

# OutDoor by ISPO 2022 Participation Options

Messe München Connecting Global Competence



**OutDoor**  
by ISPO

# Overview – Participation options

The MOC Order and Convention Center and its outside areas offer a variety of convenient Options for the presentation of your brand and products.

## Full-Service packages

- Full-Service Hall 15 / 30 / 60 / 90 sqm
- Full-Service "Atrium 30"
- Full-Service Apparel 30 / 60 sqm
- Full-Service "Start-ups"

## Individual Stand Space Temporary Showrooms

- Individual stand 15 / 30 / 60 / 90 / 120 / 150 sqm
- Temp. showrooms from 34 – 143 sqm

## Outdoor Placements:

- Tent Exhibition
- Rooftop Tent Exhibition
- Outdoor Exhibition Area

## Presenting Package Communication Package *(Exclusively for holders of an Order office)*

- Presenting Package
- Communication package (excl. for holders of an order office)

# MOC – Benefits of the new 2022 location

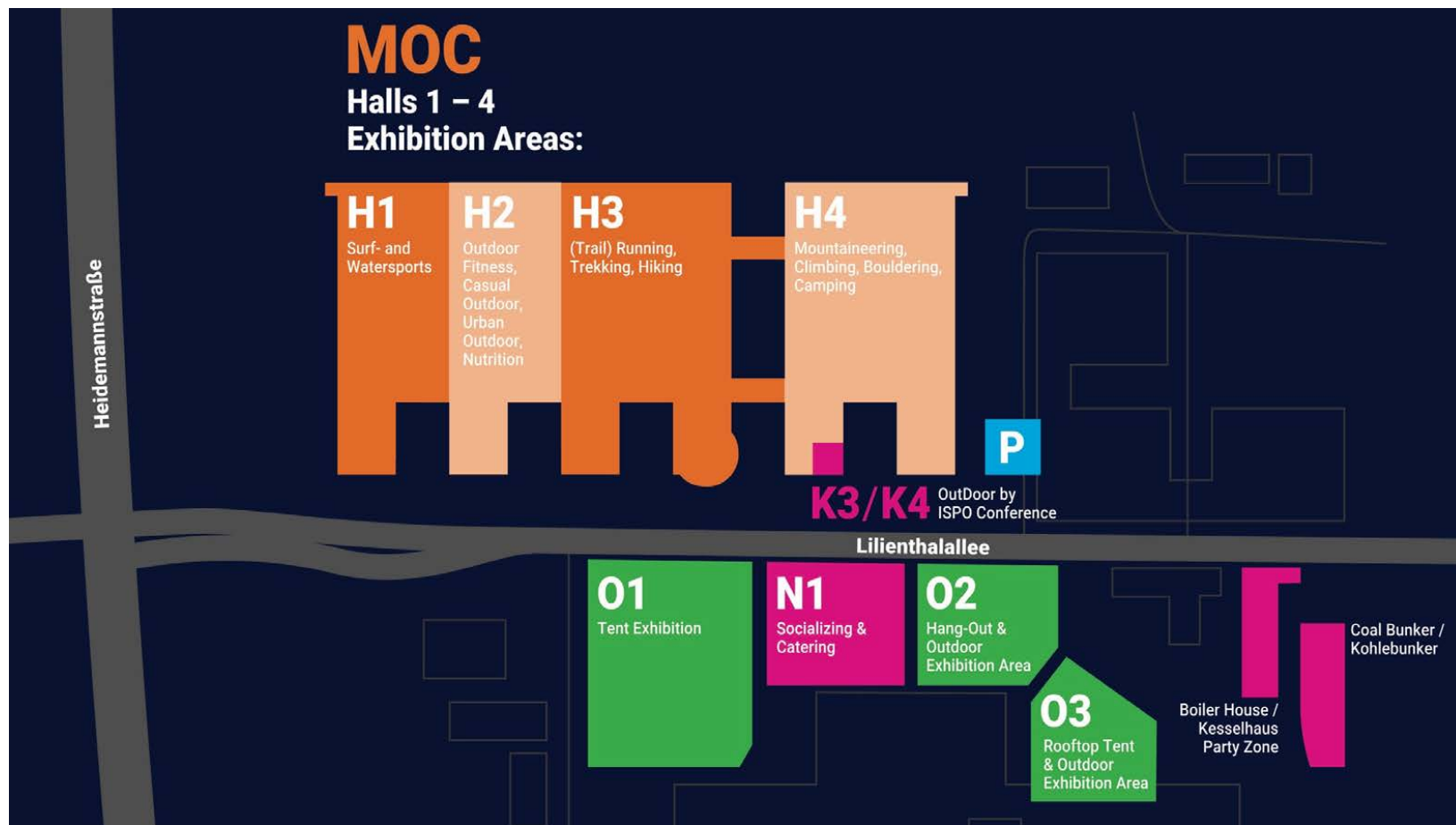
The MOC Order and Convention Center Munich offers a variety of benefits for exhibitors and visitors

- // Central location with very good infrastructure for visitors and exhibitors
- // Divers options of participation and exhibition options to present your brand and company
- // Choose from spaces in 4 trade fair halls, inside courtyards, existing, temporary showrooms and several outside areas
- // Attractive packages, starting from 39€/sqm, for product placement in integrated tent and camping exhibitions
- // Possibilities from individual brand and product presentation to integration in group exhibitions
- // Integration in overall event communication and presenting packages for advertising spaces

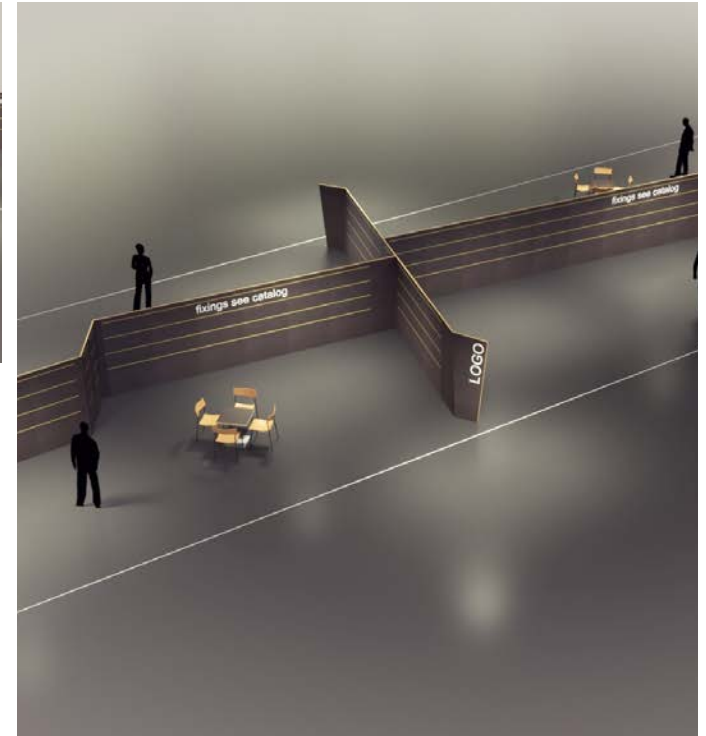
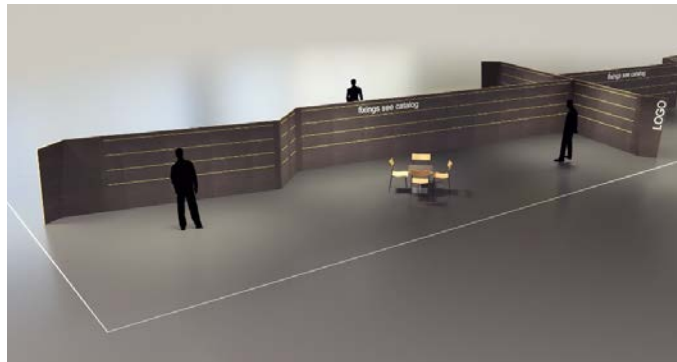
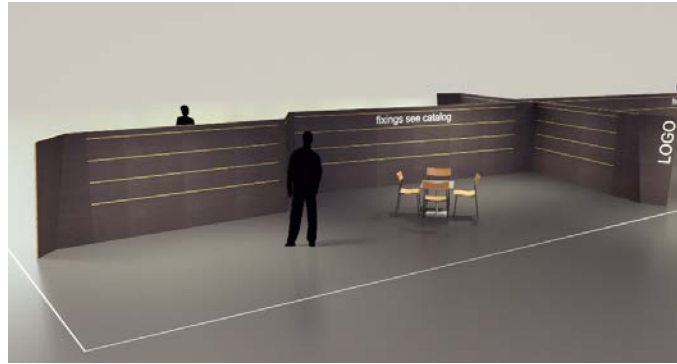
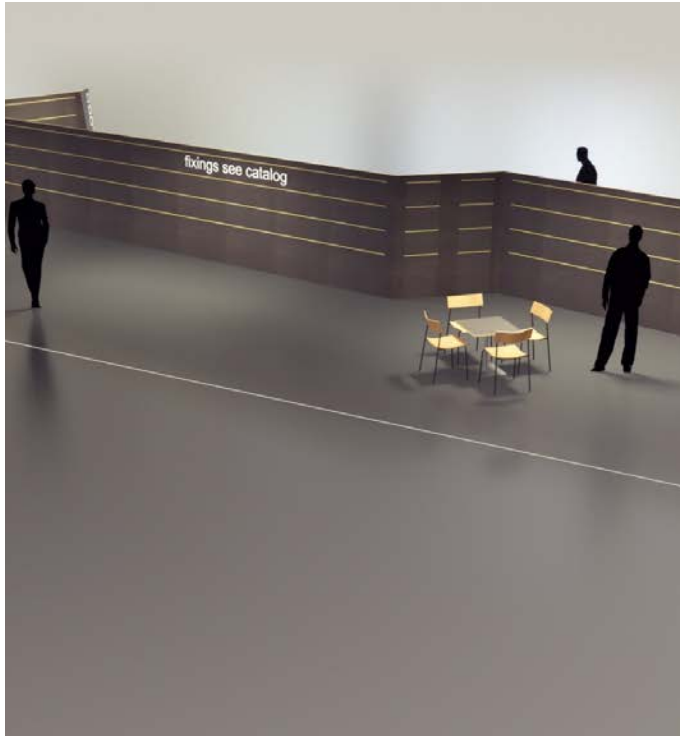


