

ISPO Shanghai 2019

Shanghai New International Expo Centre
July 5-7, 2019



Messe München
Connecting Global Competence



ISPO
Shanghai 

**ISPO is a full
service provider.**

We offer versatile access. For companies and consumers.

Markets

ISPO
Munich

ISPO
Beijing

ISPO
Shanghai

OutDoor
by ISPO

Access & Accelerate

ISPO
Brandnew

ISPO
Open Innovation

ISPO Award

ISPO
Academy

ISPO
Digitize

Supply & Support

ISPO
Textrends

ISPO
Job Market

ISPO.com

ISPO Shop

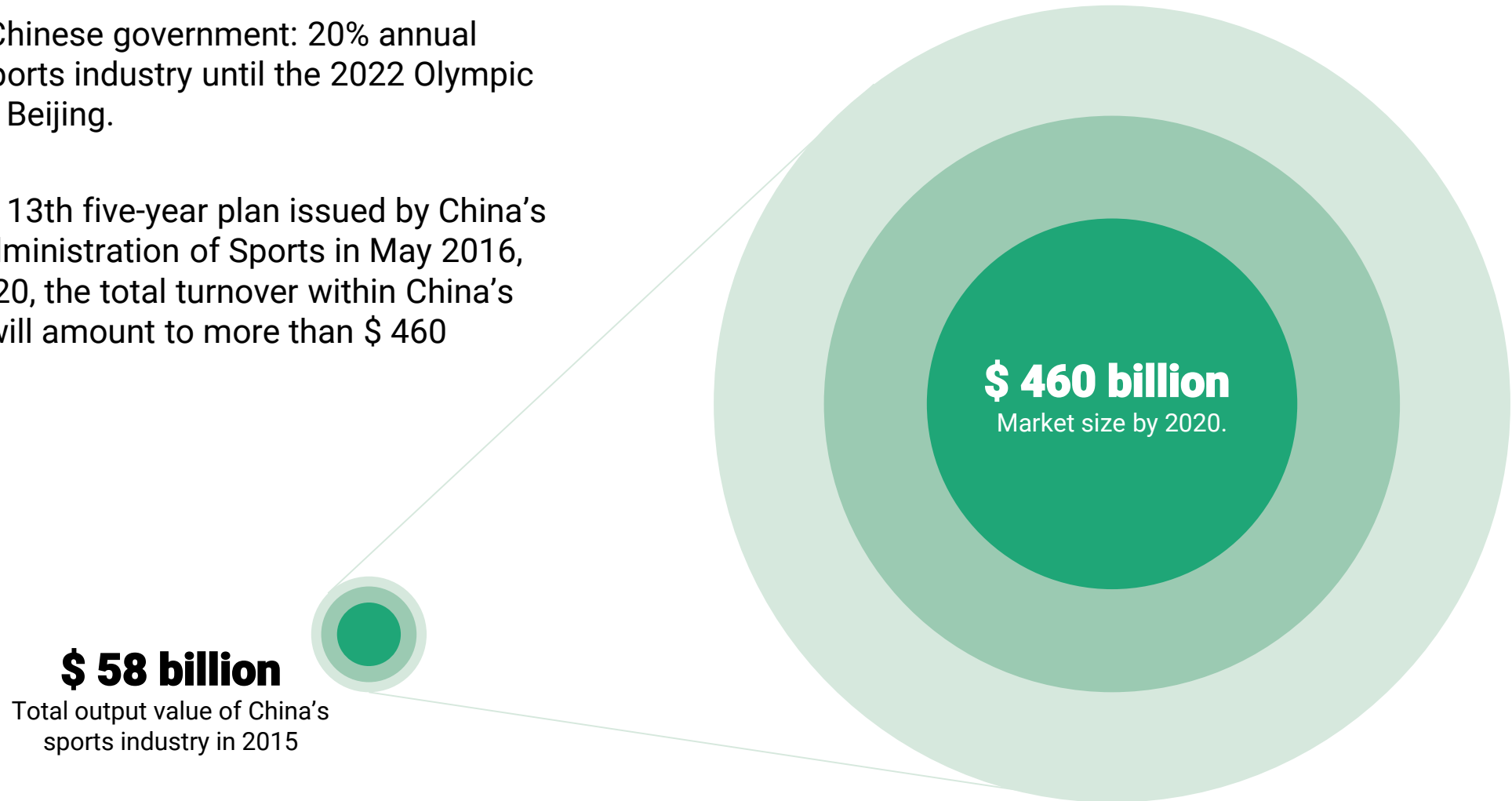


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China: The sports market of the future.

