



Messe München

Connecting Global Competence

All the essentials.

ISPO Munich Facts & Figures.



The world of sport at a glance.

What trends have potential for passion? How is the sports industry market developing as a whole? Benefit from leading experts' know-how, build your network, and develop profitable future business relationships. Find out what is possible at ISPO Munich.

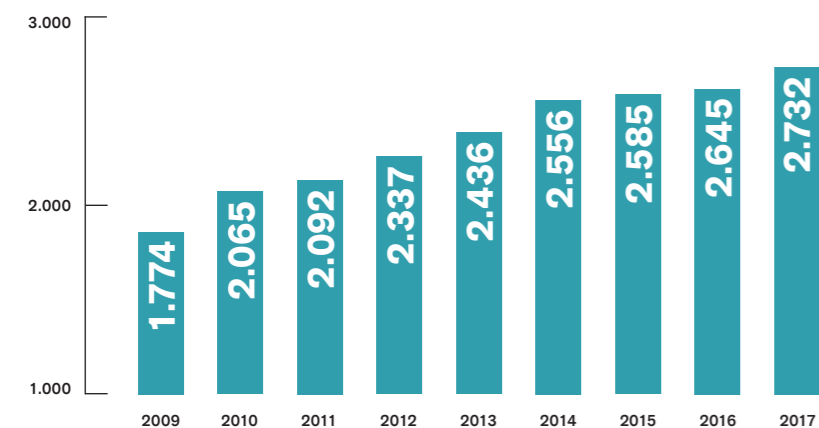
With over 2,700 exhibitors and nearly 87,000 industry experts from 120 countries, ISPO Munich is the sports industry's most successful multi-segment trade fair worldwide. This is where the future of sport meets. ISPO Munich presents and sets new trends for the future of the sports market with vision, passion, and enthusiasm.

Compelling. ISPO Munich facts and figures since 2010.

The ideal platform for the sports industry

- 4 days of high visitor numbers
- 4 direct entrances
- 16 clearly laid-out halls
- Fully occupied exhibition grounds: 180,000 m²

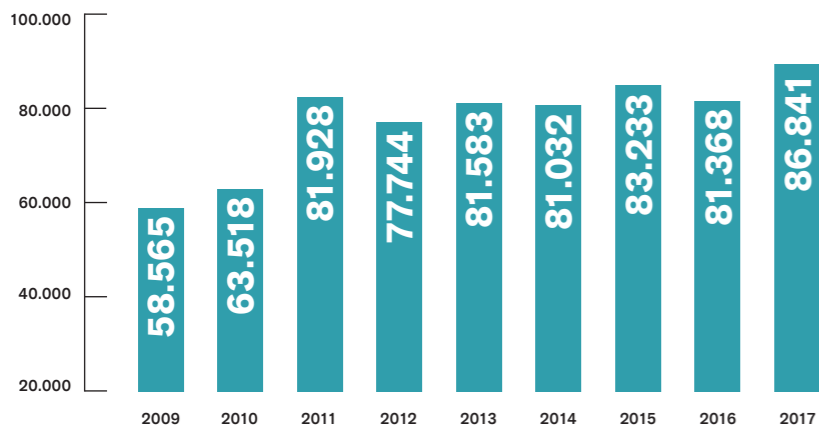
Exhibitors



International reach: Exhibitors

Impressively, in 2017 an all-time record was set with 2,732 exhibitors. The proportion of international exhibitors also reached a new peak in 2017 at 87%.

Visitors (first daily entry)

