

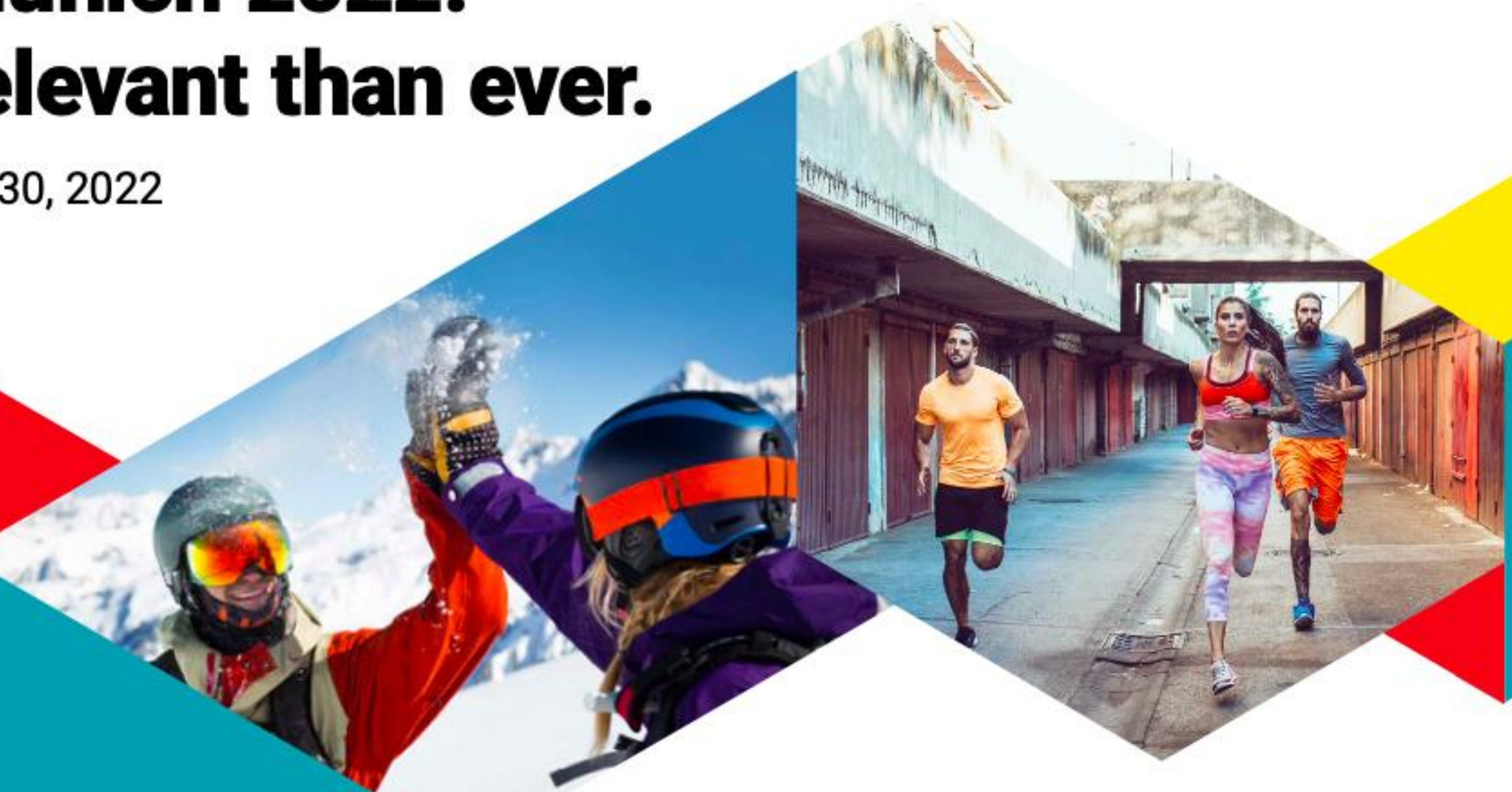


Messe München

Connecting Global Competence

ISPO Munich 2022. Most relevant than ever.