The goal of the Chinese government: 20% annual growth for the sports industry until the 2022 Olympic Winter Games in Beijing.

According to the 13th five-year plan issued by China's State General Administration of Sports in May 2016, by the end of 2020, the total turnover within China's sports industry will amount to more than \$ 460 billion.



China: The sports market of the future.



1.4 billion population

An increasing middle class is hungry for sports and leisure activities. >415 m millennials are ready to consume sport products.



70% look for high quality

By 2020, 70% of Chinese consumers will belong to the middle (55%) or high-end (15%) market segments. One billion consumers will be asking for superior quality products, which is three times the number of all of the consumers in Europe and the USA combined.



900 m e-commerce shoppers

China is the 2nd largest e-commerce market for sports and outdoor products. In 2020, an estimated 900 million Chinese consumers will shop online and / or by mobile.

70,000 new soccer fields

By 2020, 70,000 new soccer fields will have been built. The new pitches will cover an area larger than 750 km².



Enormous growth rates for running

The number of marathons and running events increased by 150% between 2015 and 2016. In 2016, 2.8 million runners participated in racing. That's 180% more than the previous year.

Facts & figures about ISPO Shanghai.

Since 2015 ISPO Shanghai is the platform for innovation, marketing, networking and communication for China's sports market.

Exhibitors & brands 2018

- 526 exhibitors & 655 brands
- More than 14,500 visitors

Exhibition area

- 33,000 sqm & 3 halls

Segments

- Running, Health & Fitness, Water Sports, Outdoor, Manufacturing & Suppliers



Visitor centric hall plan & trade show segments.