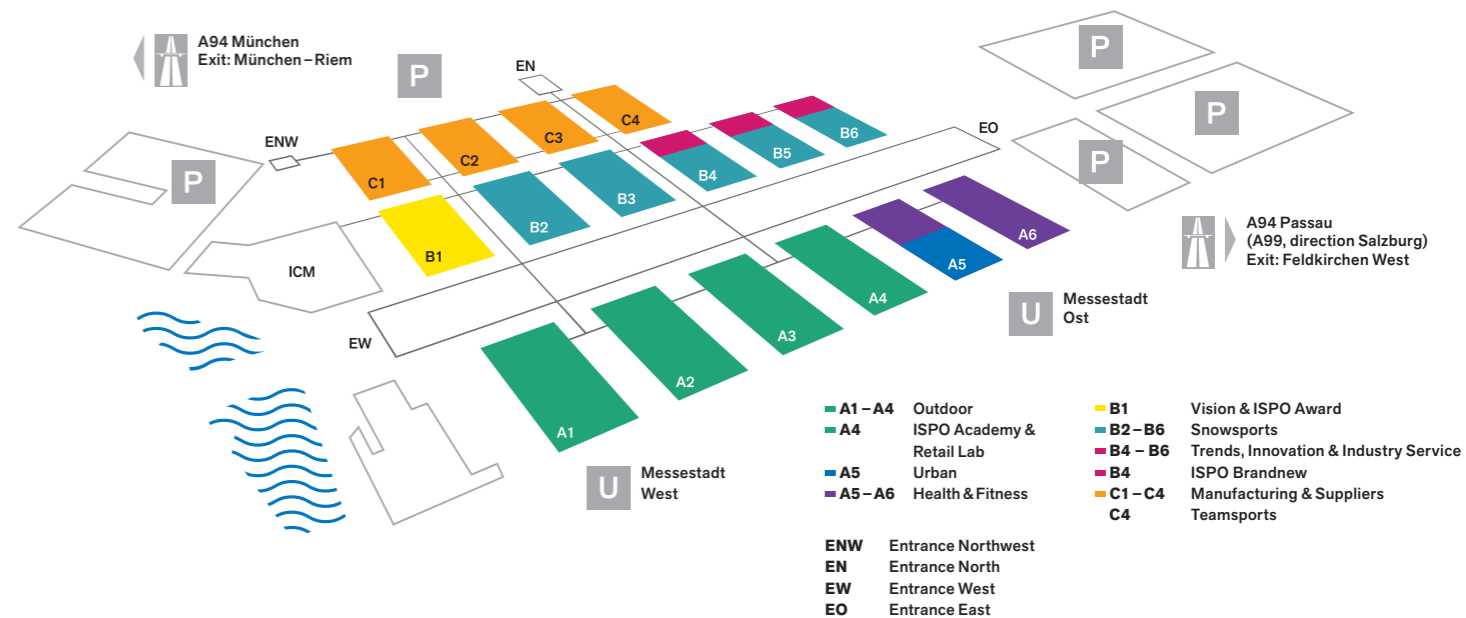


Visitors from around the world

In demand: 87,000 industry specialists from around the world flocked to ISPO Munich in 2017. Since 2010, the number of visitors has risen by approximately 24,000 with constant international representation of almost 70%.

Source: Messe München

A modern hall concept: Expanded segments and new focus areas.



Have a wander round and see the whole market in one place.

The world's most successful multi-segment sports trade fair is continually evolving and, as always, provides a full overview of the market. A modern hall concept, bigger segments, and inspiring focus areas: Trends, innovations, and new products at a glance. Keep up-to-date with all the latest news in the world of sport.

Outdoor – Everything has been packed in here for out there.

Across four halls (A1–A4), mountain lovers, climbers, adventurers and trail runners, water lovers, and ski tour enthusiasts can find a wide choice of clothing, equipment, and accessories for their sporting pursuits, right on their doorstep.

Urban – Picture the city as a runway on wheels.

Urban sportswear and street culture: The expression of a lifestyle – sport and fashion are more closely linked than ever before. The highlights? The Urban Sportswear exhibition in B1 and the Urban Skate, Longboard, Wheeler, and Cycling scene in A5.

Health & Fitness – Running, Wearables & Yoga.

Health is the new status symbol – in reflection of this continuing trend, ISPO Munich is dedicating a larger exhibition area (A5 & A6) to this field in order to showcase the latest trends such as Body and Mind, Active Wear, Running, Fitness, Athleisure and Wearables.

Vision – Fashion trends in the luxury segment.

The world of premium sportswear now has its home in B1. It features exclusive products, first-class style, design innovations from international premium sports brands and luxury accessories. The winners of the ISPO Award can be found here, too.