November 28–30, 2022



ispo.com/munich

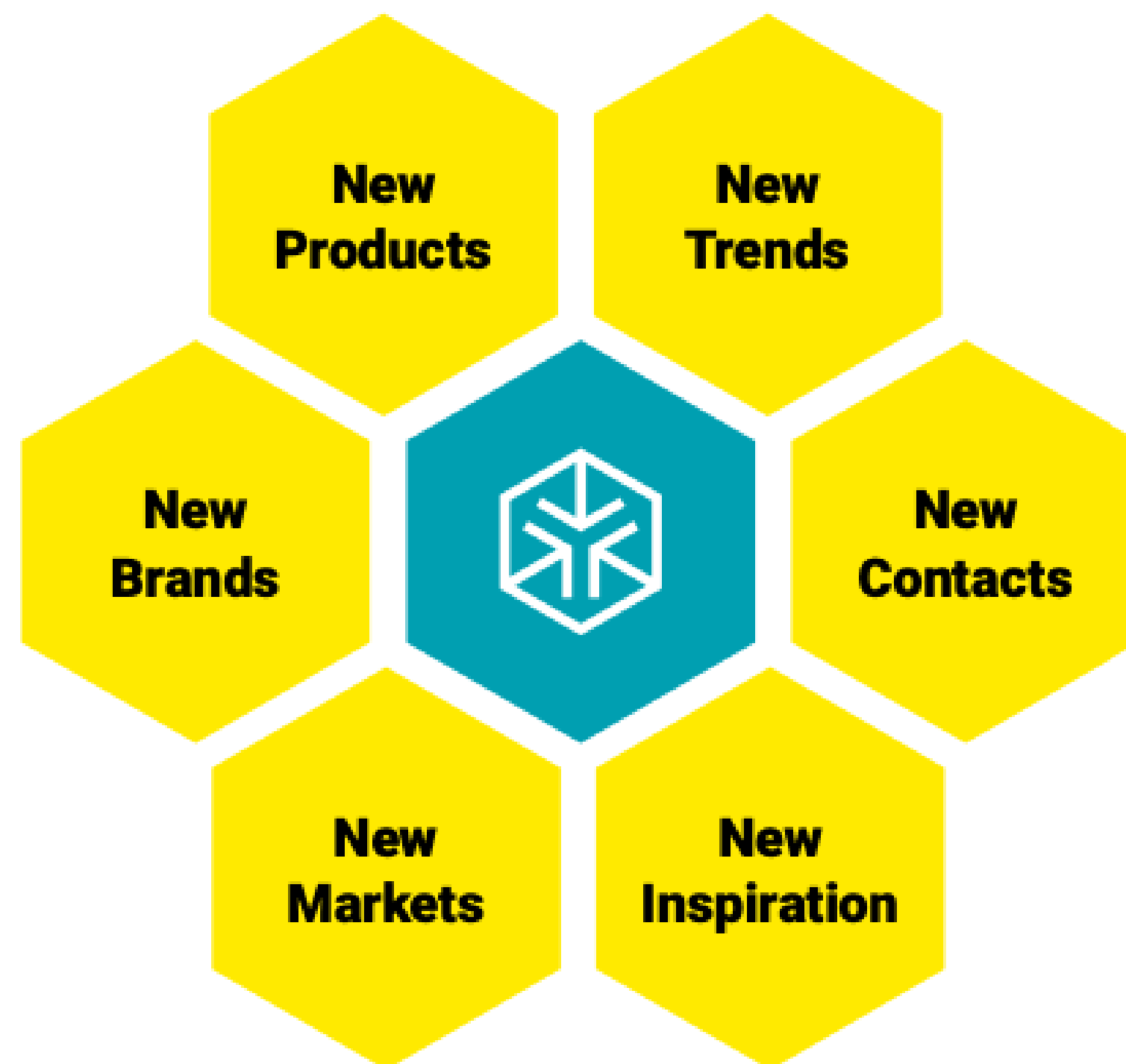


ISPO Munich 2022. Most relevant ever.

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 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 sqm** 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.



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.





- 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.

Future Lab. The heart of ISPO Munich.



The essence of future topics in sports business.



A meeting place for value-creating connections.



A curated knowledge space for innovation and transformation.