Health & Fitness

Running

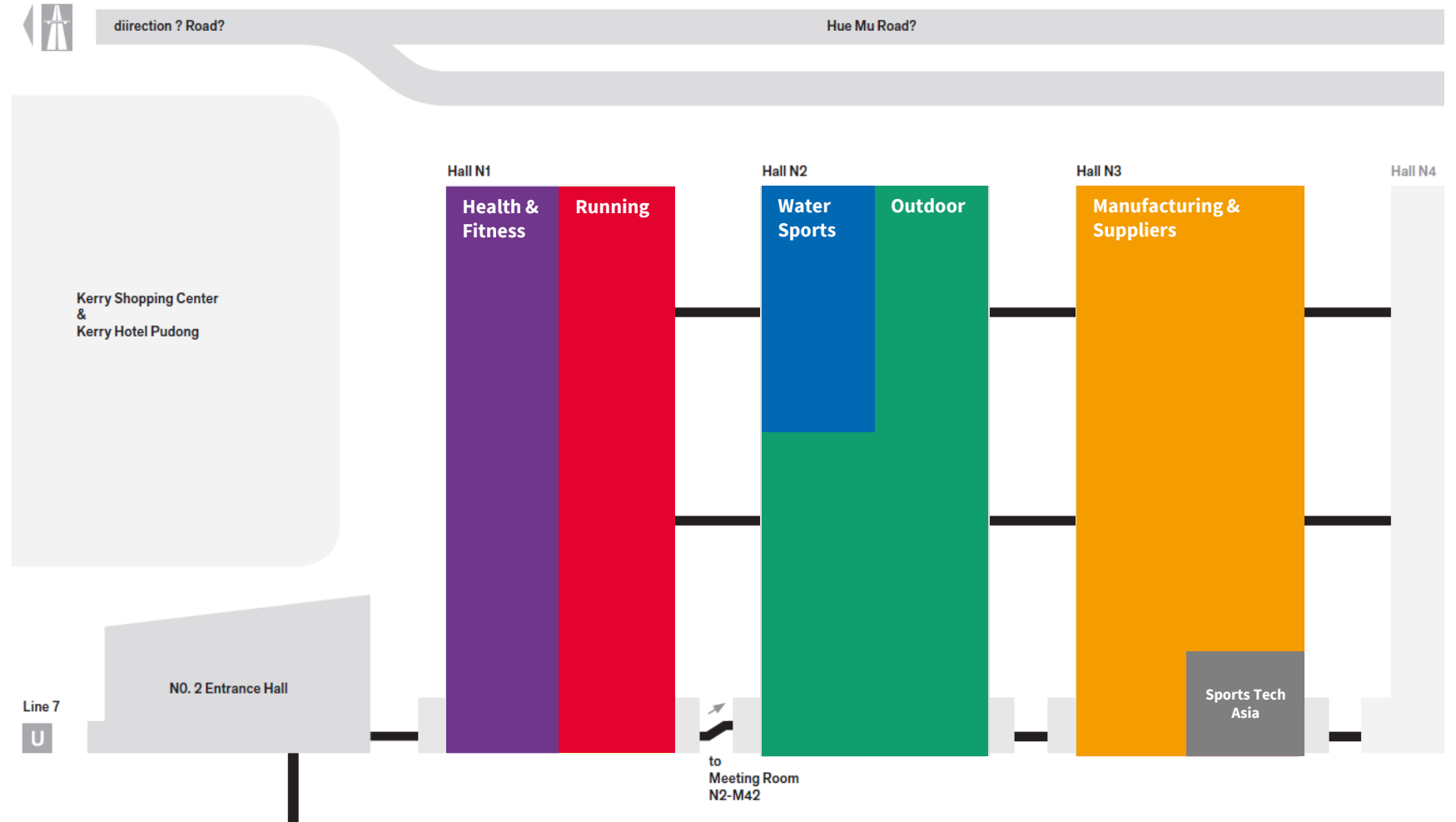
Water Sports

Outdoor

Manufacturing & Suppliers

Fokus Topics:

- Digitalization
- Football
- Women & Kids



Excerpt of confirmed brands ISPO Shanghai 2019.

Health & Fitness

Yvette 



Running



Outdoor



Water Sports



Manufacturing & Suppliers



Taiwan Textile Federation
紡拓會



Trade show visitors.

More than 14,500 sports industry professionals gather yearly in Shanghai.

50% of our visitors are from retail and distribution channels.

28 % Companies and brands

26 % Distributors & wholesaler

24 % Retailers (stores & e-commerce)

11 % Manufacturers

4 % Key opinion leaders (KOLs)

3 % Press & media

4 % Other



Unique visitor concept: “B2B2KOL”.

WHAT

665 million consumers in China are on Social Media. 50% use Social Media to do product research.*

Influencers, or as they are called in China – KOLs (Key Opinion Leaders) are extremely powerful. They are heavily influencing purchasing decisions.

Up to **70%** of Chinese consumers born after 1995 prefer buying products directly via social media than other channels.

The global average is 44%

*statista.com & Accenture Study

WHY

Chinese consumers are wary to trust brands they don't know. They rely heavily on the opinions of KOLs as well as their social networks.

Online shopping in China is a social affair, boosted by the fact that you can seamlessly buy and pay for your desired items, all on social media without leaving the apps.

“If you don't have a KOL, you won't sell.”

Cyril Drouin, Boston Consulting Group

Our solution

- We invite the right KOLs to the trade show (celebrities, athletes, influencers in sports clubs and sport venues etc.). Connect with them to reach millions of consumers in China.
- With this approach ISPO reinvents the classic B2B trade show and introduces a new concept that we call **“B2B2KOL”**.

Benefits for exhibitors & visitors:

Professional KOLs will share their knowledge on our stages. Get instant feedback about your products or discuss the latest market trends. Connect with them and build future partnerships.