Snowsports – A home for everyone.

Five halls, a huge range of ski hardware, clothing, accessories, and services, all united by 'white gold': Halls B2 to B6 focus on Alpine Skiing, Freeriding, Splitboarding, Ski Tours, and Cross-country Skiing, as well as other types of winter sports.

Trends, Innovation & Industry Service – The future of the sports industry.

What will the sports industry of tomorrow look like? What new piece of sports equipment will be the next big thing? Which digital technologies will revolutionize sport? The new exhibition area in halls B4 to B6 offers a glimpse into the future of the sports equipment industry. To honor the 30th ISPO Brandnew event, the coveted start-up award is being given an entire village of its own in B4.

Meetingpoint for suppliers and manufacturers.

Performance textiles and high-quality materials are the key to successful sports products. Fabrics and fibers, buttons and zippers, plus an incredibly wide variety of services: Product managers, designers, and companies can find their perfect partners and materials in halls C1 to C4.

Team sports – The importance of teamwork.

Being a team member is an attitude that extends from sports through to all aspects of life. And team sports have been given their own, dedicated segment in hall C4, where the sports industry is showcasing its latest products designed for all kinds of team sports – both established ones such as soccer, hockey, and basketball, as well as floorball and darts.

Facts are what count: data on ISPO Munich. Exhibitor survey.

“ At ISPO Munich we found all the important Outdoor and Activewear brands that would enjoy the perfect presentation platform that the trade fair provides. Freudenberg Performance Materials was able to present its latest innovations in a whole new light. ”

Benoit Cugnet, Head of Strategic Marketing, Freudenberg Performance Materials, Germany



Once bitten forever smitten at ISPO. Have you been before?

People who visit ISPO Munich generally come back: **97%** of exhibitors stated that they will definitely or possibly exhibit at ISPO Munich next year. The high numbers of participants who keep coming back year after year are proof of the enduring success of ISPO Munich and its valuable benefits for exhibitors.

certainly/probably yes | possibly | probably not/certainly not

Eyes on the prize. Were your expectations met?

Percentage of exhibitors who rated the goals they achieved as excellent, very good or good.



Direct contact with customers: maintaining business relationships

Excellent customer retention. **95%** of exhibitors rated ISPO Munich as excellent, very good or good as a means of maintaining business relationships with existing customers.



Trendsetting: presentation of collections, products and new items

ISPO Munich sets standards. The trade fair is an effective platform for new products and innovations. **92%** of exhibitors rate the launch effect for new products as excellent, very good or good.



Highly influential: image enhancement

Effective image transfer. **92%** benefit from the image-enhancing effects of ISPO Munich and rate attending it as an excellent, very good or good means of cultivating their image.



New opportunities: networking, developing, and maintaining contacts

Broadening horizons. **89%** use ISPO Munich for networking and rate the opportunities for maintaining and developing contact as excellent, very good or good.



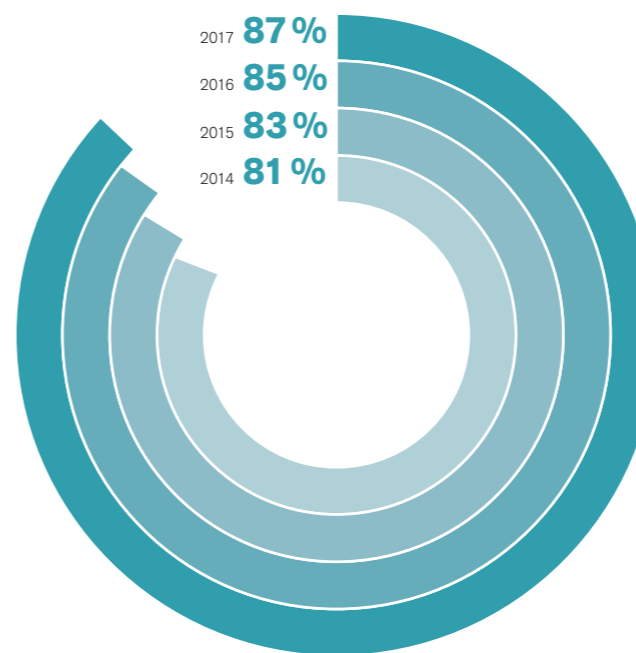
Sport is competitive: competition monitoring and market overview

Optimal competitive conditions. **89%** of exhibitors gave ISPO Munich top marks as an opportunity for scanning the entire sports industry market.

