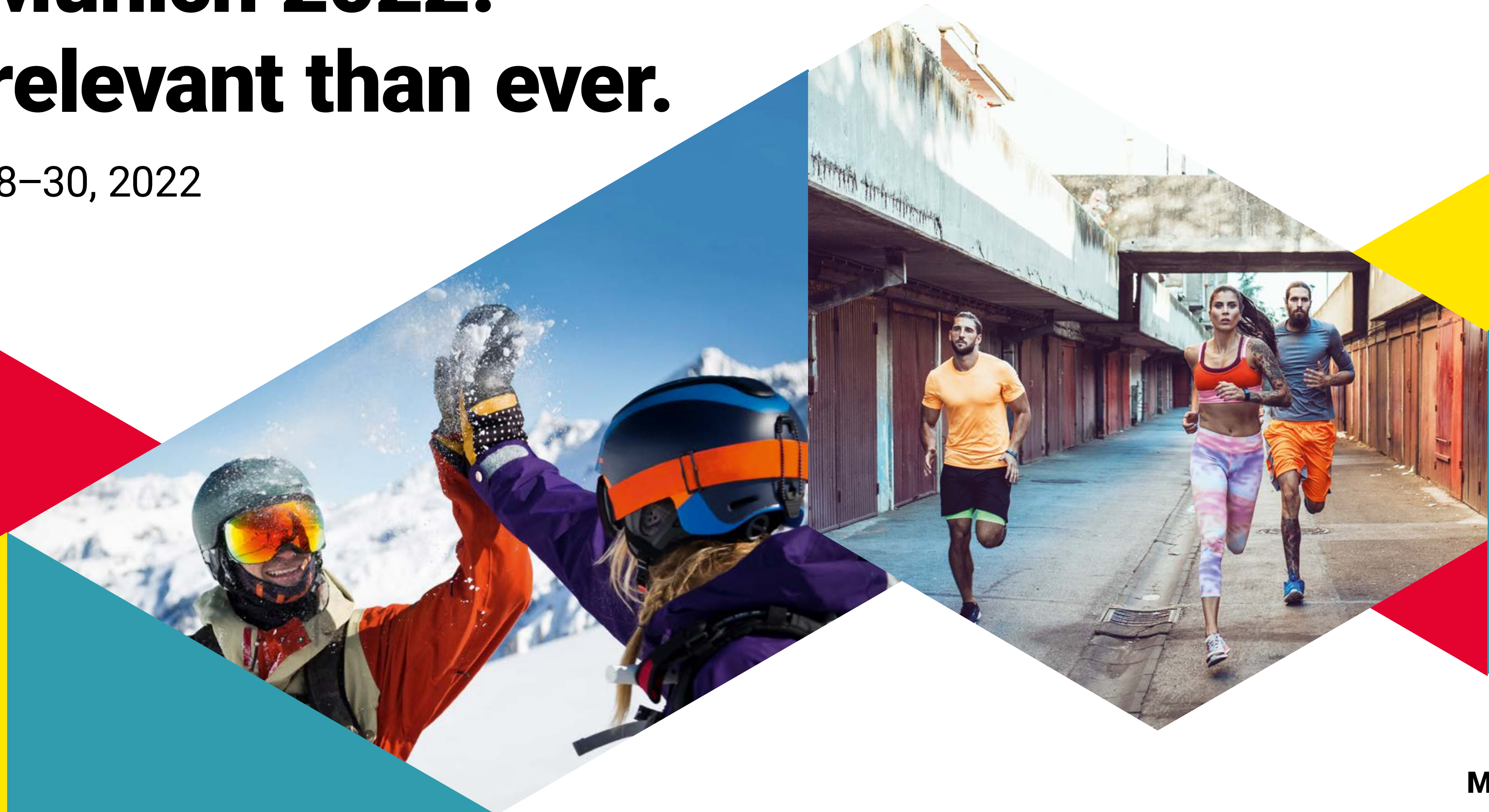


Messe München

Connecting Global Competence

ISPO Munich 2022. Most relevant than ever.

November 28–30, 2022



ispo.com/munich



ISPO Munich 2022. Most relevant ever.

With the new trade fair date in November, ISPO Munich kicks off the season. This makes it the ideal platform for the global sports industry to launch its product innovations and brand worlds and bring them to life.

And for the sports trade, it is the place to be inspired by the innovations, trends and highlights from the world of sports—in person and up close.

ISPO Munich is the melting pot and trend showcase for key players in the sports business. More than ever, ISPO Munich is the leading trade fair and source of inspiration for the global sports community.