Matchmaking platform at ISPO Shanghai 2019.

Benefits

- ❖ **High efficiency matchmaking:**
Meeting schedule before the show (only for exhibitors)
- ❖ **Independent meeting rooms:**
ISPO will provide a quiet and convenient atmosphere for each meeting
- ❖ **Onsite appointments:**
Appointments can be scheduled onsite based on availability (for visitors)



Review 2019

33 e-commerce companies,
department stores, sports/outdoor
retailers, product managers and
designers.

189 registered matchmaking
meetings.

E-commerce companies:
Alibaba, 1688, SANFO, dangdang, amazon
globe selling, etc.

Department stores:
Bailan Group, Wushang, SKP Beijing, New
Yansha Mall, etc.

Sports/Outdoor retailers:
SANFO, InterSports, SportsBox, etc.

Product managers and designers:
ANTA, BESTSELLER, Regatta, etc.

Forums to learn, grow and connect.

A large number of free conferences, forums and events accompany the trade show. Expand your knowledge and connect with experts from different fields.

- ***Retail & Digitalization Forum***
- ***China Sports Fashion Trend Forum***
- ***Watersports Industry Forum***
- ***Kids & Women Sport Industry Forum***
- ***International Football Forum***

...any many more.



ISPO and Tmall join forces for your success.

Tmall is the world's largest e-commerce marketplace and part of the Alibaba Group.

The partnership between ISPO and Tmall gives you the opportunity to...

Meet Tmall representatives to discuss business opportunities.

Open a Tmall flagship store quicker and easier than your competition.

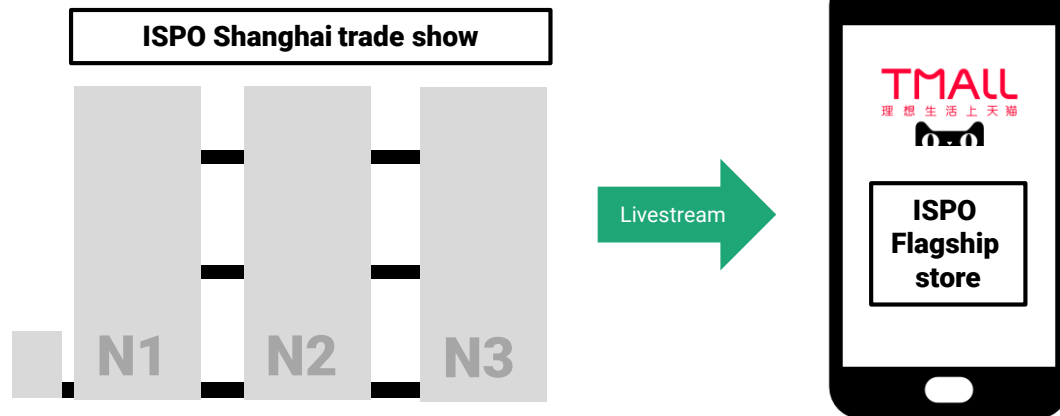
Participate in live stream events to reach millions of consumers.



ISPO and Tmall join forces for your success.

With the **ISPO x Tmall Fashion Show** we present a completely new way how an B2B trade show appearance can boost your ecommerce sales.

ISPO exhibitors can show their products at the fashion-lifestyle show during the trade fair days. A sponsored livestream in the ISPO Tmall store ensures that your products are seen by hundreds of thousands of sports enthusiasts. The viewers can buy the products directly online.



Results of Tmall livestream (ISPO Beijing):
1.115.000 views, 2.245.000 Likes



Special topic: International football clubs in China.

Review ISPO Beijing Pilot Cooperation

Bundesliga International + 7 Bundesliga Clubs participated in the first edition of the cooperation in Beijing 2019:

- Borussia Dortmund
- Borussia Mönchengladbach
- Eintracht Frankfurt
- Bayer 04 Leverkusen
- FC Schalke 04
- VfB Stuttgart
- VfL Wolfsburg

Content:

- Football Activation Area
- International Football Forum



Special topic: International football clubs in China.

