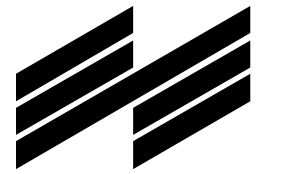


ISPO Munich Online 2021

Public Streams | B2C Offers

Feb., 1st – 5th 2021



Messe München

Connecting Global Competence



Sport is stronger.

Sport has never been so important to society. People have never been so open to all kind of opportunities for sports.

Say hello to our ISPO Munich Online B2C-offers: Public Streams. Available and free for everybody.

From 6 30 pm you bring sport into people's living rooms. With our public streams.

| | Monday – 01.02.2020 | Tuesday – 02.02.2020 | Wednesday – 03.02.2020 | Thursday – 04.02.2020 | Friday – 05.02.2020 |
|------------------------|---|--|-----------------------------------|----------------------------------|--------------------------------|
| 10 Uhr | Innovation & Creativity | Digitization & Sportstech | Health & Fitness | Sustainability | Friday for Good |
| 12-14 Uhr | Closed B2B Conference Program | | | | |
| 15:00-17:30 Uhr | | | | | |
| 17:30-18:30 Uhr | | | | | |
| 18:30-20 Uhr | Public Unveil Night ISPO Cup Award | Public B2C Air Time (Daily Open Gym Sessions) | | | |
| | | Public B2C Air Time (Nerd Sessions, Real Talks) | | | |

Open Gym

Host or curate public workouts and bring health into people's living rooms.

- **Host and create a workout** by presenting your brand and offers live and in action.
-> Perfect for App-Provider, Softgood Brands, Fitness Center Chains, etc.
- **Curate the topic** and create the frame for these workouts, where your product and expertise fits best.
-> Perfect for Hardgood Brands, Nutrition & Supplements, Media & Magazines, Accessories, etc.
- **Drive2Sales** with your special offer:
a) Advertise within live session
b) Placed in an incl. Native Ad at ISPO.com
c) Voucher in the Digital Goody Bag

4x slots available

Nerd Session

Stage your brands and products by showing your expertise and guidance.

- **Offer coachings** and stage your brand with appreciated knowledge.
-> Perfect for Body & Mind related brands, event preps (marathons, etc.) or media & magazines, etc.
- **Offer guided first steps** and excite the public to try sports and activities that require a little bit more.
-> Perfect for material-intensive sports, tourism and adventure resorts, etc.
- **Offer tutorials & repair sessions** and show your caring about sustainability.
- **Interact with the audience** through our slido infrastructure and make it an event.
- **Drive2Sales** with your special offer:
a) Advertise within live session
b) Placed in an incl. Native Ad at ISPO.com
c) Voucher in the Digital Goody Bag

Interact with your audience

Real Talk

Show the audience that you are a brand that cares about the future.

- **Hold a keynote** on stage either to present your company (brand-oriented) or a key topic you care about and want to be seen for.
-> Perfect for introducing your purpose, a new solution-creating strategy or amplifying an attitude-campaign
- **Offer an open dialogue** and learn from your target group what they expect from you and proof that you are co-creating future with your clients.
-> Perfect for real insights, supporting transformation processes and showing publicly your openness
-> (on request in closed sessions available)
- **Interact with the audience** through our slido infrastructure and make it an event.

Interact with your audience

Digital Goody Bag

Place your offer in our *Sport-Is-Stronger Goody-Bag* and benefit from new customers and a sales push.

- Your **unique opportunity** to offer the ISPO Open Innovation Community a special deal.
-> The Community holds over 70.000 Consumer Experts and Opinion leader and will increase heavily due to the ISPO Munich Online Consumer Slots
- **A highlighted and very visible position for clients** of Open Gym, Nerd Session or Real Talk. To make your engagement count your offer* will be at a top position among all.
- **Very attractive deals will be advertised additionally.** You bring the deal, we'll advertise it within our ISPO Munich Online Campaign targeting high quality consumers.

**Please note that we will not accept discount codes for last season collections. We recommend special deals, additional services and treatments to provide as a give-away.*

Make your engagement count

Good content? Good offer! High quality content is taken into account.
→ We offer up to 50 % discount for attractive content.

Individual Sessions? Want something else? We are open for your creative suggestions.
→ Get in touch and book your broadcasting slot as long as available.

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Interact with your audience

What's in?

1 x Streaming Slot
Air Time



1 x Native Advertising
GER/EN Article at ISPO.com



1 x Top Position in
Digital Goody Bag

Starting at EUR 4.360,-
already

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Low calculated prices to bring sports to the people.

Open Gym

Host or curate public workouts and bring health into people's living rooms.