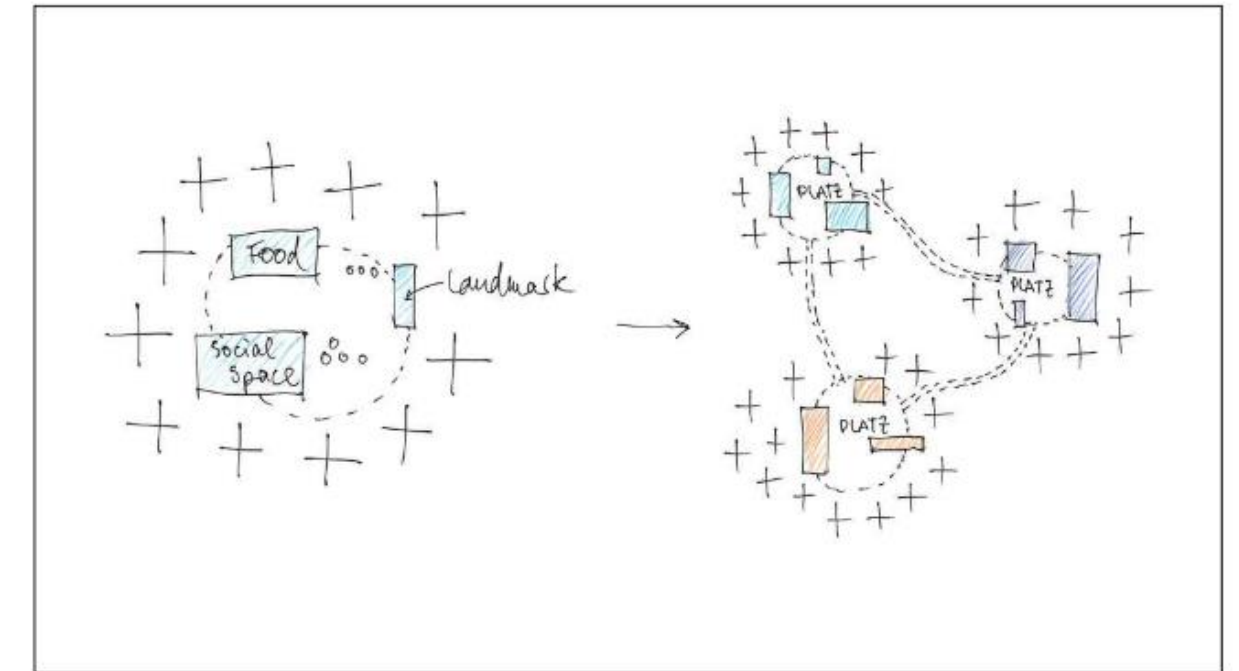
Future Lab. Hall Concept.



We organize the various future topics in a network of settlements.



Every settlement has a marketplace with a landmark, a network of settlements, a social space, a stage and a food service.



We assign each ISPO offer its own settlement and optimize the marketplaces to the specific requirements.

Future Lab. Hall Layout.