Bringing together clubs and associations to increase brand awareness in China. With our trade show the clubs meet media & fans and inspire visitors as well as Chinese sport influencers (KOLs) for high class football.

Football Cooperation:

- International Football Forum
- Football Networking Dinner
- Football Activation Area

In discussion with:

- Bundesliga International
- Brazilian Football Association
- Chinese Football Association



Valuable partner trade show: Sports Tech Asia.

Through cooperation with Sports Tech Asia, visitors to ISPO Shanghai can experience the whole value chain of the sports industry at one trade show.

Sports Tech Asia is the leading trade fair for highly innovative machines and technologies used in the manufacture of sports products.

Visitors can get an overview of the entire value-added chain, from production to the finished product in an area of more than 2,000 square meters.



Market Introduction Seminar for China.

The Market Introduction Program for China is a specific seminar that makes it easier for newcomers to enter the Chinese market.

During the seminar day at OutDoor by ISPO (July 2, 2019) we answer the most important questions about your business success in the Chinese sports market:

- ***How can I evaluate the realistic market potential of my products and my company?***
- ***How can I prepare my business for the specific conditions and needs of the Chinese market?***
- ***How can I find reliable long-term partners?***

early bird*: 399 EUR / 3,035 CNY
regular price: 499 EUR / 3,796 CNY

*until May 31st



For more information
contact us: shanghai@ispo.com

ISPO Shanghai makes your life easier.*

No time, low budget?

ISPO Shanghai provides time & cost-efficient solutions for your participation in the show!

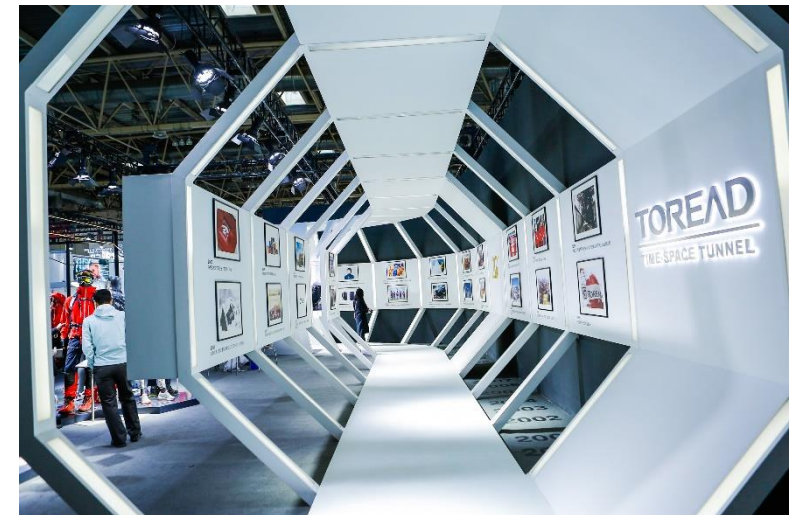
Classic booth + shell scheme	Ispo Easy
<ul style="list-style-type: none">✓ Floor space rental✓ Walls✓ Carpet✓ Basic furniture✓ Basic lightning & 1 socket✓ Fascia with company name & booth number✓ Standard logo graphics✓ Exhibitor passes✓ Insertion (English + Chinese) in catalog & in visitor planner	<ul style="list-style-type: none">✓ Everything provided from the classic booth (Left side) <p>+</p> <ul style="list-style-type: none">✓ High quality material✓ Open and inviting exhibition area "ISPO Easy"✓ Strong presence thanks to good positioning in the hall✓ Increased interest by putting multiple companies together✓ Chinese speaking temp staff
→ 200 EUR / sqm (~1,535 CNY)	→ 300 EUR / sqm (~2,280 CNY)

*please find more details in the backup slides

ISPO Shanghai: Price overview.

Item	Price unit
Price / m ² - regular	1,150 CNY (ca. 145 €)
+ Communication fee / exhibitor	+ 925 CNY (ca. 117 €)

Stand package	Price unit
Premium	385 CNY (ca. 51 €)
Sparkle	470 CNY (ca. 62 €)
Economic	555 CNY (ca. 73 €)
Eminence	810 CNY (ca. 107 €)



Global Benefit Package.

