



Messe München

Connecting Global Competence

# Welcome to the future of Outdoor.



#OutDoorByISPO  
[ispo.com/outdoor](https://ispo.com/outdoor)

**OutDoor**  
by ISPO



**CLIMBING**

**BIKING**

**WATERSPORT**

**VERTICAL  
FITNESS**

**OutDoor  
by ISPO**

**OutDoor  
by ISPO**

**WATERSPORT**

**WATERSPORT**

**BIKING**

**BIKING**

**CLIMBING**

**CLIMBING**



# The road to new horizons.

OutDoor by ISPO is more than a trade show. It is an international platform to connect the relevant stakeholders in an inspiring environment. Together we will craft a desirable and contemporary mindset, focusing on consumers' urge to be outdoors. We will design the future of outdoor together.



## **The layout (left page):**

We have created a new perspective by setting up a new, stunning show layout. Information at the entrance area of each hall will guide visitors and draw them into each segment.

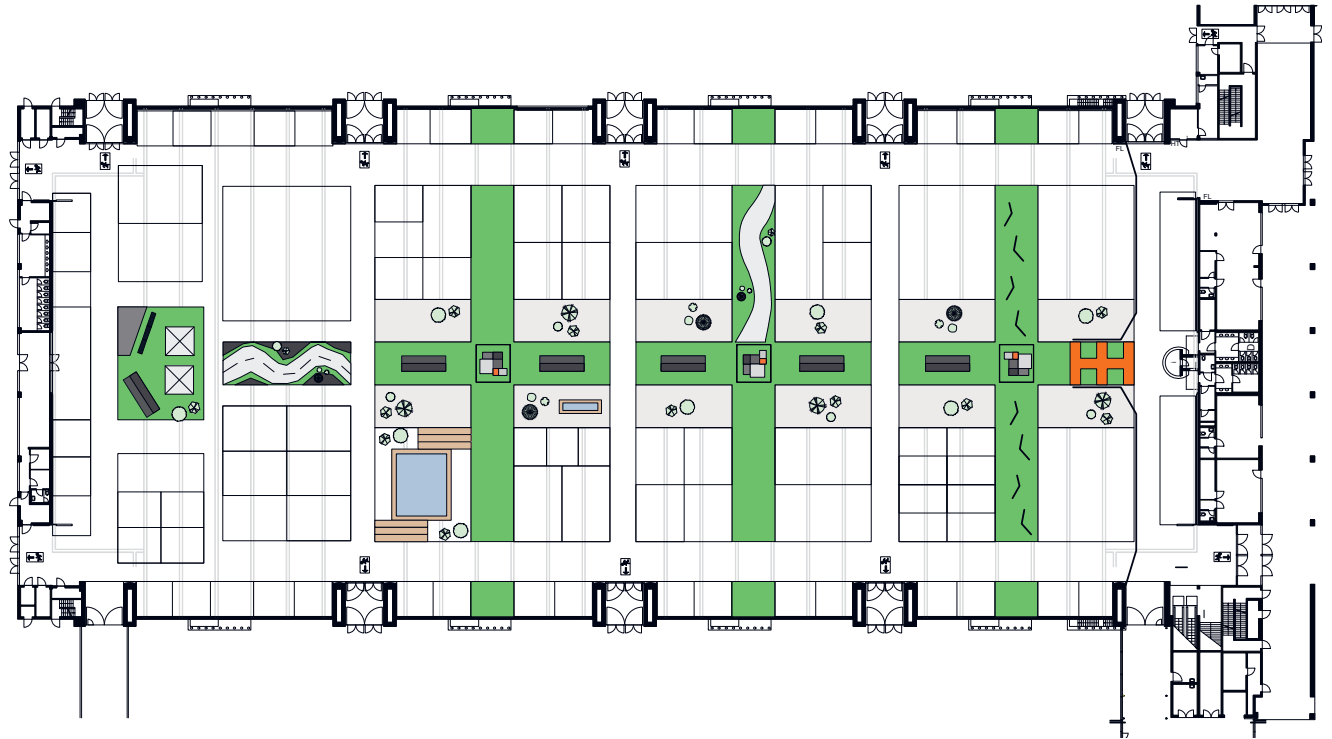
## **The halls (top image):**

Our location plan includes the brand-new halls C5 and C6 as well as the new conference center in the north and a vast outside exhibition area.

## **The surroundings (bottom image):**

The parking space and camping area are directly connected to the eastern entrance. Just a few meters away is the beautiful Riemer lake.

