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Press release

ISPO invests in cross-medial brand identity

ISPO, the world's largest sports network, will present its new family brand positioning and a refreshed corporate design. The new cross-medial brand identity will link the ISPO's own digital offers with the international event and trade fair business. At the same time, it will underline ISPO's commitment to B2B2C.

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Since 1970, the family brand ISPO has developed from a simple trade fair organizer to a platform with year-round availability. Today, the network provides its customers with a total of eleven industry-related services, including high-performance digital solutions for companies and consumers as well as the international multi-segment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai. [The brand refresh](#), which includes a cross-channel design relaunch and a new brand claim, will sharpen ISPO's profile as a full-service provider for the sports industry and allow a consistent analog and digital brand experience.

ISPO also wants to underline its position as a B2B2C brand with the new claim "Accelerating Sports," which is based on the new brand mission "To accelerate the global Evolution of Sports." Tobias Gröber, who is responsible for the ISPO group, explains: "Our motivation is to strengthen sports around the world and get people excited about athletics. We want to offer our customers real value added and contribute faster to the personal success of each individual, from brands and retailer to distributors and consumers."

About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai; the online news portal ISPO.com, and the business solutions ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria,



Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.