Socializing

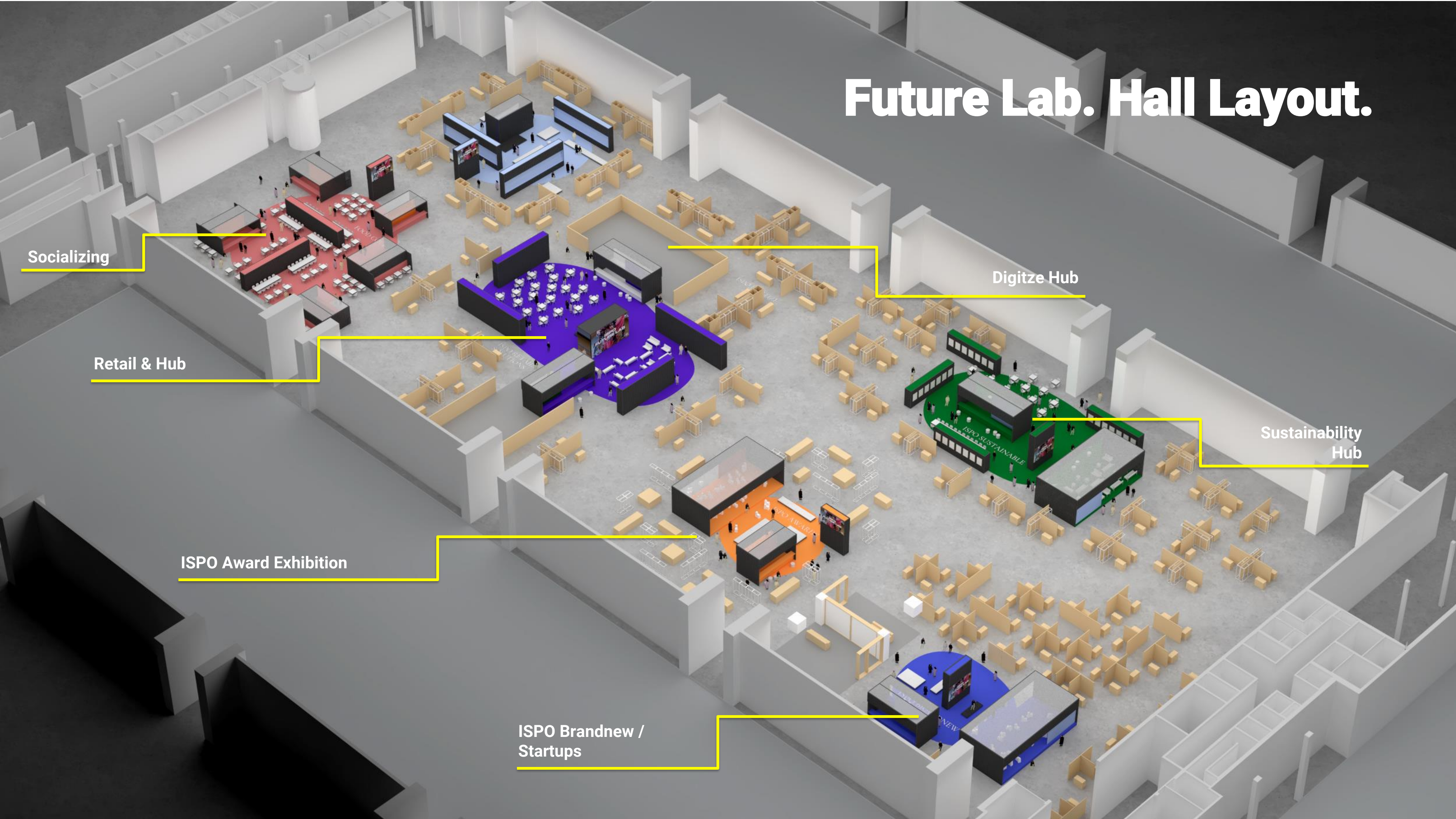
Digitze Hub

Retail & Hub

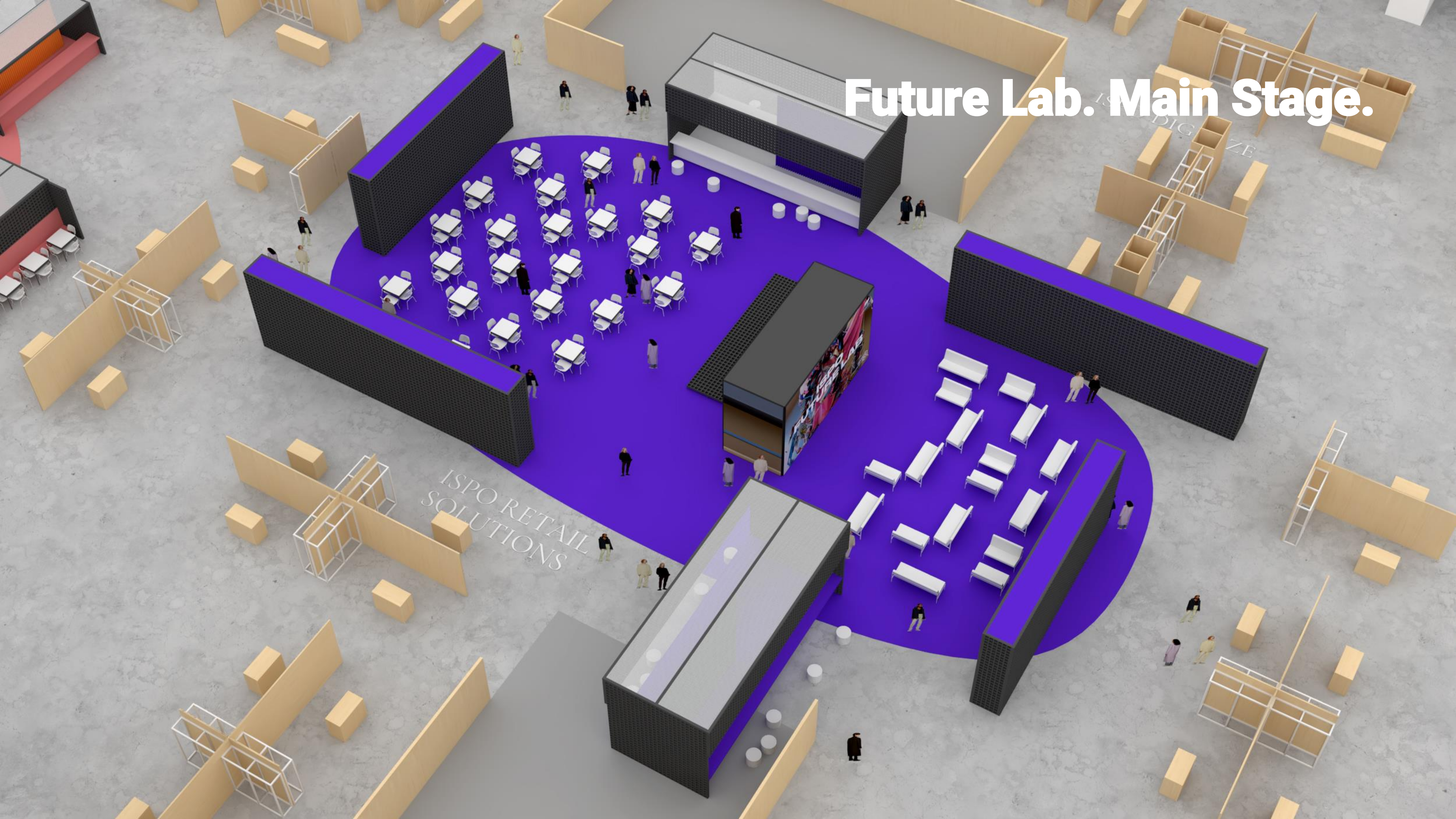
Sustainability Hub

ISPO Award Exhibition

ISPO Brandnew /
Startups



Future Lab. Main Stage.



ISPO RETAIL SOLUTIONS

ISPO DIGITIZE

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



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.



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 €/m ²
Corner stand (two sides open)	177 €/m ²
End stand (three sides open)	189 €/m ²
Island stand (four sides open)	202 €/m ²

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.

Our two types of halls.

Products, Trends, Innovations & Brand Visions

Exhibition Halls

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.

> Showcasing Trends

Participation options:

Floor Space: Prices starting at 152,- € / sqm
(max 200sqm per brand)
or
Pre-built Easy: Prices starting at 6.500 € (20sqm)

Summit, Solutions & X-Industry

Future Lab

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.

> Creating Trends and Solutions

Participation options:

Floor Space: Prices starting at 152,- € / sqm
(max 200sm per brand)
or
Pre-built Easy: Prices starting at 6.500 € (20sqm)

Solutions Package: Price 4.900 € (4sqm)
Solutions & Stage time Package: Price 7.500 €

Stage time only: Price 4.500 €

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

ISPO Business Memberships

