any abandoned waste such as carpet, stand fittings, pallets, and bulk rubbish, will be subject to an additional charge to the exhibitor/contractor. For health and safety reasons, it is essential that all aisles are kept clear of rubbish and other obstructions.

EXHIBITOR CONTRACTORS

- Exhibitor contractors should register for their badges for the exhibition through the exhibitor badge system. They will be registered under the exhibitor name.
- Should an exhibitor be passing the stand build obligations on to the contractor they can pass on their login details so a contractor can book all the services needed through the RAI Web Shop.
- ISPO is committed to ensuring that the event is environmentally responsible. As such we have introduced a Letter of Understanding into the manual. By confirming this each exhibitor and their contractors are signing up to keeping the site clean and tidy before, during and after the show. And leaving no waste.
- Removal of any abandoned waste such as carpet, stand fittings, pallets, and bulk rubbish, will be subject to an additional charge to the exhibitor/contractor. For health and safety reasons, it is essential that all aisles are kept clear of waste and other obstructions.
- As such, we require a cheque on arrival from the contractor to cover any potential waste left on site. Should the stand area be left clear the cheque will be ripped up after the show. If not ISPO will reserve the right to use this cheque to cover the cost of the left materials. If the cost is larger we will come to the exhibitor to let them know any potential other costs. This is ultimately the responsibility of the exhibitor so we really do encourage you to stress this to contractors you use.

ACCOMMODATION AND TRAVEL

To secure the best available accommodation within your budget we recommend you book as early as possible. We have partnered with RAI to offer the best rates in the area and ease of bookings for exhibitors. For ease of use the link is: [ISPO 2026](#)

TRAIN

The RAI Amsterdam is centrally located and easily accessible by Train and Metro. From anywhere in the city or from the airport.

From the airport, take one train to Amsterdam Rai.

Station RAI is just 300 metres from the RAI building and has regular connections to Schiphol, Rotterdam, Utrecht, The Hague and the international rail network. RAI Amsterdam is only a couple of minutes' walk from the RAI train station.

TAXI

Through our partner TCA you can easily and quickly book an airport transfer TO Schiphol, your hotel or RAI Amsterdam by using the button below. Transfers FROM Schiphol can only be reserved by phone +31 20 777 7777 or email centrale@tcataxi.nl

To guarantee the quality of the taxi service and for logistical reasons, only TCA taxis are allowed on the premises to pick up visitors. At many events there will be a special TCA taxi stop on the RAI site. If this is not the case, our reception staff will be happy to help ordering a TCA taxi. If you would like to use another taxi, then the pickup point will be outside the RAI area.

- If you have any questions for Marketing, please reach out to ispomarketing@raccoonmediagroup.com
- If you have any questions for Operations, please reach out to ispo-operations@raccoonmediagroup.com

Find the slides from today's briefing
here: <https://www.ispo.com/exhibitor-briefing-document>



THANK YOU