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# Location Overview







Messe München Connecting Global Competence

# FULL-SERVICE HALL

Convenient  
Fast Setup  
Communication  
package  
Access to event  
program

# Full-Service "Hall 15" – 5.789,00 €

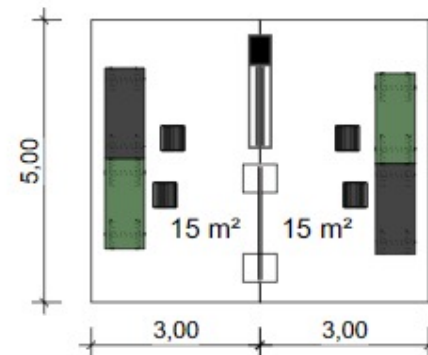
Booth size 15 sqm – Hall 1-4

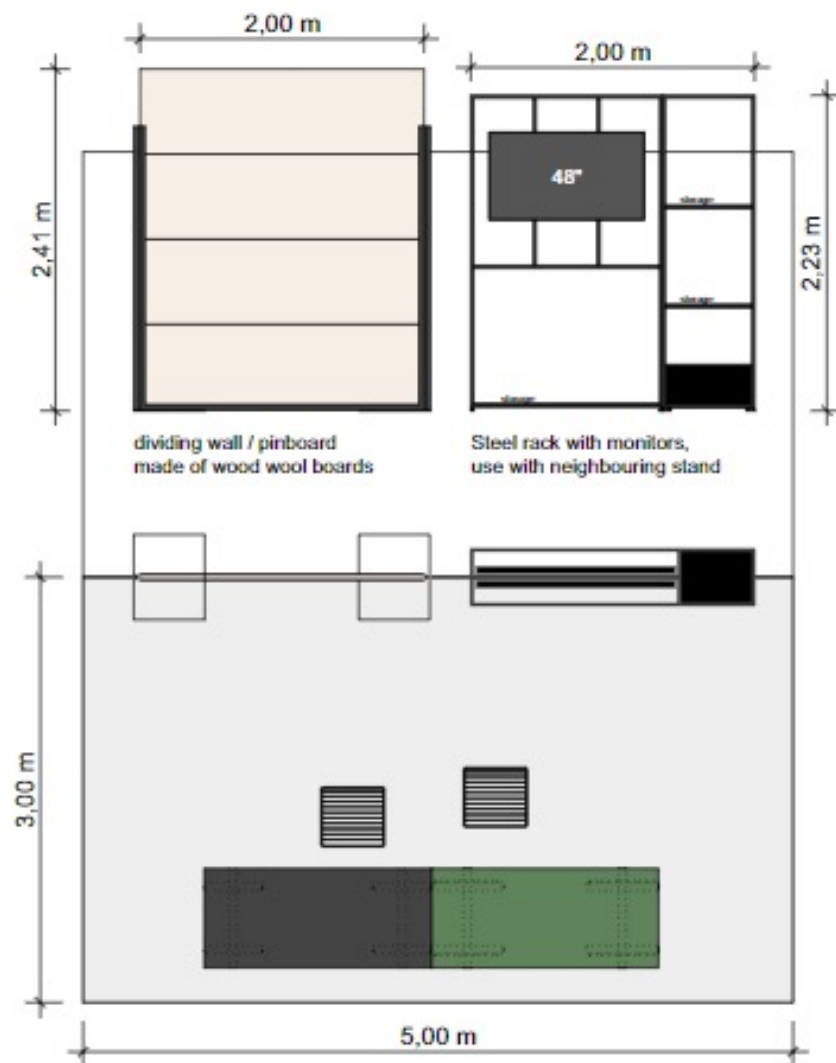
## // Booth services

- Pre-built system *NATIVE*
- Floor graphic; Graphic / Labeling
- LED Modul / Memorystick nonstop
- Electricity (3kWh)
- IP connection - symmetrical 10 Mbit/s
- Carpet
- 1 Pinboard
- 1 Monitor Rack / 1 side only
- 2 Tables; 2 Chairs
- 1 Screen

## // General Services

- Outdoor Party & Side program
- Stage Content "On Demand"
- AUMA fee, stand cleaning
- Listing in the exhibitor directory with digital brand room
- Unlimited Ticket Voucher & Access to Invitation tool „Connect by ISPO“
- 3 Exhibitor passes





M 1:50

Full-Service "Hall 15"

OutDoor 2022

MOC München 12.-14.06.2022  
Hall 1-4

**RON  
AN**

**OutDoor**  
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Corner/Row booth 15 m<sup>2</sup>

2 x table 59 x 160 cm  
height 80 or 100 cm

2 x barstool

1 x monitor (~ 48") in steel rack  
together with neighbour

1 x wood wool dividing wall/  
Pinboard

# Full-Service "Hall 30" – 10.629,00 €

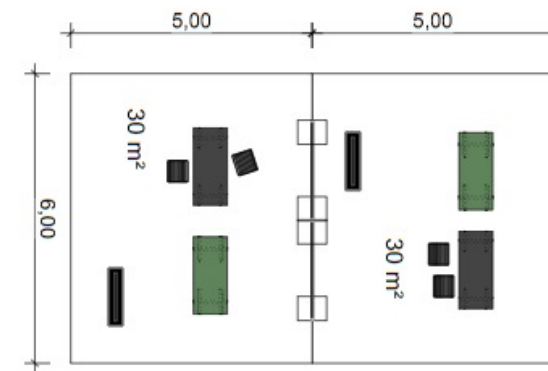
Booth size 30 sqm – Hall 1-4

## // Booth services

- Pre-built system NATIVE
- Floor graphic; Graphic / Labeling
- LED Modul / Memorystick nonstop
- Electricity (3kWh)
- IP connection - symmetrical 10 Mbit/s
- Carpet
- 2 Pinboard
- 1 Monitor Rack / 1 side only
- 2 Tables; 2 Chairs
- 1 Screen