# Open space for open minds



## Hall-layout (top image):

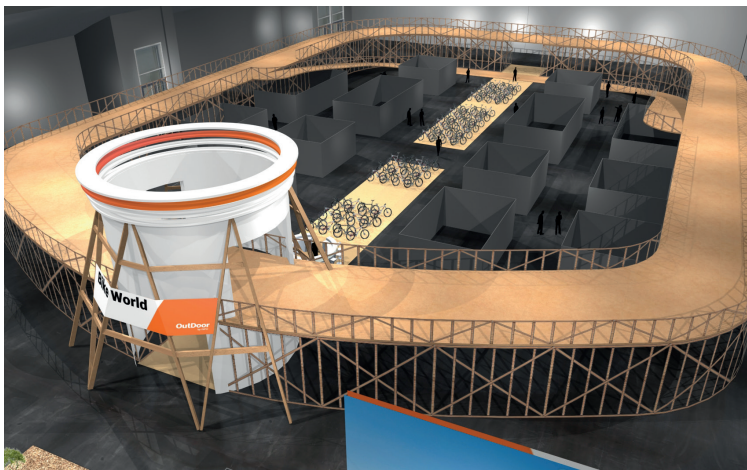
The revolutionary hall concept guarantees a front row position to every exhibiting brand. The layout guides visitors instinctively through the exhibition and creates an open and welcoming atmosphere. Big central aisles create the best possible flow.

## Focus-areas (center and bottom image):

Visitors will be inspired by open stands and curated topics in the center. The different segments at the show will be reinforced with thematic focus & activation areas such as climbing or watersports.



# Special halls



## Top image:

From product to brandstage: Nothing else contributes more to our mission than the new set-up of the halls. Brands will have the best opportunity to deliver experiences to customers and media. The layout is designed to give as much guidance and on the other hand freedom to produce the best possible results.

## Center image:

The tent hall with its outstanding atmosphere will create a natural camping feeling.

## Bottom image:

The bike hall with its test arena offers a wide range of product testing opportunities. Extra Energy will coordinate the exhibition and will offer various packages for interested brands.

[www.extraenergy.org](http://www.extraenergy.org)

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## Exhibitor-friendly

We create synergies for exhibitors, offering them fair financial and organizational packages. For instance, with OutDoor-Easy. Here we are offering small brands and startups pre-built booths at fair prices and introducing fresh ideas.

### Square metre prices

Row stand: 130 €/qm  
Corner stand: 146 €/qm  
End stand: 154 €/qm  
Island stand: 164 €/qm  
Outside exhibition area: 69–99 €/qm

## Retail-focused

We are building on Munich's unique infrastructure with fair travel and accommodation options. Specifically tailored to the needs of all retailers, large and small. For instance, we are providing a free ticket for each square meter and offering special travel packages for foreign retailers.

## Consumer-centric

We conceive outdoor from the perspective of the consumer – their needs and interests define the market. To get in touch, we created the OutDays – a series of festivals, presenting outdoor activities across the entire city. Retail-stores are the stages for this B2B2C event that takes our mindset to Munich. This is how we inspire new potential and connections for brands, retailers and beyond.

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## Segments

### Core OutDoor Segments

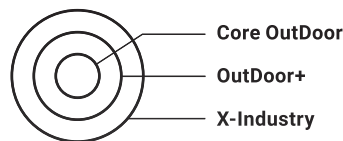
- Mountaineering
- Hiking
- Trekking
- Climbing
- Bouldering
- Camping
- Traveling
- Trailrunning
- Functional Fabrics, Fibres and Textrends

### OutDoor+ Segments

- Adventure & Destination Tourism
- Alternative Outdoor
- Urban Outdoor
- Mountainbike, E-Mountainbike
- Outdoor Fitness
- Paddling, Kayaking, SUP
- Paragliding
- Surf & Water-sports
- Yoga/Well-being/Health
- Nutrition
- Digital Outdoor
- Electronics/Wearables

### X-Industry Segments

- Digital retail & industry solutions
- Environmental technologies
- Printed and organic electronics
- Electronic components
- Transport and logistics
- Real-estate
- Automation and robotics



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## Focus & activation areas

- Paddle Village in cooperation with Paddle Expo
- Joint Pavilion with OSV – Camp de Base
- Scandinavian Outdoor Village
- Running symposium in cooperation with Runners' World
- Shoe testing area & different running courses
- Urban Outdoor Lab

- Vertical Fitness/Gym Area
- Climbing & Safety Area
- Bike Test Parcours
- Body & Mind Stage
- Activation Areas (e.g. Yoga, Slacklining, Bouldering)
- CSR Hub + Makethon on Sustainability
- Showroom for digital solutions
- Career Day & Student's Program
- Blogger & Influencer Lounge



# X-Industry.

Selected exhibitors are embedded in a knowledge sharing environment. They bring in fresh ideas to attract intersections and open up new horizons for the whole industry.



**Curated theme islands (top image):**

Relevant Messe München fairs and platforms are each hosting an island with selected exhibitors to provide tailor-made expertise and innovative input for the outdoor industry.

**Contents and formats (bottom image):**

Stages, speaker corners and networking areas will ensure that the hall serves as a hub for cross-industrial knowledge sharing and as a driving force for innovation.

