

# ISPO Munich. Home of sports.



Messe München  
Connecting Global Competence



ISPO Munich  
February 3–6, 2019



## The Whole World of Sports Together in One Place—at a Glance.

ISPO Munich is the world's largest and most important industry and networking platform in sport. It gives the perfect market overview of the wide range of trends, innovations and products from the world of sport. From 2019, the multi-segment sport trade fair is being presented across a total of 18 halls. The largest ISPO Munich ever will cover a total area of 200,000 square meters.

### Outdoor: Everything you need for outside, inside.

Now expanded to four halls (A1–A4), mountain lovers, climbers, adventurers, trail runners, water lovers, and enthusiastic ski tourers alike will find a wide choice of clothing, equipment, and accessories for the outdoor pursuits they love, right on their doorstep.

### Urban: The city is a catwalk on wheels.

Hall A5 and B1 showcase the urban sportswear, skate, longboarding, wheeler and cycling scenes—the expression of a way of life. The connection between sport and fashion has never been so important.

### Health & Fitness: Running, wearables and yoga.

Fitness is the new status symbol, and we are dedicating even more exhibition space to it (in halls A5 and A6) to showcase trends including body and mind, active wear, running, athleisure and wearables.

### Vision: Fashion trends in the luxury segment.

The world of premium sportswear has a new home in hall B1. Exclusive products, design innovations, international premium sports brands, and luxury accessories are the name of the game here. ISPO Award exhibition in B1.

### Snowsports: A home for everyone.

Discover the latest trends in snowsports over five halls, featuring a host of new brands and groundbreaking technology. You can find ski hardware in hall B5, the latest free ride, freestyle skiing and snowboard innovations in hall B4, and snowsports and cross-country accessories in B6. Halls B2 and B3 provide a unique overview of the latest colors and designs for this winter's snowsports clothing.

### Trends, innovation and industry services: The future has arrived.

What are the digital technologies set to revolutionize sport? The exhibition in hall C6 will give you an insight into tomorrow's sports equipment industry. Also in C6: ISPO Digitize, the platform to help you prepare for the digital future. ISPO Brandnew village in B4.

### Manufacturing & Suppliers: The meeting point for suppliers and manufacturers.

From performance textiles, materials and fibers to buttons, zippers and a vast range of services: Product managers, designers and companies come together in halls C1 to C5. ISPO Textrends in C4 and C5.

### Teamsports: It's the team that counts.

Being a team player doesn't stop when you leave the field—it's a way of life. And one that has its own dedicated segment, in hall C6. This is where the sports industry demonstrates the latest in team sports.

## Advantages & New Features.

With over 2,800 exhibitors and on average around 84,000 industry experts from over 120 countries, ISPO Munich has been one of the most successful international multi-segment trade shows within the sports sector in recent years.

### Some reasons why you just can't miss ISPO Munich 2019:

- Largest worldwide meeting point for sport professionals, opinion leaders, and industry giants.
- Trend barometer and platform for national and international sports equipment manufacturers and brands.

- A look ahead with ISPO Award, ISPO Brandnew and ISPO Textrends.
- Direct, personal contact with innovative brands and suppliers of many different products and creative solutions.
- A four-day trade fair, giving you time to network and build business relationships.
- Training opportunities in conferences, talks, discussion forums, and direct dialog with experts.

### The new ISPO Munich app with networking function.

With the new ISPO Munich app, top decision-makers and experts in the industry meet on one platform. The app

allows users to discuss current topics, and to network before, during, and after the trade fair. Meet and stay in contact with colleagues, even if you're not in the same place and use the opportunity to participate in interesting discussions.

On the personalized home screen, you have the best overview of all the events and exhibitors that are relevant to you. With the hall plan, you can quickly find exhibitors and your schedule. The exhibitors you are interested in will be highlighted in the hall plan.