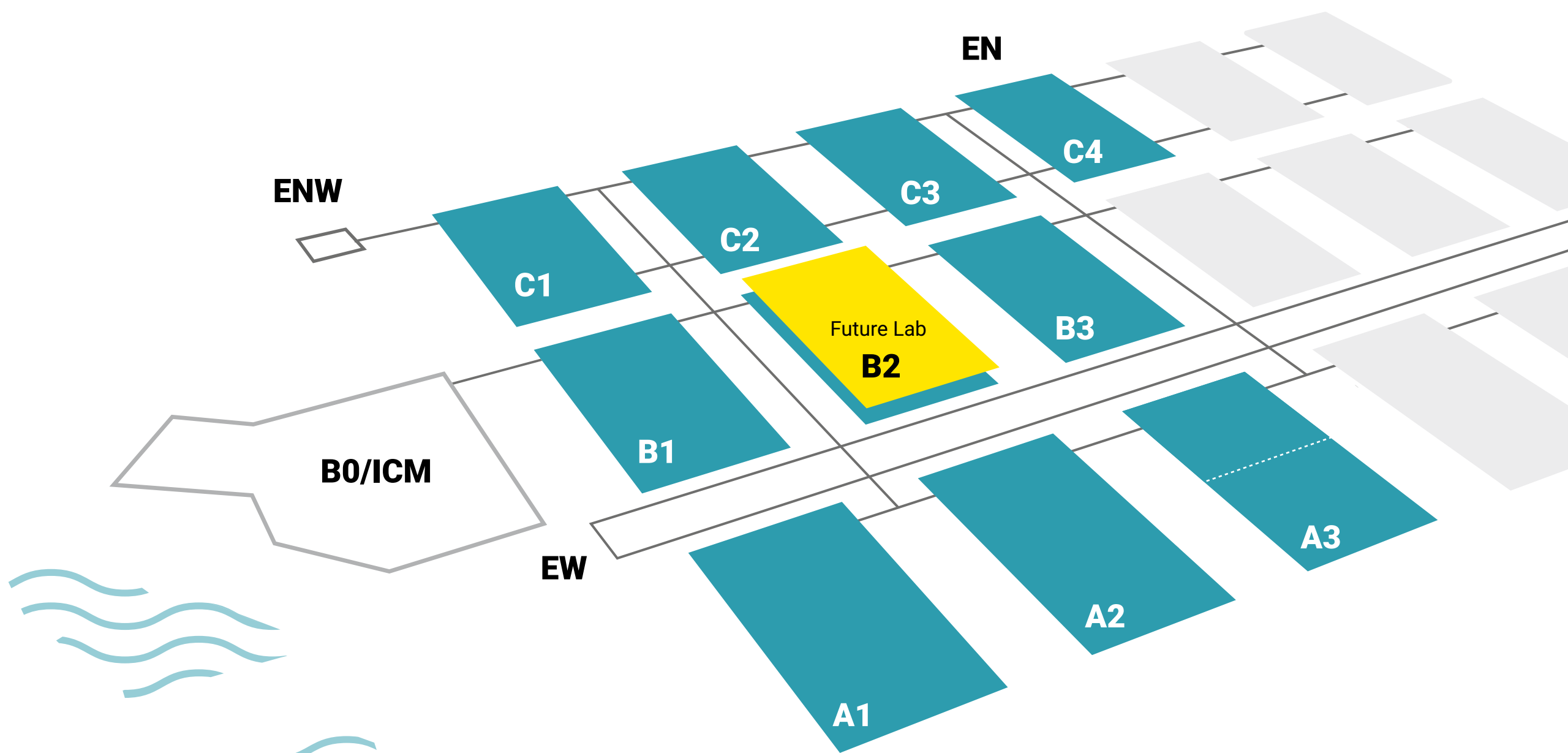
Presence. More important than ever.

Present your brand and its message on the ground at the most important event on the sports industry calendar.

New products and trends are the fuel of the sports industry. With a revised and efficient trade fair concept, the brand highlights become the main actors at ISPO Munich.

The limitation of the stand size to 200 m² sharpens the view for the essentials and the essence of the brands.

The new concept of ISPO Munich offers the possibility to achieve high number of business contacts with maximum efficiency in 3 days of the fair.



- A1 – A3** Outdoor
- A3/B3** Snowsports
- B0/ICM** Therapy Munich
FitnessConnected
- B1** Vision
- B2** Future Lab
- C1** Health & Fitness & Teamsports
- C2** Textrends
- C3** Textrends/Sourcing
- C4** Sourcing

- ENW** Entrance Northwest
- EN** Entrance North
- EW** Entrance West

Relevance. More accessible than ever.