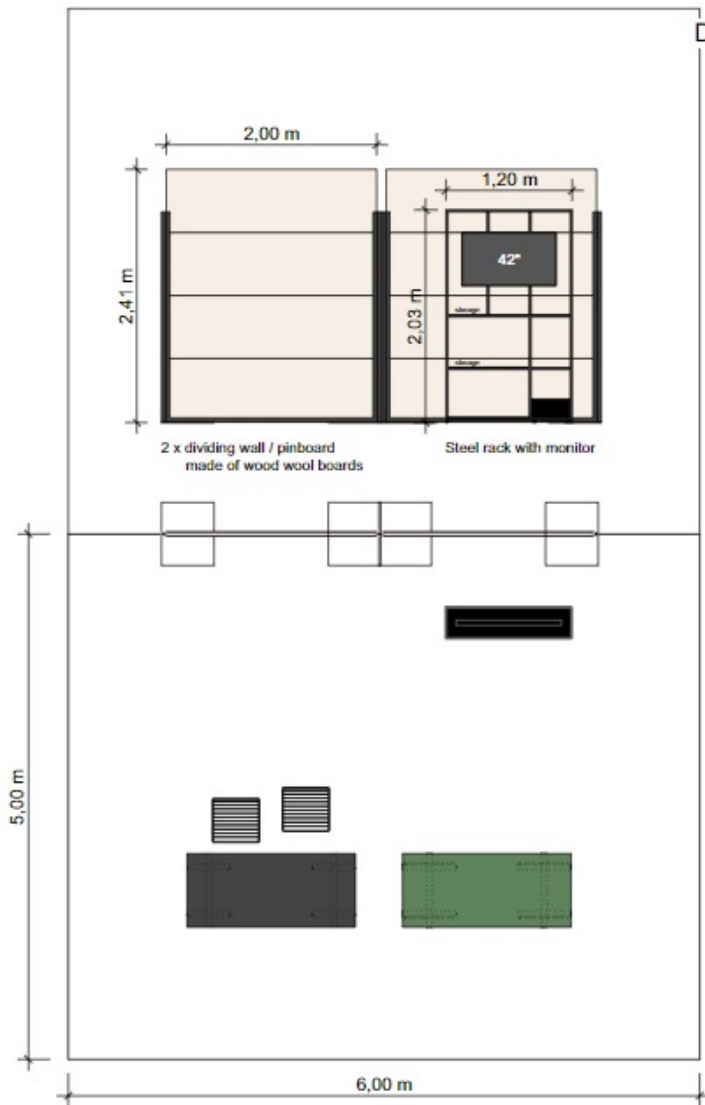
## // General Services

- OutDoor Party & Side program
- Stage Content "On Demand"
- AUMA fee, stand cleaning
- Listing in the exhibitor directory with digital brand room
- Unlimited Ticket Voucher & Access to Invitation tool „Connect by ISPO“
- 3 Exhibitor passes





Deviations possible



M 1:50

Corner/Row booth 30 m<sup>2</sup>

2 x table 59 x 160 cm

height 80 or 100 cm

2 x barstool

1 x monitor (~ 40") in steel rack

2 x wood wool dividing wall/Pinboard

Full-Service "Hall 30"

OutDoor 2022

MOC München 12.-14.06.2022  
Hall 1-4



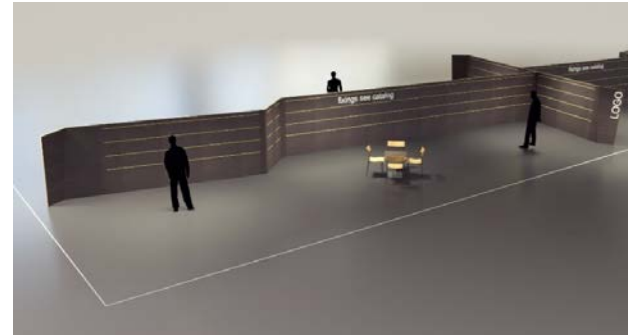
**OutDoor**  
by ISPO

# Full-Service "Hall 60" – 19.999,00 €

Booth size 60 sqm – Hall 1-4

## // Booth services

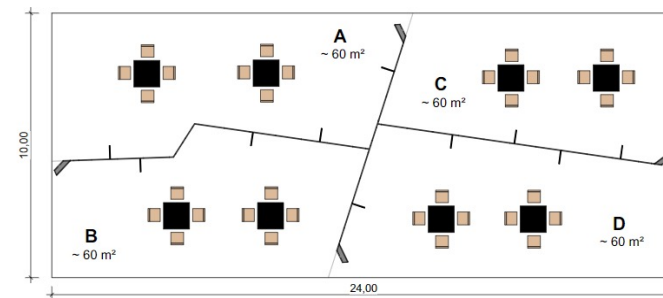
- POLYGON facade 1.80 with 1x graphic field
- Floor graphic
- LED Modul / Memorystick nonstop
- Electricity (3kWh)
- IP connection - symmetrical 10 Mbit/s
- Carpet
- 2 Fixings at choice according to catalog
- 2 Seating groups



## // General Services

- OutDoor Party & Side program
- Stage Content "On Demand"
- AUMA fee, stand cleaning
- Listing in the exhibitor directory with digital brand room
- Unlimited Ticket Voucher & Access to Invitation tool „Connect by ISPO“
- 4 Exhibitor passes

## // Listicle Article incl. Content Distribution on ISPO.com





# Full-Service "Hall 90" – 28.449,00 €

Booth size 90 sqm – Hall 1-4

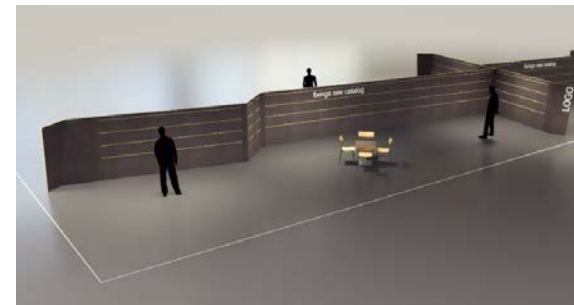
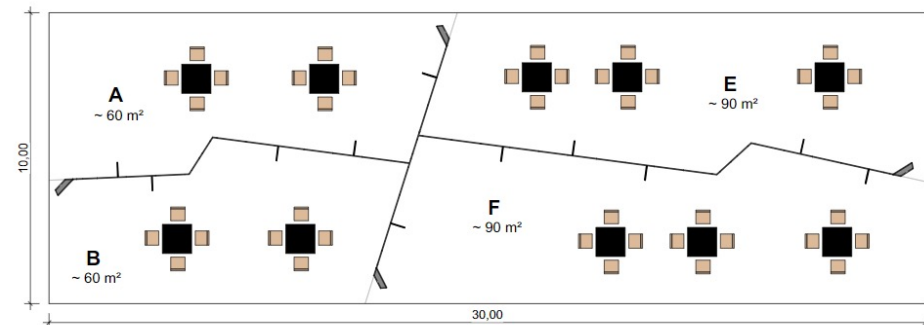
## // Booth services

- Pre-built system POLYGON
- Floor graphic
- LED Modul / Memorystick nonstop
- Electricity (3kWh)
- IP connection - symmetrical 10 Mbit/s
- Carpet
- POLYGON facade 1.80 with 1x graphic field
- 3 Fixings at choice according to catalog
- 3 Seating groups