All ISPO Business Members have access to the quarterly ISPO Consumer Insights Report, a collection of high-quality insights gathered through our Collaborators Club. Depending on membership level, you can initiate your own projects.

Business Membership also offers you price reductions on stands at ISPO Munich and OutDoor by ISPO.

In addition, you receive credits you can use to purchase add-ons or reduce prices on selected participation packages.

We are happy to advise you:

➤ Please click [here](#) to request a meeting about our membership plans.

Membership plan	Annual Fee	Basic service	Core service	Credits and usage (1 Credit = 1 Euro)	
Basic	free	Quarterly Consumer Insights Report	-	500	all ISPO platforms
B2C	€ 12,000 € 1,000 / month	Quarterly Consumer Insights Report	ISPO Collaborators Club Community Activation Package*	2,500	ISPO.com ICC** Events
B2B	€ 24,000 € 2,000 / month	Quarterly Consumer Insights Report	15 % (>40 m ²) at ISPO Munich 15 % (>40 m ²) at OutDoor by ISPO	25,000	all ISPO platforms except fairs & ICC**
H2H (B2B + B2C)	€ 35,000 under € 3,000 / month	Quarterly Consumer Insights Report Membership ISPO Brandnew Circle	ICC Community Activation Package* 15 % (>40 m ²) at ISPO Munich 15 % (>40 m ²) at OutDoor by ISPO	35,000	all ISPO platforms except fairs

Notes:

- onboarding for new members included (e.g. how to use credits)
- automatic free membership for ISPO Brandnew applicants
- 2,000 credits for all ISPO Brandnew winners

* 2x club projects (e.g. sales-push, survey)

**ICC = ISPO Collaborators Club

#ISPO Munich: Facts & Figures

The visitors. From all over the world.