Excellent/Very Good | Good | Acceptable/Poor

“ ISPO Munich is the industry's showcase. All the movers and shakers meet here. We had even more visitors to our stand this year than in 2016. Above all, our products won over new countries, such as Sri Lanka. We've already decided to exhibit again in 2018. ”

Makio Oshima, Design Director, DESCENTE, Japan



Percentage of international exhibitors in the last 4 years

Like a world championship. Which countries do exhibitors come from?

Increasing global significance. Compared to the previous four years, ISPO Munich is going increasingly global.

TOP FIVE goals. Top scores from exhibitors for many years.

- Maintaining relations with existing customers
- Commercial launch of new products
- Image enhancement
- Developing a global network
- Market orientation

What exhibitors appreciate about ISPO Munich.

- Rated excellent, very good and good.
- 87%** International diversity of visitors
- 88%** ISPO Munich status as a leading trade fair for the sports industry
- 89%** Wide range of businesses represented
- 85%** Quality of exhibitor services
- 85%** Clear hall layout

Products on the starting line. Offerings in product segments in 2017.

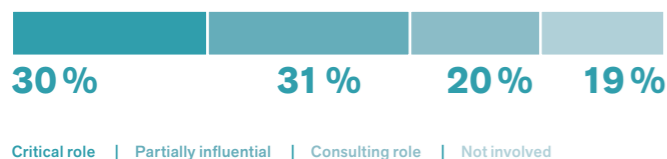
A wide variety of offerings in the outdoor, ski, and sportstyle segments as well as growing markets in the sourcing and health and fitness segments.*



* Some exhibitors capitalize on high demand from ISPO Munich visitors to offer products from several segments.

Source: Exhibitor Survey ISPO Munich 2017

Visitor survey.