In ten exhibition halls established sports brands, young start-ups, retailers, suppliers, athletes, press and many other business professionals cultivate new and old business contacts here, look for hot products and get the overview of emerging trends and innovations.

In the heart of ISPO Munich, the Future Lab is the new home for the future of sports—a curated knowledge space showcasing the latest in product development, Textrends and digital solutions. It connects content with products and cross-industry impulses with in-depth consumer and industry insights. It drives transformation and re-evaluating of market potentials. Here, the makers of tomorrow, athletes and experts meet, interact and engage in theme-related hubs, on stage and offsite to transform the business into a sustainable and innovative new century.



Connections. Easier than ever.

Meet the sports community in person, socialize with exciting community members. In the community and catering areas, new and valuable connections will be made with the industry's decision-makers, movers, creators and visionaries.

The invitation management tool Connect by ISPO is an efficient way to manage guests and appointments with relevant business partners and new contacts.

ISPO Munich: Concept and participation

Exhibition Halls.

It is all about the product. 9 exhibition halls packed with the must-have highlights of the new season.

- Here, **international trade visitors and media** from all over the world gain exclusive access to the most important know-how from all segments, the latest materials and products.
- Display your brands and collection in your unique way, engaging both **existing and new retail buyers and business partners.**
- The limitation of the individual stand size to a maximum of 200 m² per brand provides a curated, **sharpened view for the essentials and on the essence of each brand.**
- Benefit from a **visibility and high frequency** during the 3-day sports community get-together.

More information and booking options
ispo.com/en/munich/exhibitors



Our two types of halls.

Products, Trends, Innovations & Brand Visions

Exhibition Halls > Showcasing Trends

In the Exhibition Halls, trade visitors from all over the world build business relations and get exclusive access to the most important trends from all segments, the latest materials and products. Here you get an global overview of trends and innovations.

Participation options:

a) Floor Space	starting at 152 €/m² (max 200 m ² per brand)
b) Pre-built Easy	starting at 6,500 € (20 m ²)

Summit, Solutions & X-Industry

Future Lab > Creating Trends and Solutions

A summit with curated exhibition spaces, the Future Lab is a physical knowledge centre and addresses all relevant innovations and transformations, their challenges and solutions. It is the perfect experiential space for anyone who creates solutions or brings consulting expertise.

Participation options:

a) Floor Space	starting at 152 €/m² (max 200 m ² per brand)
b) Pre-built Easy	starting at 6,500 € (20 m ²)
c) Industry & Retail Solutions Package	4,900 € (4 m ²)
d) Stage time	on request: info@ispo.com

Space Options. Choose from Floor space & Pre-built booths.

ISPO Munich offers you a variety of possibilities to present your brand and your products perfectly within the regular Exhibition Halls.

With an ISPO Munich package stand, a high-quality and authentic trade show appearance in the right product environment is guaranteed.

For this purpose, we offer empty Floor Space to integrate your own booth concept and Pre-Built Booth options, which you can individualize as needed.

Let's take a closer look at our spaces!



Book floor space.

Choose from four space types. The classic way to participate in one of the most important events on the sports industry calendar. Available in all hall types.

Row stand (one side open)	152 €/m²
Corner stand (two sides open)	177 €/m²
End stand (three sides open)	189 €/m²
Island stand (four sides open)	202 €/m²

Hall B1: Vision

As every year, the highly frequented hall at the West Entrance attracts a demanding clientele and will feature an upscale design. It is home to sophisticated and premium sportswear. As in previous years, this is reflected through varying fees per square meter.

We are happy to advise you.
info@ispo.com



Pre-Built EASY. Create your pre-built brand space.

Minimize effort. Maximize ROI. The customizable, hassle-free way to exhibit.

- Relaxed and comfortable preparation before the fair.
- Minimum effort needed for set up on location.
- Many options to choose from in terms of size, placement and customization.
- You only need to bring your products and displays, your people, and a good mood.
- Furniture, fees, guest tickets, energy and more are already included.