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. **89% rated the show as excellent, very good or good.**

70% international visitors



- 11.580 retailers (15%)
- 6.948 distributors and sales representatives (9%)
- 6.176 wholesalers (8%)



The media. Audience reach well beyond the trade show.

Int. press reach (ISPO Munich 2020)

- Print & online articles reach: 110,3 mio.
- TV & radio features reach: 54,1 mio.

ISPO website visitors per year

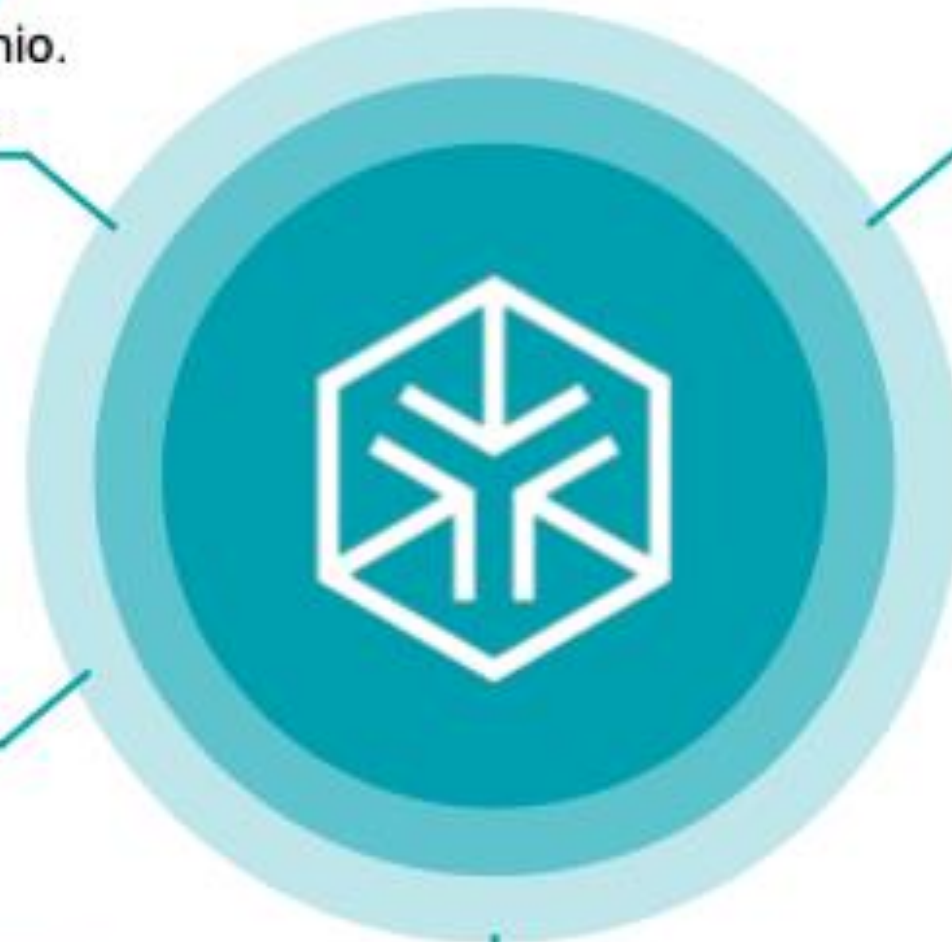
- ~3,5 mio. on ISPO.com

Journalists & influencers at ISPO Munich

- 1.490 journalists (39% international)
- 154 influencers and bloggers

ISPO social media reach per year

- Facebook: ~9 mio. impressions (> 93k fans)
- Instagram: ~5 mio. impressions (>11k fans)
- LinkedIn: ~1,7 mio. impressions (>12k fans)
- Twitter: ~0,8 mio. impressions (> 6k fans)



Beyond the event with ISPO.com



THE SPORTS AND OUTDOOR INSPIRER.

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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Published by:

Messe München GmbH
ISPO Group
Messegelände
81823 München

Published on:

May 11, 2022

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Messe München

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