Due to various opportunities of personalization, you can shape your visit to ISPO Munich 2019 completely according to your wishes, for a successful and enjoyable trade fair.



The new ISPO Munich app will be available from December as a free download for iOS and Android. The use of the networking function is included in your ISPO Munich ticket. More: [ispo.com/en/app](http://ispo.com/en/app)

# Focus Areas.

## EW: OutDoor by ISPO Lounge

Inspiration, first detailed insights and other important information for OutDoor by ISPO—first time that the show takes place in Munich from June 30 until July 3. Brands, retail and media find answers on open questions as well as helpful suggestions concerning the new platform.

## A2: Scandinavian Outdoor Group Village

The SOG-Bar and Lounge from Europe's northern nations form a legendary, extremely popular port of call for buyers, decision-makers and journalists.

## A3: Snow & Safety Summit

Safety on and off the piste has become one of the key topics for winter sports and the outdoor industry.

## A3: Vertical Fitness Lounge

Indoor and outdoor climbing: Part of the urban lifestyle and fitness trend.

## A4: CSR Hub & Sustainability Kiosk

The demand for transparent communication about products and how they get to consumers is growing—and is more than just a trend.

## A4: Outdoor, Travel & Watersports Village

The surfing and paddle sports industry will be demonstrating its latest products and trends in a large water tank. Inspirations and information about travel equipment and camping are also available here.

## A4: Shoe Village

In addition to the latest trends, visitors of ISPO Munich will find in this newly created area not only the opportunity to test current products, but also insights into the technological future of the shoe industry.

## A5: Mobile Health & Fitness

Digital technologies and the latest fitness solutions not only help to schedule your workout, but also monitor and optimize it.

## A5: Body & Mind

Those who take a holistic, gentle approach to health and fitness know all about the popularity of yoga and pilates.

## A6: Health & Fitness Forum

Training using fitness equipment, with weights, circuit training and athletics, CrossFit training, boxing workouts, and gymnastics.

## B2: Woolstreet

This centers around natural wool and related products made from processed wool fibers.

## B4: Welcome to Snowsports

Trends, innovations, and developments in trade and industry—advancements

in the world of boardsports, freeskiing and freeride brands.