EASY

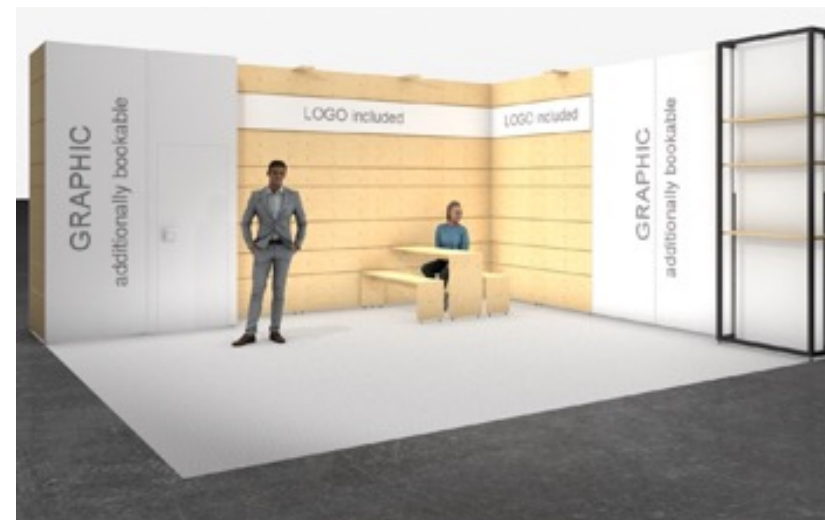
Pre-Built EASY. Our most cost-effective packages.



20 m²

20 m² prebuilt booth
3 m wall height
Furniture included
1 high table
4 bar stools
3 shelves
Logo print included

6,500 €*



30 m²

30 m² prebuilt booth
3 m wall height
Furniture included
1 seating table
2 benches
3 shelves
Logo print included

9,500 €*



40 m²

40 m² prebuilt booth
3 m wall height
Furniture included
high table
4 bar chairs
1 seating table
2 benches
3 shelves
Logo print included

13,000 €*



50 m²

50 m² prebuilt booth
3 m wall height
Furniture included
1 high table
4 bar chairs
1 seating table
2 benches
3 shelves
Logo print included

16,000 €*



60 m²

60 m² prebuilt booth
3 m wall height
Furniture included
1 high table
4 bar stools
3 shelves
Logo print included

19,000 €*

* All costs and fees for services included. For detailed information, call us.

Sponsoring.

ISPO Munich is more than products. It is an experience, a space for networking, story-telling and dialogues.

- Present your brand in a dynamic environment by sponsoring different theme hubs, stages or formats through the world's largest sports business event.
- Integrate your company story in live stage panel discussions and pitches.
- ISPO Munich provides sponsoring and partnership options on site, as joint communication effort as well as on ispo.com.

We'd like to discuss the variety of branding and communication options as part of our partnership program with you. info@ispo.com



ISPO Munich: Facts & Figures

Headline: Success factors 2020–international & viral.

Sport business professionals from all corners of the world flock to Munich to find new clients, establish new contacts and inform themselves about the latest trends.

- 77,204 total visitors (trade)
- 1,490 journalists
- 154 influencer & blogger

- 70% international visitors
- 89% of visitors reated show excellent, very good, good

- International press reach: 110.3 Mio. (print, online) + 54,1 Mio. (TV, radio)
- Social Media: over 16 mio. impressions



Beyond the event with ISPO.com

ISPO.com is the first and only megatrend-oriented sports and outdoor magazine for everyone who, like us, believes that sports and the outdoors are more than just exercise and equipment. We carry sport and the outdoors in our hearts and change the world with it.

ISPO.com: Additional or stand-alone. B2B or B2C.

Extend your reach. Use the world's first and only megatrend-oriented sports & outdoor medium.

1 Native Advertising: Our top storytelling tool for your topics

Editorial, video implementation, image gallery, CTA: You get tailor-made and topic-based storytelling, placed in the editorial content of ISPO.com and delivered on target.

2 Brand Channel: Communication year round bundled on the ISPO.com partner site

The brand channel page bundles your native articles and editorial integrations and can be perfectly integrated into

your communication under the umbrella of the ISPO brand.

3 Hero Athlete Page: Present your products on the website of your ambassadors and athletes

Your opportunity to present your products in the immediate social spheres of your athletes, connect them to your shop and add a CTA.

4 Future Reach: Our Google Page 1 promise for your SEO-optimized native article

Native advertising + separate SEO optimization with reach build-up: Long-term SEO traffic on Google page 1 in German after 6 m. guaranteed, plus long-term SEO traffic in English.

5 Conversion Teaser: Our tool for lead generation. Placed in existing articles.

We will place your teaser in the editorial content on ISPO.com—the duration is unlimited!

6 Listicle: Lead generation and eCommerce connection

Perfect for end consumer communication or for market entry. 6–8 related products are combined into one article, including links to your shop.

Learn more:

ispo.com/en/about/media-and-editorial

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