## // General Services

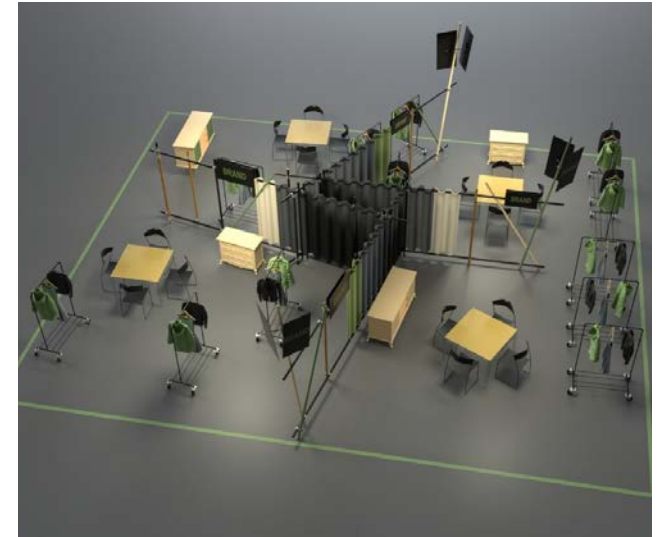
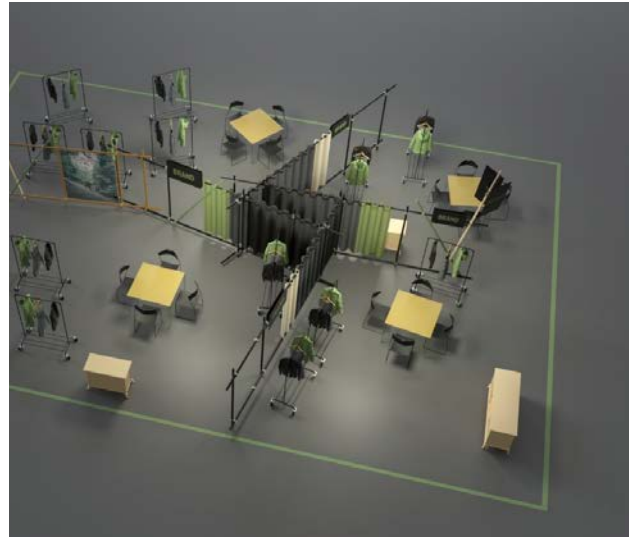
- OutDoor Party & Side program
- Stage Content "On Demand"
- AUMA fee, stand cleaning
- Listing in the exhibitor directory with digital brand room
- Unlimited Ticket Voucher & Access to Invitation tool „Connect by ISPO“
- 6 Exhibitor passes

## // Native Advertising on ISPO.com









# FULL-SERVICE APPAREL

Convenient  
Fast Setup  
Communication  
package  
Access to event  
program

# Full-Service "Apparel 30" – 11.349,00 €

Booth size 30 sqm – Hall 1-4

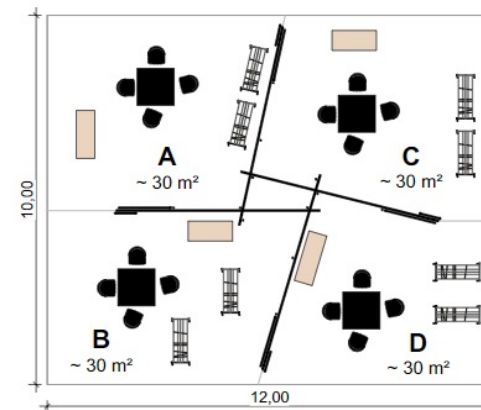
## // Booth services

- Floor graphic; Graphic field table surface/ panels
- LED Modul / Memorystick nonstop
- Electricity (3kWh)
- IP connection - symmetrical 10 Mbit/s
- Carpet or Tape
- Wall structure from scaffolding poles
- Partition curtain
- 1 Table "invisible"; 4 Chair Juliette
- 1 Sideboard vintage colored
- 2 Clothes rail black



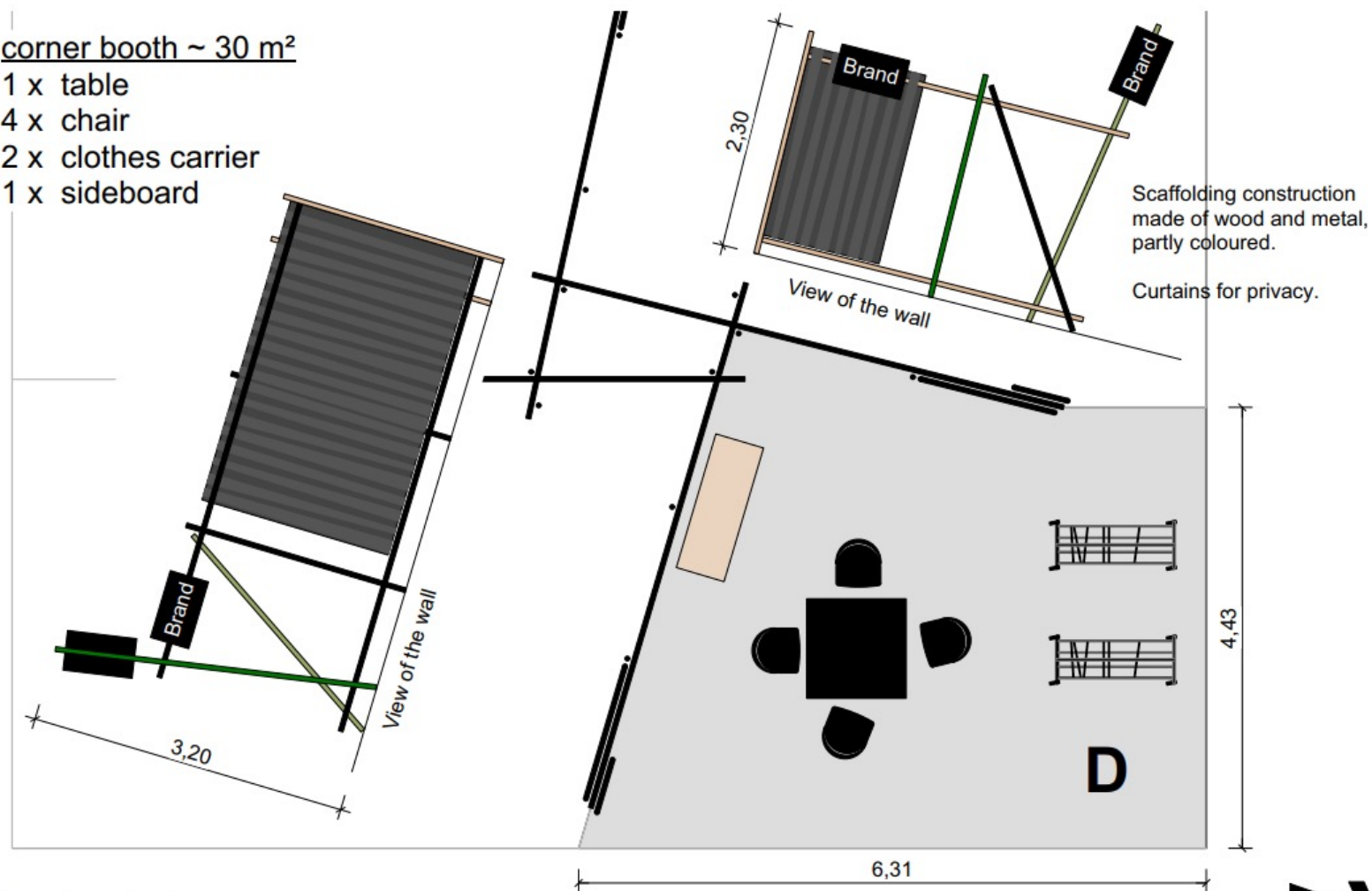
## // General Services

- OutDoor Party & Side program
- Stage Content "On Demand"
- AUMA fee, stand cleaning
- Listing in the exhibitor directory with digital brand room
- Unlimited Ticket Voucher & Access to Invitation tool „Connect by ISPO“
- 3 Exhibitor passes



corner booth ~ 30 m<sup>2</sup>

- 1 x table
- 4 x chair
- 2 x clothes carrier
- 1 x sideboard



Constructions and equipment  
in graphical representations.