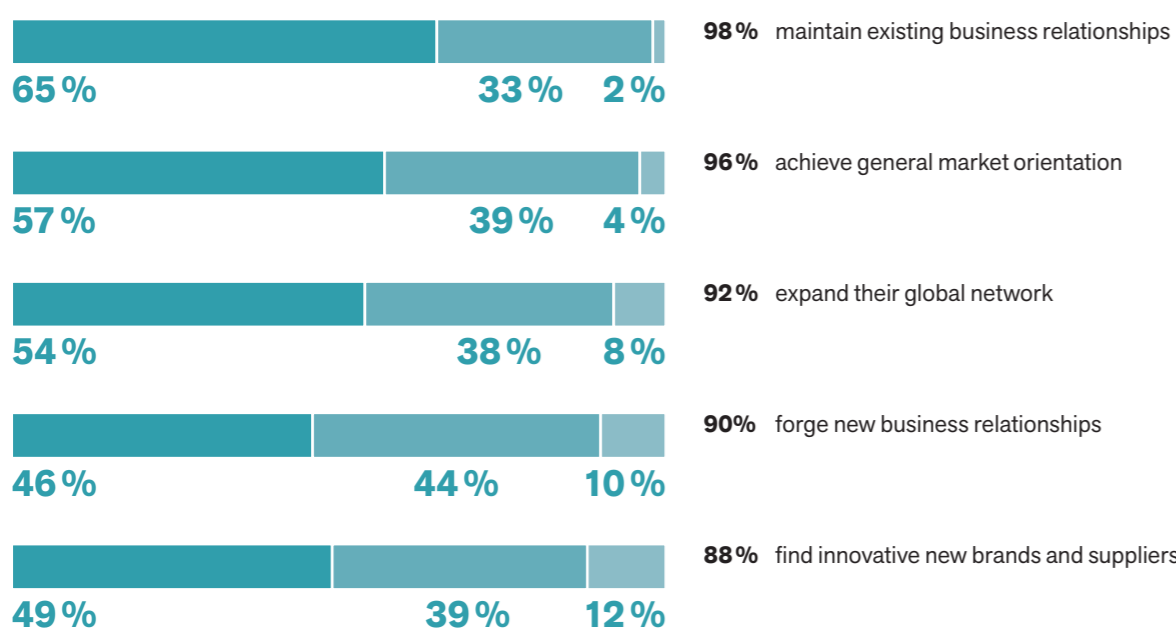


Key players. Visitors' decision-making capacity.
81% of visitors have ultimate authority for purchasing and sourcing decisions or have influence as advisors.

Loyal fans. An enthusiastic audience.

- 99%** of visitors will definitely or occasionally recommend ISPO Munich to others.
- 97%** of visitors rate ISPO Munich as excellent, very good or good.
- 97%** of visitors definitely or possibly plan to visit ISPO Munich again.
- 96%** of visitors rate the benefits of visiting ISPO Munich as medium to very significant.

Clear goals. What do visitors want from ISPO Munich?



Excellent/Very Good | Good | Acceptable/Poor

Major recognition. What do visitors appreciate about ISPO Munich?

- Rated excellent, very good or good.
- 96%** International diversity of exhibitors
 - 96%** Atmosphere of ISPO Munich
 - 95%** Leading role of ISPO Munich in the sports industry
 - 93%** Complete market offer
 - 91%** Presence of market leaders

Professionals. Which segments are visitors from*?

*Many ISPO Munich visitors are specialists in several segments.



Visitor nationalities

Specialists. Visitor roles.

65% are **product-focused**, **19%** are from the **service sector** and **6%** deal with rights. **10%** stated 'other role' (white space).

Rights

Breakdown of visitors involved in rights and licenses:

- 2%** professional athletes and sportspeople
- 2%** sponsors
- 1%** merchandising representatives
- 1%** sports rights intermediaries

Service

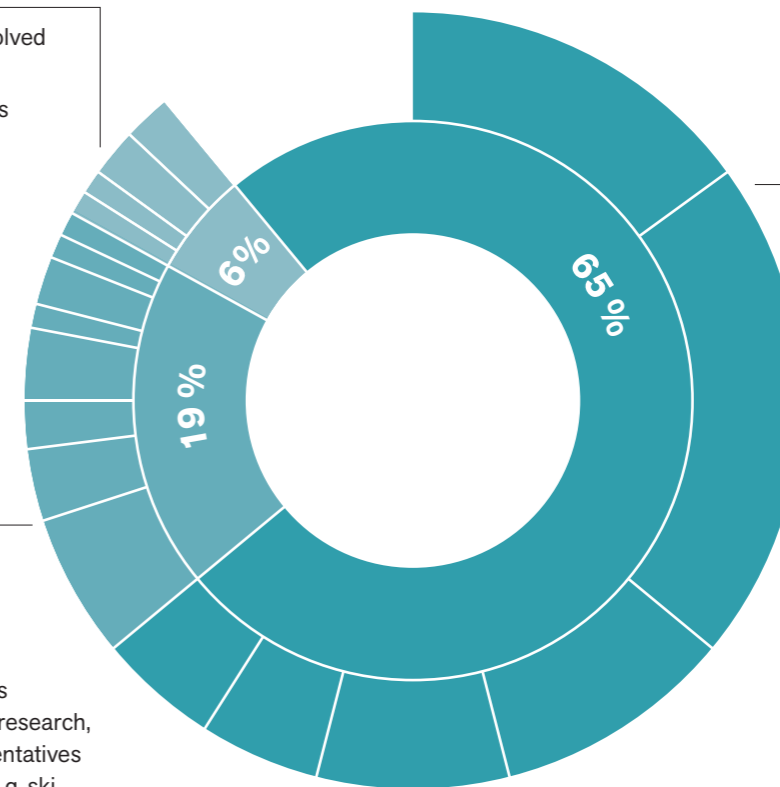
Breakdown of service-focused visitors:

