



Messe München  
Connecting Global Competence

# Explore outdoor. Shape outdoor. Create future growth.



#OutDoorByISPO  
ispo.com/en/outdoor

June 30–July 3, 2019  
Messe München

**OutDoor**  
by ISPO

## Never miss a starting movement.

**Discover more than an overview of the market, exciting innovations, products and brands. Shape the global understanding of outdoor and really bring it to life.**

In order to grow and evolve outdoor we will feed the established roots of the industry with a new, more open tradeshow concept. Furthermore, we are welcoming new segments and industries to encourage mutual inspiration, collaboration and synergy.

### Core OutDoor

Outdoor is, and will remain, a way of life. Walking, climbing, camping and mountaineering – the activities are extremely varied. The Core OutDoor zone encompasses products and offers based around what has been the core of the outdoor movement for decades now.

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

### OutDoor+

Consumers don't experience and define outdoor in terms of product categories, but in terms of goals, desires and values. These have long since surpassed the traditional definition of outdoor. OutDoor+ reflects this and provides the perfect framework for consumer-centric action.

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

### X-Industry

Outdoor and new technologies are merging even further. Whether it's smart textiles, wearables, logistics, automation or environmental technologies – in the Cross-Industry zone, the outdoor movement comes together with other sectors to create innovations and new collaborations.

- // Digital Retail- & Industry-solutions
- // Environmental Technologies
- // Printed and Organic Electronics
- // Electric Components
- // Transport and Logistics
- // Real-estate
- // Automation and Robotics

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

**With an up-to-the minute understanding of consumers, profitable connections and cross-sectoral experts, we will create new possibilities and opportunities for growth and together forge a contemporary and desirable outdoor identity.**

### Retail-focused

We are building on Munich's unique infrastructure with its numerous travel and accommodation options. Specifically tailored to the needs of all retailers, large and small. For instance, we are providing our brandnew "Altogether to Munich" program, an online platform with a one stop booking tool for retailers and partners. The user-friendly

front-end makes it easier than ever for retailers to organize travel, accommodation and meetings.

### Consumer-centric

We conceive outdoor from the perspective of the consumer – after all, it's their needs and interests that define the market. In staying true to this, we created the OutDays – a series of festivals, presenting outdoor activities across the entire city. Retail stores will act as the stages for these B2B2C events that take our mindset to Munich. This is how we inspire new potential and connections for brands, retailers and beyond.

### The OutDoor by ISPO app with networking function

With the new OutDoor by ISPO app, top decision-makers and experts in the industry meet on one platform. The app allows users to discuss trending topics, and to network before, during, and after the trade fair. Meet and keep in touch with colleagues, even if you're not in the same place and use the opportunity to participate in interesting discussions. Thanks to various personalization features and the interactive hall plan, you can shape your visit to OutDoor by ISPO entirely according to your wishes, to create the most successful and enjoyable trade fair visit.



The new OutDoor by ISPO app will be available as a free download for iOS and Android.

# Focus & activation areas.

## A4: Retail Lounge

THE central hub for all trade visitors during the show: Take your time to relax, connect with other retailers and listen to interesting lectures and discussions about new retail solutions and innovative ideas for the point of sale.

## A5: Shoe & Trailrunning Village

Discover the latest innovations and trends, learn from showcase projects in sustainability and test out shoes on the 50 meter long test track.

## A6: Indoor Climbing Hub

Experience the world of sport climbing and bouldering! Gain exclusive insights with specific figures and trending topics that are moving the industry.

## B4: The Borderlands

A place where traditional crafts and aesthetics crumble and collide with fantasies and visions of the post-digital future. Interested?

## B5: Women in Outdoor Business Lounge

Kick start your networking opportunities, enjoy talks and learn more about the role of women in the outdoor industry – both as makers and consumers.

## B6: Adventure, Tourism & Travel Summit

Meet our partner ATTA (Adventure Travel & Trade Association) and benefit from their expertise and network.

## B6: CSR Hub & Sustainability Kiosk

Do good and talk about it: Listen to CSR experts and get exciting insights into the latest sustainability projects and products in the industry.

## B6: Scandinavian Outdoor Group Village

The Scandinavian Village with its central SOG-Bar showcases the trends from Europe's northern

nations – famous in the outdoor industry for innovation and design.

## C5: Bikepacking Zone

Bikepacking is a huge trend to live the adventure off grid. Learn more about this new kind of travelling and the equipment that boosts the trend to leave the established paths.

## C5: Bike Test Track

Try gravel, mtb and e-mtb's on an unique test track featuring mixed surfaces, obstacles and also an easy line for beginners.

## C5: Blogger & Influencer Lounge

Bloggers and influencers find their perfect retreat here. Network with exhibitors and like-minded people to discuss the latest trends.

## C6: River Lake Camp

Try out the latest watersports products in our big indoor pool. Join workshops, lectures or panel sessions and get valuable information about new features and developments.

**Keep up-to-date with our many other focus & activation areas on:**  
[ispo.com/en/outdoor/segments](http://ispo.com/en/outdoor/segments)

**B4:** Basecamp of Inspiration

**B4:** Textrends Forum

**B5:** Outstanding Outdoor

**B5:** X-Industry

**B6:** OSV Camp de Base

**Outside Area:** Kreuzzers Outdoor Kitchen

**Outside Area:** HangOut Area



Discover our new, innovative hall concept, which creates an open and welcoming atmosphere.

**EO** Entrance East  
**EN** Entrance North  
**EN** Airport Shuttle  
**EW** Entrance West

**Orange** Inside Exhibition Area  
**Light Orange** Outside Exhibition Area  
**Yellow** F9/F10 Camping & Glamping Area  
**Blue** ICM Internationales Congress Center München  
**ISPO Digitize Summit: July 3–4, 2019**

# Secure your ticket now!

## Prices for visitors:

	Price for retail*	Price for others**
<b>One-day ticket online Early Bird (only until May 20, 2019)</b>	<b>€ 15</b>	<b>€ 75</b>
<b>Four-day ticket online Early Bird (only until May 20, 2019)</b>	<b>€ 19</b>	<b>€ 250</b>
One-day ticket online	€ 17	€ 79
One-day ticket on site	€ 24	€ 99
Four-day ticket online	€ 24	€ 325
Four-day ticket on site	€ 39	€ 350
Trainee one-day ticket (online/on site)***	€ 17	€ 17
Kids ticket (up to the age of 12), only on site	<b>Free</b>	<b>Free</b>

**ISPO Digitize Summit combination tickets are available from April 2, 2019.**

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

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

\*\*\* With proof: Apprentices, school and college students

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**Secure your ticket now at:**  
[ispo.com/outdoor/ticket](http://ispo.com/outdoor/ticket)

Benefit from discounted travel tickets from our partners Deutsche Bahn and Lufthansa to help get you to the trade fair: [ispo.com/en/outdoor/travel](http://ispo.com/en/outdoor/travel)

## ISPO Digitize Summit

July 3–4, 2019, ICM – Internationales Congress Center München

### Key Topics:

- // Data Analytics & CRM
- // Digital Talents & Recruiting
- // Change Management & Digital Culture
- // Digital Infrastructure
- // eSports

**Secure your Early Bird ticket until May 28, 2019 at:**  
[ispo.com/en/digitize-summit](http://ispo.com/en/digitize-summit)