Deviations possible.

M 1:50

Full-Service "Apparel 30"  
Variant D

OutDoor 2022  
MOC München 12.-14.06.2022  
Hall 1-4

Number of visitors  
01.02.2022

**FOR  
AN**

**OutDoor**  
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# Full-Service "Apparel 60" – 23.339,00 €

Booth size 30sqm – Hall 1-4

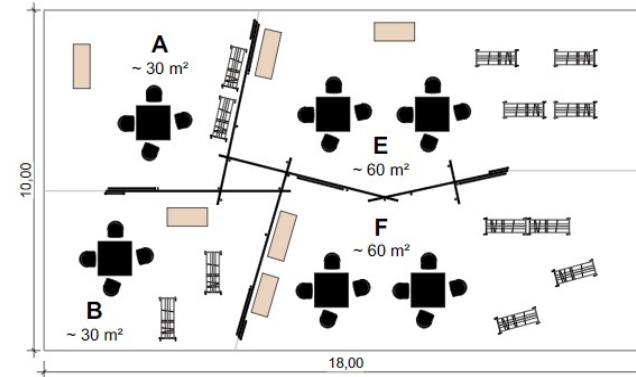
## // Booth services

- Floor graphic; 1 Graphic field; Graphic field table surface/ panels
- LED Modul / Memorystick nonstop
- Electricity (3kWh)
- IP connection - symmetrical 10 Mbit/s
- Carpet or Tape
- Wall structure from scaffolding poles
- Partition curtain
- 2 Table "invisible; 8 Chair Juliette
- 2 Sideboard vintage colored , 4 Clothes rail black

## // General Services

- Outdoor Party & Side program
- Stage Content "On Demand"
- AUMA fee, stand cleaning
- Listing in the exhibitor directory with digital brand room
- Unlimited Ticket Voucher & Access to Invitation tool „Connect by ISPO“
- 3 Exhibitor passes

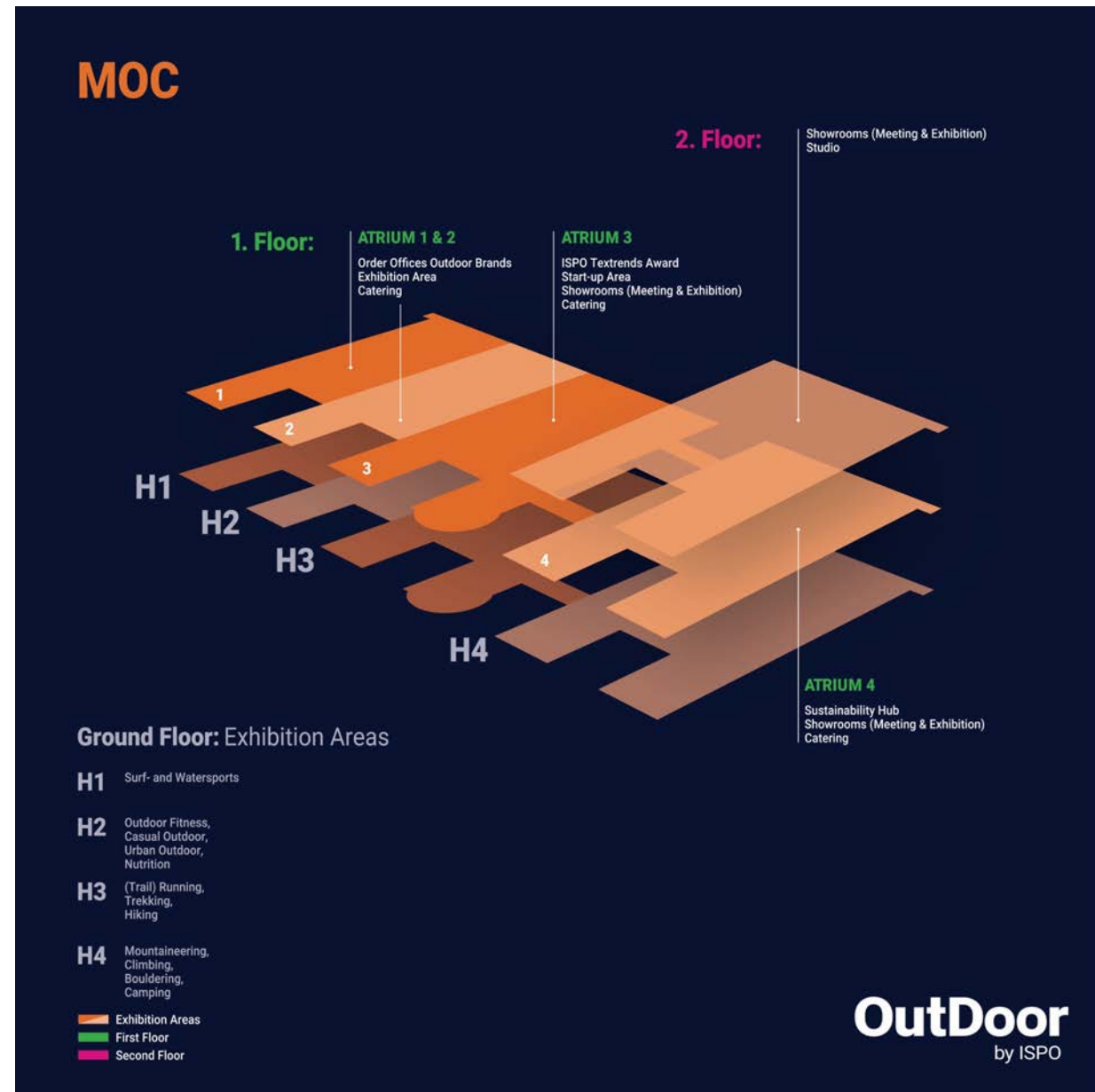
## // Listicle Article incl. Content Distribution on ISPO.com







# Floor Plan





# FULL-SERVICE ATRIUM

Convenient  
Fast Setup  
Center location  
Communication  
package  
Access to event  
program

# Full-Service "Atrium 30" – 9.719,00 €

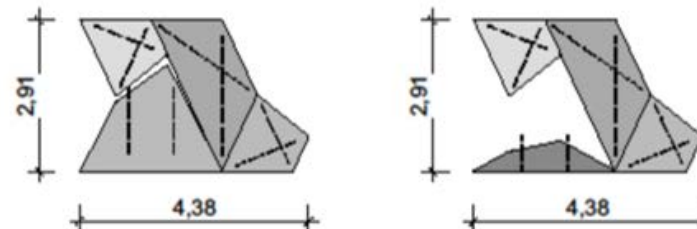
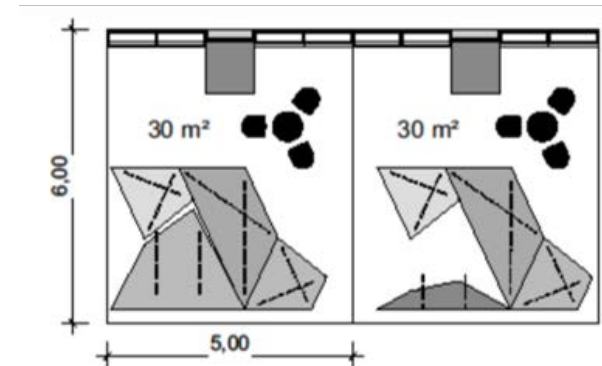
Booth size 30sqm – Atrium 1-3

## // Booth services

- Pre-built system CROWN
- Floor graphic; Graphic / Labeling
- LED Modul / Memorystick nonstop
- Electricity (3kWh)
- IP connection - symmetrical 10 Mbit/s
- Carpet
- CROWN facade 4m high / 5m length
- Tangram formation
- 1 Screen
- 1 Seating group