## B5: World of Skiing

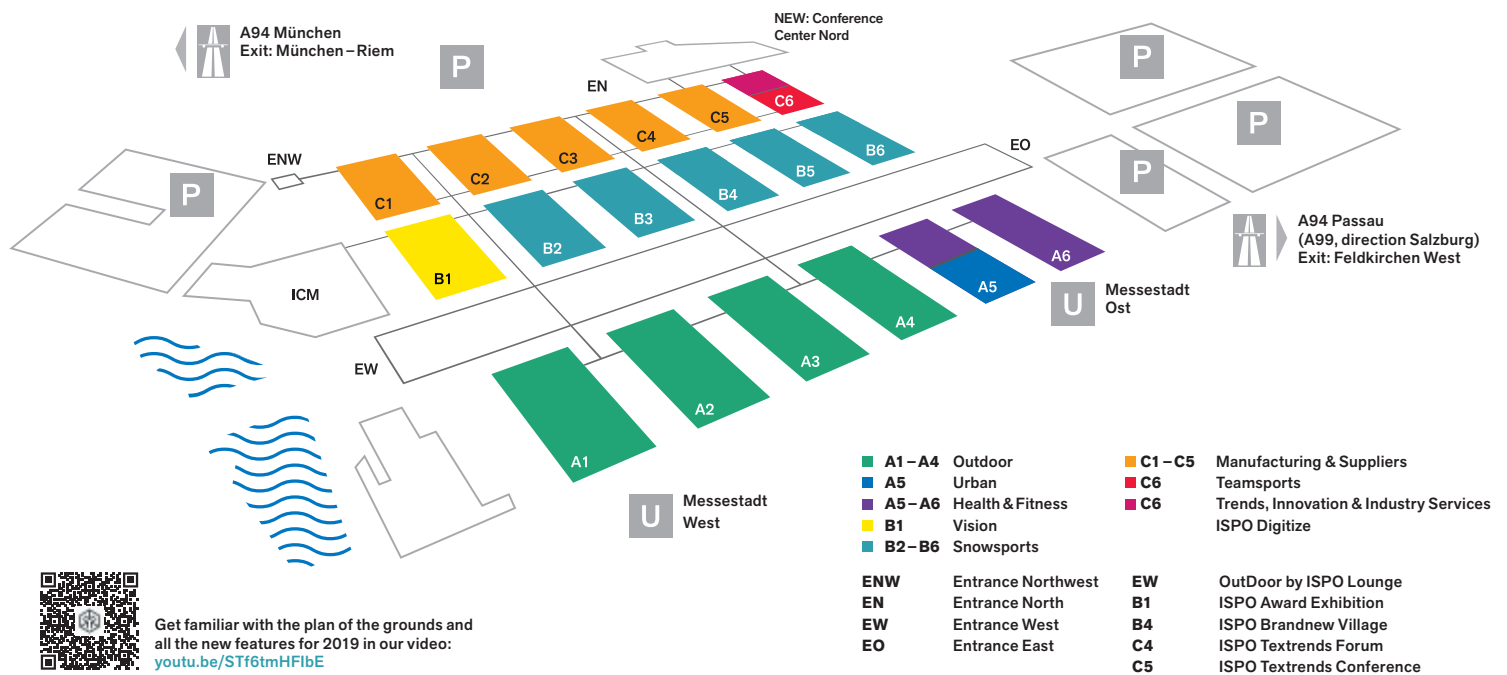
Visitors of ISPO Munich get an intense insight in the overwhelming world of Skiing. In between the big players of the industry a new concept of hall set up was developed to encourage networking and exchange of inspiration between brands, retailers and media.

## B6: World of Snowsports Accessories

Newest trends in the huge world of accessories: In this hall visitors of ISPO Munich find the newest trends and developments of helmets, goggles, glasses and poles.

## B6: World of Snowsports X-Country

The meeting point for the Nordic scene and those who don't want to let their fitness programs fall by the wayside in winter.



## Buy Tickets Online and Save Time.

Don't miss out when sports equipment manufacturers and service providers, sports retailers, sports business professionals, journalists, and influencers from across the world come together to shape the future at ISPO Munich.

**Secure your early bird ticket now before 12/17/2018 at:**  
[ispo.com/munich/ticket](https://ispo.com/munich/ticket)

### Travel

When preparing for your trade fair visit, it is important to find the perfect accommodation and plan ahead for your journey. Our partners Deutsche Bahn and Lufthansa are offering discounted tickets. Find more information and tips here:

[ispo.com/en/munich/travel](https://ispo.com/en/munich/travel)

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### Overview of ticket prices.

	Price for Retail*	Standard Price**
<b>One-day ticket early bird</b> (only online until Dec 17, 2018)	€ 15	€ 59
<b>Four-day ticket early bird</b> (only online until Dec 17, 2018)	€ 23	€ 109
One-day ticket online	€ 19	€ 69
One-day ticket on site	€ 29	€ 99
Four-day ticket online	€ 29	€ 129
Four-day ticket on site	€ 49	€ 69
ISPO Card	€ 79	€ 179
Trainee one day-ticket (online/on site)***	€ 17	€ 17
Kid's ticket (only on site)	free	free

\* with proof: Retail and wholesale trade, brand manufacturers, distributors/sales representatives

\*\* Brand-, contract-, fabric- and accessory manufacturers without a booth, sports instructors, designers, agencies (event, PR, marketing, rights, etc.), colleges/training centers, travel operators, tourism, sports medicine, fitness, sports organizations, professional athletes, rights dealers, sports rights intermediaries

\*\*\* with proof: apprentices, school and college students