Benefit from attractive prices if you exhibit at more than one ISPO trade Show. Our Global Benefit Packages are designed to give you the best value for your investment. The following combinations are possible:

Package		ISPO Munich	ISPO Beijing	ISPO Shanghai	OutDoor by ISPO
4 Shows		✓	✓	✓	✓
3 Shows		✓	✓	✓	
		✓	✓		✓
		✓		✓	✓
			✓	✓	✓
2 Shows	European	✓*			✓*
	Asian		✓	✓	
	Winter	✓	✓		
	Summer			✓	✓

Deadlines to sign contract:

- Starting with Summer shows 2019: **April 30, 2019**
- Starting with Winter shows 2020: **September, 30 2019**

* 90 sqm minimum

Global Benefit Package: 4 shows package benefits

-15%

Reduction on sqm price (regular price)

-20%

Reduction on all ISPO Business Solutions

+ Award

4x Product Application for free (both ISPO Munich & OutDoor by ISPO)

+ ISPO Textrends

For consumer brands: Free Textrends Book (199€)

+ ISPO Academy:

50% discount on 2 tickets for ISPO Digitize (950€) + 1 ticket for China Market Introduction Program (1,300€)

-10%

Reduction on OutDoor by ISPO onsite advertising

+ compared to catalogue prices; limited availability

Free

+ Access to the Sports Evolution Report (600€)

+ Worldwide free participation in ISPO Academy and webinars

Global Benefit Package: 3 shows package benefits

-10%

Reduction on sqm price (regular price)

-15%

Reduction on all ISPO Business Solutions

+ Award

2x Product Application for free (both ISPO Munich & OutDoor by ISPO)

+ ISPO Textrends

For consumer brands: Free Textrends Book (199€)

+ ISPO Academy:

50% discount on 2 tickets for ISPO Digitize (950€) + 1 ticket for China Market Introduction Program (1,300€)

-10%

Reduction on OutDoor by ISPO onsite advertising

+ compared to catalogue prices; limited availability

Free

+ Access to the Sports Evolution Report (600€)

+ Worldwide free participation in ISPO Academy and webinars

Global Benefit Package: 2 shows package benefits

-5%

Reduction on sqm price (regular price)

-10%

Reduction on all ISPO Business Solutions

+ Award

1x Product Application for free (ISPO Munich or OutDoor by ISPO)

+ ISPO Textrends

For consumer brands: 25% voucher for Textrends Book (199€)

+ ISPO Academy:

20% discount on 2 tickets for ISPO Digitize (950€) + 1 ticket for China Market Introduction Program (1,300€)

-10%

Reduction on OutDoor by ISPO onsite advertising

+ compared to catalogue prices; limited availability

Free

+ Access to the Sports Evolution Report (600€)

+ Worldwide free participation in ISPO Academy and webinars



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Classic booth + shell scheme premium

The package includes:

- ✓ Floor space rental
- ✓ Walls (2,5 m ht)
- ✓ Carpet
- ✓ Basic furniture (1 table, 4 chairs, 1 lockable cupboard, 1 waste paper basket)
- ✓ Basic lightning & 1 socket
- ✓ Fascia with company name and booth number, standard logo graphics
- ✓ Exhibitor passes (according to booth size)
- ✓ Bilingual insertion (English / Chinese) in catalog, and in the visitor planner

Price / m²
200 € / m² (~1,535 CNY)

Next step: [Apply here!](#)



ISPO Easy

The package includes:

- ✓ Everything provided from the classic booth
- +
- ✓ High quality
- ✓ Open and inviting exhibition area
- ✓ Strong presence thanks to good positioning in the hall
- ✓ Increased interest by putting multiple companies together
- ✓ Chinese speaking temp staff

Price / m²
300 € / m² (~2,280 CNY)

next step: please contact
shanghai@ispo.com