## // General Services

- OutDoor Party & Side program
- Stage Content "On Demand"
- AUMA fee, stand cleaning
- Listing in the exhibitor directory with digital brand room
- Unlimited Ticket Voucher & Access to Invitation tool „Connect by ISPO“
- 3 Exhibitor passes





		1000 x 620 mm	1000 x 600 mm	1000 x 600 mm
1000 x 619 mm	1000 x 619 mm			
			1000 x 1214 mm	1000 x 1214 mm
		1000 x 1215 mm		
1000 x 620 mm	1000 x 620 mm			
		Pannello 500 x 500 mm		

5,00

4,00

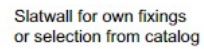
6,00

pedestal  
1,00 x 1,06 x 0,25 m

variable presentation are

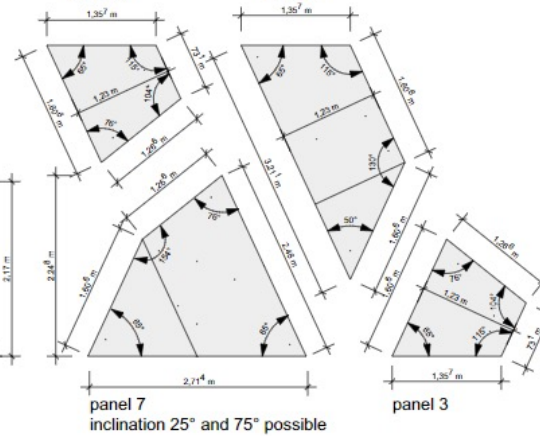
5,00

5,00



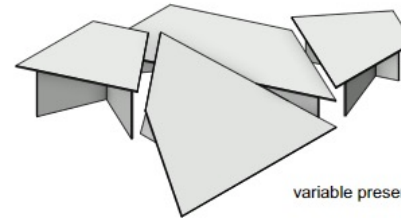
panel 6

panel 2



panel 7  
inclination 25° and 75° possible

panel 3



variable presentation area

corner booth 30 m<sup>2</sup>

1 x table

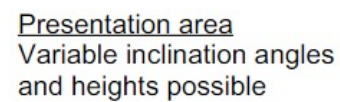
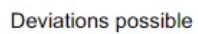
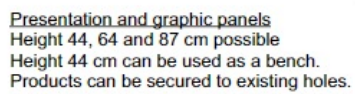
3 x chair

1 x monitor, size depends on the position  
variable presentation area

MOC München 12.-14.06.2022  
Atrium 1-3

81-0232

**Outdoor**  
by ISPO



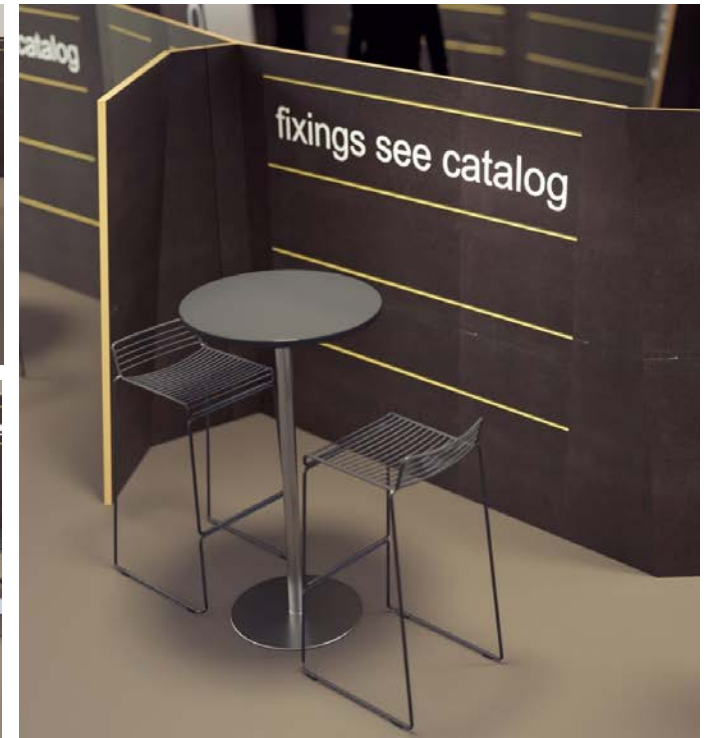
OutDoor 2022  
MOC München 12.-14.06.2022  
Atrium 1-3

# AR NO

Heide Wulke  
8.1.03.2012

**OutDoor**  
by ISPO





# FULL-SERVICE START-UP

Convenient  
Fast Setup  
Low investment  
Communication  
package  
Access to event  
program

# Full-Service "Start-ups" – 1.999,00 €

Booth size 4 sqm – Start-up Area

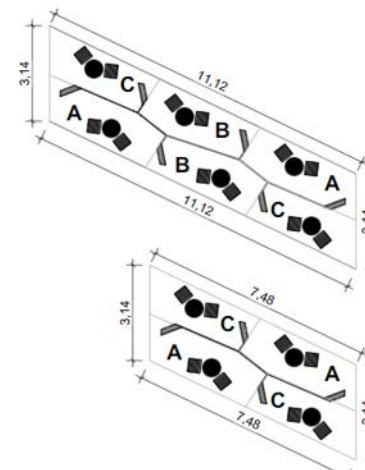
## // Booth services

- Pre-built system POLYGON
- Floor graphic; 1 Graphic field
- LED Modul / Memorystick nonstop
- Electricity (3kWh)
- IP connection - symmetrical 10 Mbit/s
- Carpet
- POLYGON facade 1.60 with 2x graphic field
- 1 Fixing at choice according to catalog
- 1 Seating groups



## // General Services

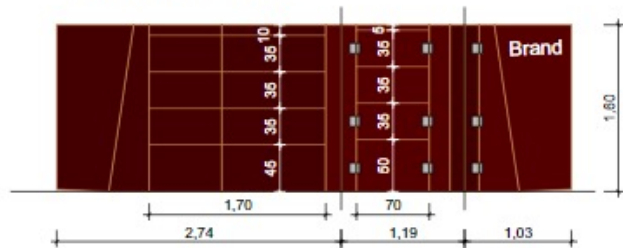
- OutDoor Party & Side program
- Stage Content "On Demand"
- AUMA fee, Stand cleaning
- Listing in the exhibitor directory with digital brand room
- Unlimited Ticket Voucher & Access to Invitation tool „Connect by ISPO“
- 3 Exhibitor passes



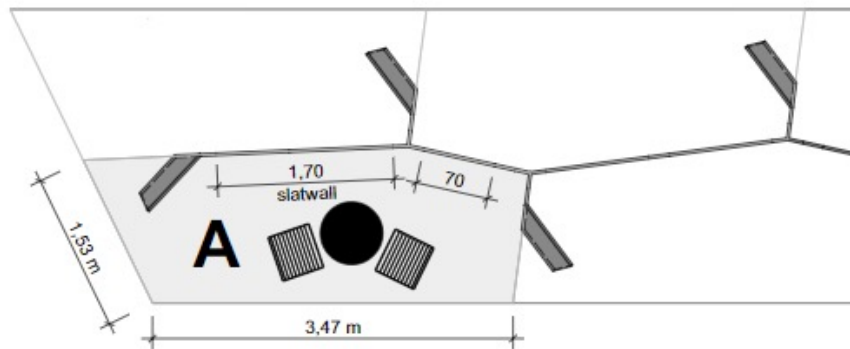
### Deviations possible



Slatwall for own fixings  
or selection from catalog



View of the wall,  
may deviate slightly depending on material utilisation.



