

ISPO 2026

PARTNER MEDIA KIT

WHY ISPO MATTERS

The sports, outdoor and winter industries are undergoing rapid change, driven by sustainability demands, new retail models, innovation in materials and technology, and evolving consumer behaviour.

ISPO brings together the brands and ideas actively changing how sport is made, sold and experienced— making it a uniquely valuable environment for media investment.

For advertisers, ISPO provides a highly focused, high-trust environment where messages reach audiences when they are actively seeking insight, solutions and inspiration.

ISPO 2026 is a global launchpad for:

- New product announcements
- Retail and distribution conversations
- Sustainability and circularity insights
- Cross sector collaboration
- International brand exposure
- Supply chain and materials innovation



ISPO 2026 AT A GLANCE

VISITORS & BUYERS

The event is expected to see 25,000+ unique visitors and buyers from around the globe:

- Retailers & Distributors
- Product Designers, Developers & Sourcing Specialists
- Athletes & Influencers
- Press & Media
- Industry Professionals

EXHIBITING BRANDS & BUSINESSES

2,000+ exhibiting brands and businesses:

- Sporting goods & outdoor product creators meeting retailers, distributors, media & athletes
- Manufacturers & material suppliers meeting sourcing and product teams
- Tech and commerce providers meeting brands, retailers & distributors
- Logistics and supply-chain specialists serving manufacturers and retail

TERRITORIES

Strong representation from Europe, North America and Asia-Pacific

THE INDUSTRY ECOSYSTEM

Senior international B2B audience across sport, outdoor and winter categories from sectors within:

- Brands
- Textiles & Garments
- Manufacturing & Ingredients
- Sustainability

CO-LOCATED

ISPO 2026 will feature a hall hosting the International Running Expo, Europe's only dedicated business event for the running industry. Strengthening relevance in a key growth sector at ISPO

THE AUDIENCE YOU'LL REACH

**PARTNERING WITH ISPO PROVIDES ACCESS TO A SENIOR,
INFLUENTIAL B2B AUDIENCE:**

- Founders, CEOs and executive leadership teams
- Product, innovation and sustainability leads
- Retail buyers, category managers and distributors
- Consultants, investors and industry influencers

This is an audience with purchasing power,
strategic influence and global reach.



WHY PARTNER WITH ISPO?

ACCESS A HIGH-VALUE INDUSTRY AUDIENCE

Reach decision-makers, retailers, distributors, media, athletes and influencers in a trusted, highly engaged environment.

GLOBAL SCALE + YEAR-ROUND VISIBILITY

Benefit from international reach through a single campaign, supported by ISPO's ongoing marketing, sustainability and industry-impact initiatives.

ALIGN WITH INNOVATION & INDUSTRY LEADERSHIP

Position your brand alongside the ideas, products and leaders shaping the future of sport, outdoor and winter activities.

FLEXIBLE ACTIVATION OPPORTUNITIES

Leverage onsite experiences, thought-leadership features, sponsorships and targeted retail engagement.

OPEN TO CONTRA PARTNERSHIPS

Value-exchange media partnerships available where mutually beneficial.



ISPO MARKETING & MEDIA CHANNELS

Advertising placements are available across ISPO's owned media ecosystem, allowing our media partners to select the level of visibility that matches their objectives. Below states the value of each advertising opportunity.

CHANNEL	DESCRIPTION	REACH	VALUE OF OPPORTUNITY
Digital Newsletter	Banner advertising with optional text teaser delivered to ISPO's global subscriber base.	<ul style="list-style-type: none">133k newsletter subscribers from across industry	€1,500–€7,500 per send
Digital Social Media	Dedicated branded posts across ISPO social channels.	<ul style="list-style-type: none">Instagram = 30.1k followersLinkedIn = 38k followersFacebook = 91k followers	€1,500–€5,000 per post (enhanced formats up to €10,000)
Digital News Content	Sponsored articles hosted on ISPO news page with optional amplification.	<ul style="list-style-type: none">1k–10k views per blog	€3,000–€15,000
Digital Website Advertorial	Logo placement on ISPO partners pages.	<ul style="list-style-type: none">1,047,400 total users to the website per calendar year10–200 users per minuteAverage engagement time = 4 minute 58 seconds	€1,000–€5,000
Onsite Printed Content	Brand presence and content opportunities during the live event.	<ul style="list-style-type: none">Exposure to 25k unique visitors and buyers from around the globe across the 3-day event.	€10,000–€5,00

YOUR CONTACT FOR ALL MEDIA ENQUIRIES



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ELLEN HODGSON

MARKETING MANAGER

**THE GAME IS CHANGING
*BE A PART OF IT.***