- 6%** designers
- 3%** events, PR, advertising agencies
- 3%** university, institute, research, and training representatives
- 2%** sports directors of e.g. ski schools
- 2%** representatives of associations and organizations
- 1%** sports physicians, doctors, and therapists
- 1%** operators of sports facilities and rental outlets
- 1%** travel operators and destination representatives

Product

Breakdown of product-focused visitors:

- 21%** brand manufacturers
- 15%** retailers
- 10%** distributors and sales representatives
- 8%** wholesalers
- 5%** media representatives (B2B, B2C, incl. sports magazines)
- 5%** contract, fabric, and accessory manufacturers, suppliers



“ *There was a great international audience there and we made a lot of contacts with potential customers. It seemed like about every other visitor to our stand was, or was set to become, one of our customers and we are of course very happy about that. Overall we can say that exhibiting at the trade fair has been a resounding success.* ”

Source: Exhibitor Survey ISPO Munich 2017

Björn Dieckerhoff, Key Account Manager, Triumph International, Germany

Eye Catching. Media presence at ISPO Munich.

Direct contact with customers from ISPO Munich.
An in-house editorial team reports live on ISPO Munich, disseminating your messages far beyond the trade fair's revolving door. Extensive reach: communication on ISPO Munich reaches over 40 countries through all channels before, during, and after the event.

Page Impression ISPO.com: >11.9 million Aug. 2016 to Aug. 2017
Unique Visitors ISPO.com: >5.1 million Aug. 2016 to Aug. 2017

Supercompensation. Spreading your message.

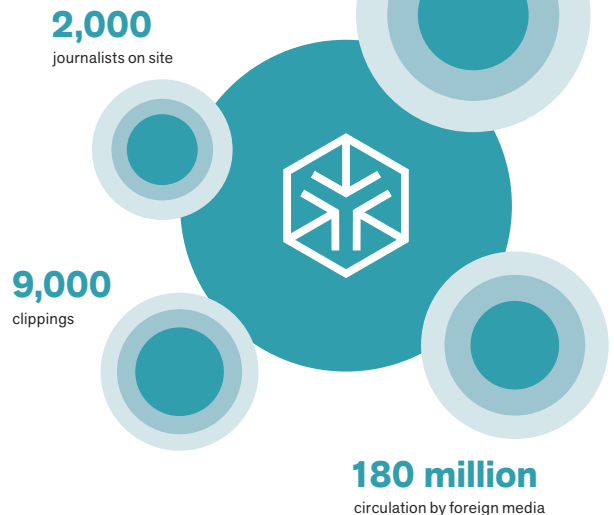
Influential media operators attend ISPO Munich as a result of the high-quality PR activities in operation. The event receives constant coverage in the German daily press due to the high proportion of German Press Association articles and widespread distribution of exhibitor product announcements.



The Power of Networking. ISPO Munich social media data.

381,607 unique engaged users in the last 12 months
8,293,863 total reach in the last 12 months
36,762,673 total impressions in the last 12 months

200 million
print media circulation



Source: Messe München

“ Thanks to our participation at ISPO Munich 2017 we were able to successfully expand and further establish our brand, Aztech Mountain, in the wider European market. A highlight for us was being able to introduce our proprietor and business partner Bode Miller to the ISPO Community. We are very pleased with how the trade fair has gone and are very impressed with the quality and size of the event. We will definitely be coming again to ISPO Munich 2018. ”

Michael Shea, Vice President Sales & Marketing, Aztech Mountain, USA

“ ISPO Munich is a perfect platform to get in touch with the wintersports industry. ”

Silvan Poltera, Wintersport Marketing Manager, Scott Sports, Germany

“ We are very pleased! Once again, ISPO Munich was a good opportunity to tend to our existing network, strengthen business connections, and to make new contacts as well. We were especially excited about the opportunity to meet new Chinese customers and were able to make many valuable contacts in the end. ISPO Munich brings the whole industry together for a few days – both literally and metaphorically. ”

Timo Regier, Executive Vice President Sales, KJUS - LK International, Switzerland

Save the date
ISPO Munich
January 28–31, 2018

Live updates and news.
On ISPO.com