Corner/Row booth ~ 5 m<sup>2</sup>  
1 x high table d 70 cm  
2 x barstool

M 1:50

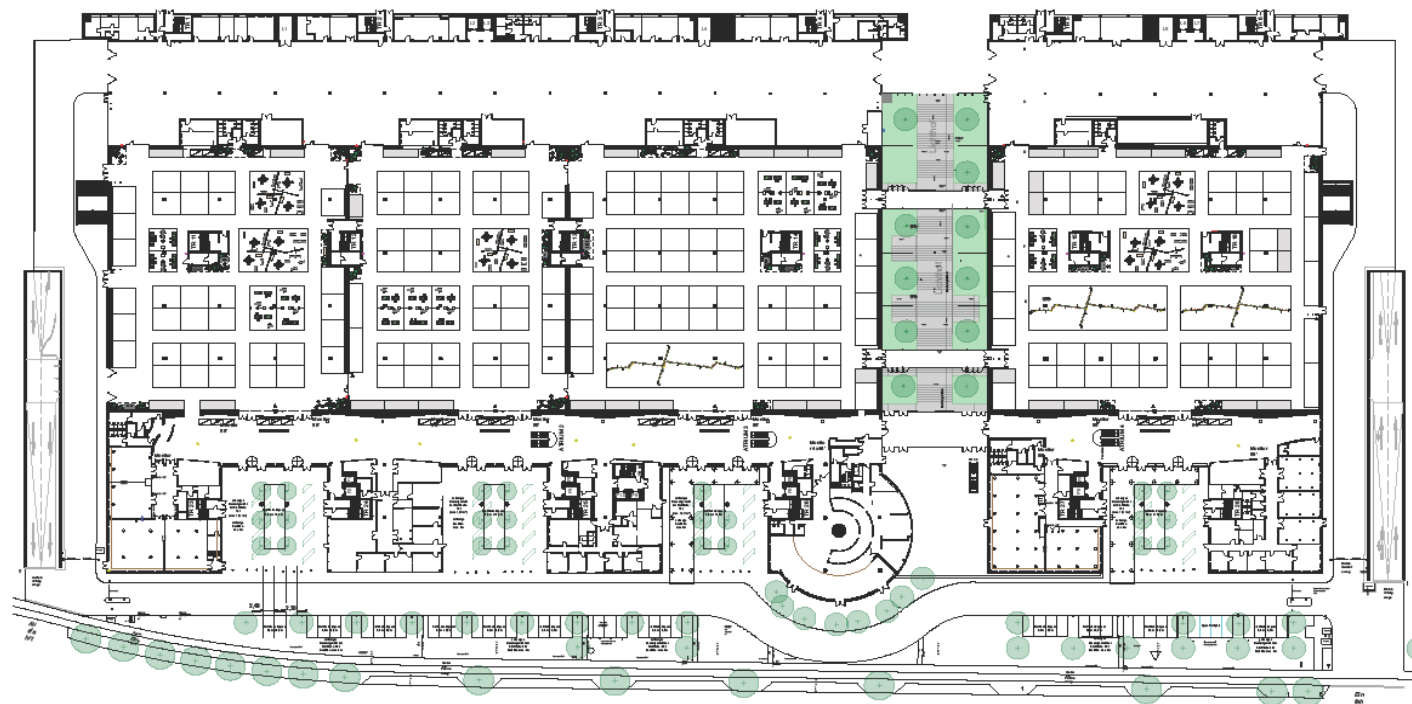
### Full-Service "Start-Ups" Variante A

OutDoor 2022  
MOC München 12.-14.06.2022  
Atrium 1-3

**RON  
RA**

Nelson Walker  
01.60.3000

**Outdoor**  
by ISPO



□ 30 m²  
 □ 15 m²

# INDIVIDUAL BRAND PRESENTATIONS

Own Brand  
 Presentation  
 Wide range of  
 space options &  
 positions

# Individual Stand Space

Booth sizes 15/30/60/90/120/150 sqm – located in halls 1-4 depending on product categories

## // Participation fees

- Row stand (1 side open) 130,00 € / m<sup>2</sup>
- Corner stand (2 sides open) 146,00 € / m<sup>2</sup>
- End stand (3 sides open) 154,00 € / m<sup>2</sup>
- Block stand (4 sides open) 164,00 € / m<sup>2</sup>

## // Additional costs

- Communication fee: 389 €
- AUMA fee: 0,60 / sqm
- Waste disposal fee: 5,65 € / sqm
- Advance payment services: 15 € / sqm

## // General Services (included)

- OutDoor Party & Side program
- Stage Content "On Demand"
- Unlimited Ticket Voucher & Access to Invitation tool „Connect by ISPO“
- Exhibitor passes (amount depends on sqm; see conditions of participation)



# Temporary Showrooms

Available for the 3 days of the event in Atrium 3 / 4

## // Renting fee (for 3 days)

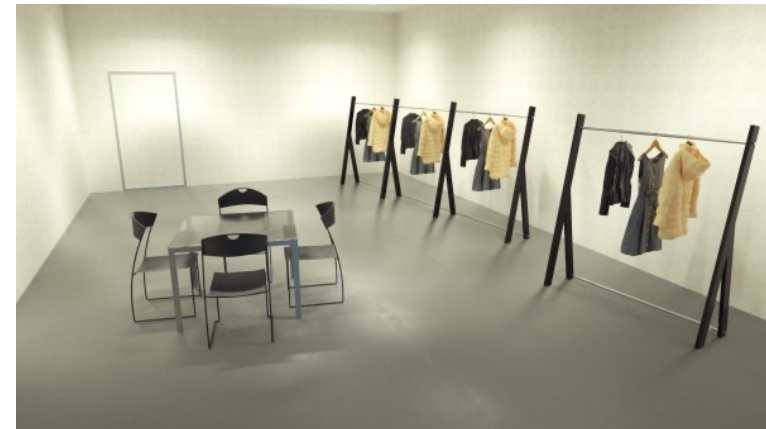
- Showroom 150,00 € / m<sup>2</sup>
- Space: from 34 – 143 sqm

## // Additional costs

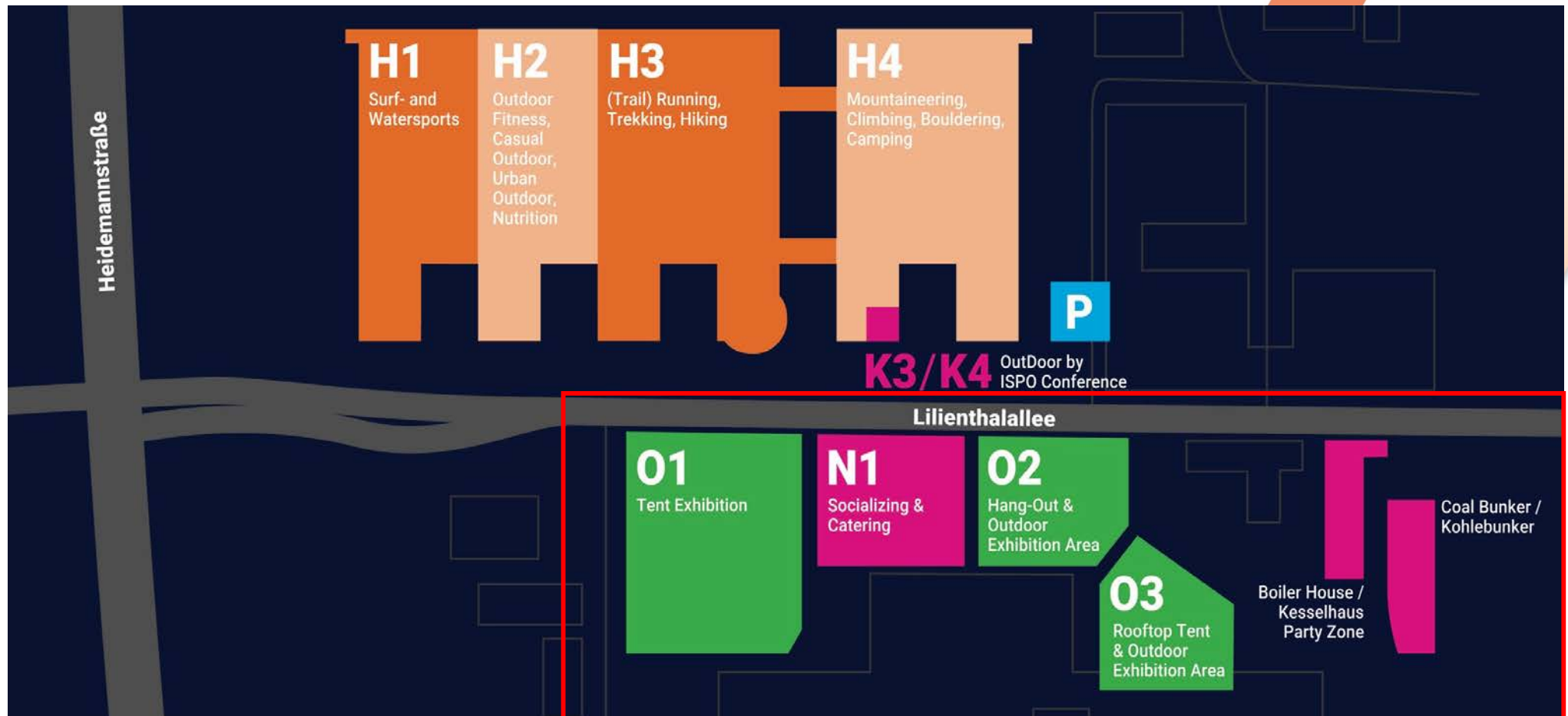
- Communication fee: 389 €
- AUMA fee: 0,60 / sqm
- Waste disposal fee: 5,65 € / sqm
- Advance payment services: 15 € / sqm