- Hosts who deliver content ready2use:
8.640 EUR p. Slot
(max. 35 min. Air Time)

Hosts who deliver individual or live content:

- **7.130 EUR p. Slot**
(max. 35 min. Air Time)

Best Deal!

- Hosts who deliver individual live content with influencers, athletes or similar:
4.360 EUR p. Slot
(max. 35 min. Air Time)

- **Additional Discount for allowed curator:**
- 1.090 EUR p. Curator (max. 4 Curators)

- **Curators* who appear in the content:**
4.796 EUR p. Curator p. Slot

**Please note that curators first need a host to collaborate with before booking a slot.*

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We make the start and create general noise. Perfect to pick it up from there.

High Quality Readership at ISPO.com

- » 3.5m visitors at ISPO.com p.a.
- » 40K subscriptions of our Editorial Newsletter

Boosted Social Media Activation

- » Facebook: ~11m impressions and 15.3K interactions in 5 days
- » Instagram: ~1.2m impressions in 5 days and 44 % Viewer Rate of Instagram Stories.

ISPO Open Innovation Community

- » 70+K Consumer Experts in our database will be activated
- » Digital Goody Bag will create additional attraction

Journalists & influencers at ISPO Munich will be invited

- » 1,490 journalists (39% international)
- » 154 influencers and bloggers
- » Additional Media Partner to be announced soon

Good to know.

Our milestones to bring sports into people's living rooms:



FAQs ~ will help you to understand our offers.
If not, please feel free to ask: exhibitorservice@ispo.com

Do you guarantee minimum outreach for these B2C Public Streaming Program?

We will advertise and activate the Public Streams by boosting our ISPO Channels in a targeted way at Instagram, Facebook and YouTube. This comes in addition to the activation of our ISPO Open Innovation Community (70.000+ Consumer Experts) and our regular high peak outreach at ISPO.com in winter – which is the entry point for high quality consumers to follow ISPO Munich. Yes, we want this really to be the first step and seed of something even better as a Black Friday, Cyber Week or Singles Day.

Do you advertise these Public Streams or do I need to advertise my booked slot on my own?

We will spend around 30 % of our communication budgets to advertise these slots under the campaign “Sport is stronger” targeting high quality end consumers. In addition we will activate our ISPO Open Innovation Community holding over 70.000 Consumer Experts. But it’s important that you do not rely on this alone and advertise your slot within your target group and activate existing clients as well. Please take care that you create your content as attractive as possible. That is the best way to benefit from the entire framework and mutual approach.

Can I book only a B2C Public Stream Slot without Native Advertising?

Unfortunately, you can’t. But it makes sense to use the included Native Advertising Article to support your public stream approach. For example to amplify a special offer or advertising the product/service you’re staging in in the Public Stream. You can also use this Ad-Article for “shoppable content” that wraps your product/offer in a story, maybe staging testimonials or your athletes in it. E.g.: “Shop the look”, “A day in the life of ...”. Our Native Advertising Expert ‘Florian von Stuckrad’ will be happy to help: fvs@mpm-ag.de

Is it possible to record my live session and embed it into my Native Advertising Article?

Yes, this is possible. If you want ISPO to record your session and put it online, please get in touch with us.

Is it possible to get a discount for adding curators to my session even if I don’t have booked an Open Gym session?

Yes, this is possible if it makes sense. Every added curator reduces your participation fee by 1.090 EUR (max. 4 curators per slot allowed). For example this is a good idea if you have an ingredient brand that supports your session. Please be aware that your curator will be charged 4.796 EUR p. Slot that includes a Native Advertising Article as well.

I’m a retailer and not a sporting goods brand, can I book a public B2C Streaming Slot as well?

Yes – this offer is available to everyone if the content is related to Sport, Outdoor, Health, Culture, Music, Mobility, Lifestyle, Fashion, Consumer Electronics, Creativity or similar.

Do I need to be a client of the ISPO Munich Online B2B offers to book a public B2C Slot?

No, these slots can be booked independently. If you have already booked a B2B Package that includes a workshop session you want to use with customers, please get in touch with us and we will figure out if a Public Stream Offer would make sense for your approach.

Is there a reservation deadline and when will you publish the final program and schedule for the B2C Offers?

Reservation deadline is Dec., 23rd 2020. If you have a booking request after this date, please get in touch immediately and we will see if there is space left to squeeze you in. Slots are limited and will be assigned in the order in which bookings have been received and will be allocated according to the thematic focus of each day. As soon as at least one slot per day has been booked, the program will be published and continuously updated.

**Let's show that sport is stronger.
Together.**