# Accelerating the global evolution of sports

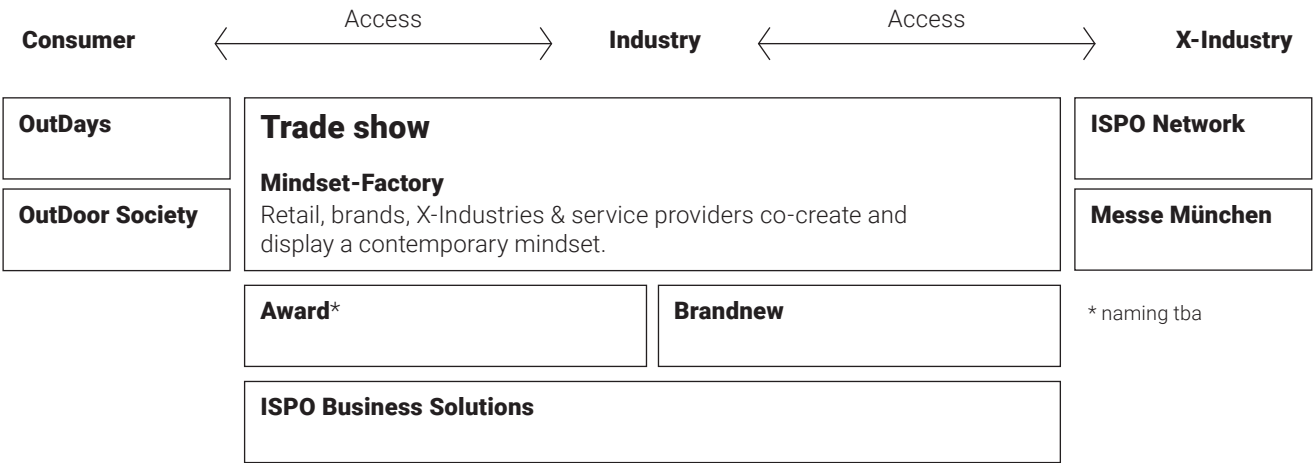
OutDoor is an essential part of ISPO – a network that combines a variety of solutions for business professionals and consumer experts. 365 days a week, 24 hours a day, worldwide. Together, we follow the desire for progress and make sports so powerful and connective that everyone can be a part of it.





# OutDoor by ISPO as a year-round platform

OutDoor by ISPO is much more than a trade show. We are uniting brands, retailers and consumers to collectively shape the future of OutDoor: with the show at the centre, consumer activities like OutDays or OutDoor Society or the strong connection to other industries thanks to our links to the leading trade shows of Messe München.



**“ This platform is the answer to our vision 2020, which we have created collectively within the industry. We will develop OutDoor by ISPO together, shaping our common understanding of outdoor now and in the future – for enhanced appeal and sustainable growth. ”**

Mark Held, General Secretary, European Outdoor Group

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# The future is now.

## Event dates 2019–2021

June 30 to July 3, 2019  
June 28 to July 1, 2020  
June 20 to June 23, 2021

**Visit the OutDoor by ISPO Lounge  
in the entrance west at ISPO Munich  
February 03 to 06, 2019**

## Cooperating Brands

[ispo.com/en/outdoor/exhibitor-brands](https://ispo.com/en/outdoor/exhibitor-brands)

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## Altogether to Munich: Our international travel packages

"Altogether to Munich" is our brand-new online platform with a one stop shopping tool for retailers and partners. The user-friendly front-end makes it easier than ever for sports retailers to organize travel, accommodation and meetings.

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<b>Prices for visitors:</b>	<b>OutDoor by ISPO</b> Price for Retail	<b>OutDoor by ISPO</b> Price for Others
<b>One-day ticket online</b> <b>Early Bird</b>	15€	75€
<b>4-day ticket</b> <b>Early Bird</b>	19€	250€
<b>One-day ticket online</b>	17 €	79 €
<b>One-day ticket on site</b>	24 €	99 €
<b>4-day ticket online</b>	24€	325 €
<b>4-day ticket on site</b>	39 €	350 €
<b>Trainee one-day ticket</b> (For apprentices, school and college students)	17 €	17 €
<b>Kids' ticket</b> (up to the age of 12)	Free, on site	Free, on site

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# Find out more.

There is much more to discover. From new cooperating brands to the details of our campsite or plans for parties and get-togethers. Subscribe for our newsletter to stay up to date, contact us at any time for further information or check our website:

**[ispo.com/en/outdoor](https://ispo.com/en/outdoor)**

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## Let's shape the future of Outdoor together.



**Kim Scholze**  
Community Manager  
OutDoor  
[scholze@ispo.com](mailto:scholze@ispo.com)



**Constanze Fuchs**  
Community Manager Sports Fashion,  
Performance and Health & Fitness  
[fuchs@ispo.com](mailto:fuchs@ispo.com)



**Engin Müller-Oezer**  
Community Manager Textrends,  
Sourcing & Manufacturing  
[mueller-oezer@ispo.com](mailto:mueller-oezer@ispo.com)



**Bastian Dietz**  
Community Manager  
Snowsports & Bike  
[dietz@ispo.com](mailto:dietz@ispo.com)



**Franziska Zindl**  
Community Manager Digitize –  
Retail & Industry Services  
[zindl@ispo.com](mailto:zindl@ispo.com)



**Anabel Röder**  
Project Manager  
OutDoor  
[roeder@ispo.com](mailto:roeder@ispo.com)

**Rendered images in this publication,  
design and realisation:**

X-industry: KEMMLER KEMMLER  
All others: ARNO DESIGN





OutDoor  
by ISPO

Bike World