## // General Services (included)

- OutDoor Party & Side program
- Stage Content "On Demand"
- Unlimited Ticket Voucher & Access to Invitation tool „Connect by ISPO“
- Exhibitor passes (amount depends on sqm; see conditions of participation)



# Outside Area



# Tent Exhibition

- // **Participation fee:** 39 € / m<sup>2</sup> (only in combination with an individual stand space or package in the MOC)
- Placement of one or several tents on the lawn in a joint "Tent Exhibition" area
- incl. signage next to the tent about the product, brand and stand space in the MOC.



# Rooftop Tent Exhibition & Outdoor Exhibition Area

- // **Participation fee:** 79 € / m<sup>2</sup> excl. additional costs like communication fee, AUMA, advance payment services, waste disposal fee
- Placement of a Camper Van in the "Rooftop Tent Exhibition" Area or other camping products in the Hang-Out & Outdoor Exhibition Area.







# PRESENTING PACKAGE

Increase your  
visibility on the  
ground, in  
exhibitor &  
visitor  
communication



# Presenting Package – 2.129,00 €

## Entrance area of MOC

### // Booth Services

- Floor graphic in the main entrance which leads to the Showrooms
- Highlight-Product Presentation in the Scaffold
- Company Logo on the LED Screen next to the Stairs
- Electricity (3kWh)
- Listing in the exhibitor directory with digital brand room

### // General Services

- OutDoor Party & Side program
- Stage Content "On Demand"
- AUMA fee
- Unlimited Ticket Voucher & Access to Invitation tool „Connect by ISPO“
- 2 Exhibitor passes

### // No stand personnel needed with this package



# Communication Package – 990,00 €

Exclusively for holders of an order office in the order centre (contractual partner of the MOC)

## // Digital brand room on ISPO.com

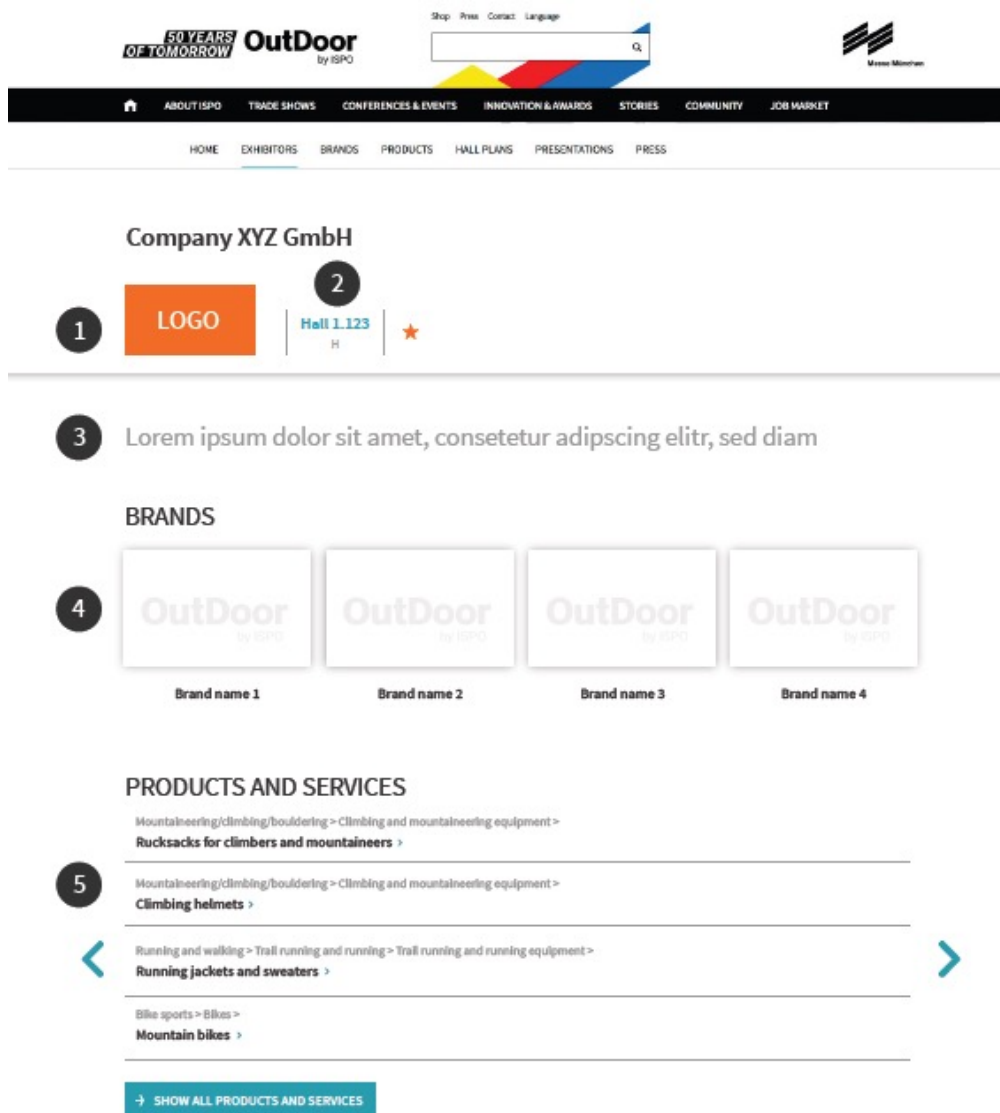
- Logo in the list of exhibitors, Brand listing without a logo
- Room number of Order Office
- Teaser text
- Product entries without a logo (5 pieces)
- Contact details

## // General Services

- Access to OutDoor Party / Hang-Out Area / Conference program / Start-up Area
- Stage Content available "On Demand" after the show

## // Access and Usage of the Invitation tool „Connect by ISPO“

- Create relevance by inviting all national and international retailers, customers and partners
- "Connect by ISPO" helps you to tap the potential of international sales networks
- You can use the tool to quickly and easily activate the retail network of your own countries, subsidiaries or distributors and maximize the number of contacts during OutDoor by ISPO
- Via the tool you can not only send free tickets but also arrange appointments and meetings with sports retailers and buyers directly



## Digital brand room

- 1 Logo in the list of exhibitors
- 2 Hall and booth number / Room number
- 3 Teaser text
- 4 Brand listing without logo
- 5 Product entries without a logo (5 pieces)
- 6 Contact details



# See you at OutDoor by ISPO

**June 12 – 14, 2022**  
**Munich Order and Convention Center (MOC)**

Messe München Connecting Global Competence

**OutDoor**  
by ISPO