

# ISPO 2025

30. NOV. – 02. DEC. 2025  
MESSE MÜNCHEN



ISPO 



# SPORT DRIVES US ALL. AND WE DRIVE SPORT.

ISPO exists **TO MAKE SPORTS THE CENTRAL DRIVER IN ALL OF US** – to make sport so big, so meaningful, that everyone benefits from its power. That's why we bring the entire industry together to move sport forward.

Decision makers from all over the world meet at ISPO to discuss pressing topics of the industry –  
To explore and generate trends.  
To showcase innovations.  
To connect with peers.  
To create new business opportunities. To shape the future of sports.

Sport is big. Let's make it even bigger together at ISPO 2025.

## FACTS 2024

**55,000**

PARTICIPANTS

**2,300**

EXHIBITORS

**9.7M**

PAGE VIEWS  
ISPO.COM\*

**107.1M**

MEDIA VALUE

**11K**

MEDIA BUZZ

**4.4B**

MEDIA REACH

\* approximate value due to withheld cookie consent

# FACTS & FIGURES

## ISPO 2024

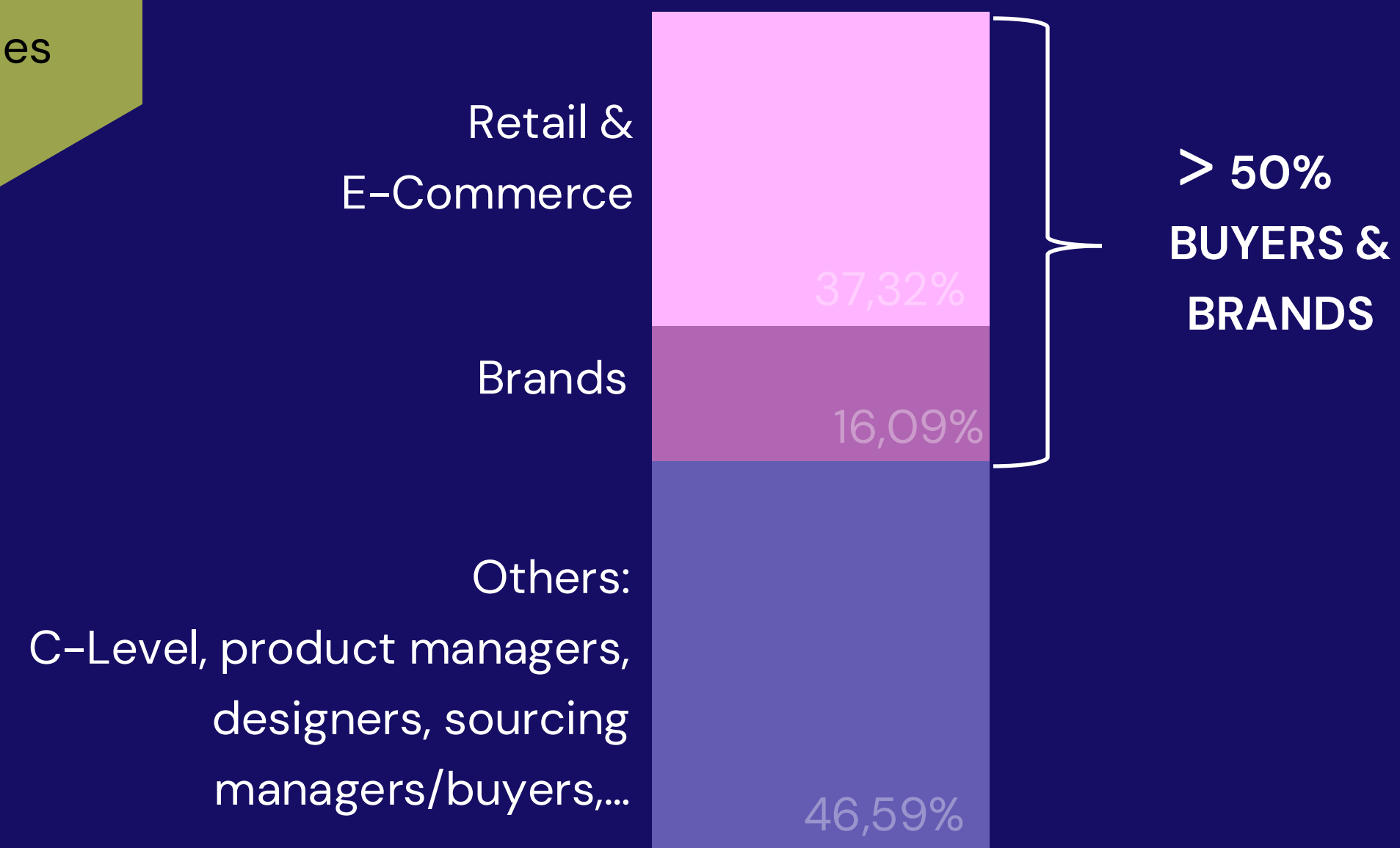
### TOP 10 VISITORS FROM 114 COUNTRIES

Germany  
Italy  
China  
UK  
Austria  
France  
Switzerland  
Czech Republic  
Spain  
Netherlands

**65%**  
*International  
visitors*

**114**  
countries

### VISITORS BRANCHES



### VISITORS PROFESSIONAL STATUS

**2/3**  
decision-makers

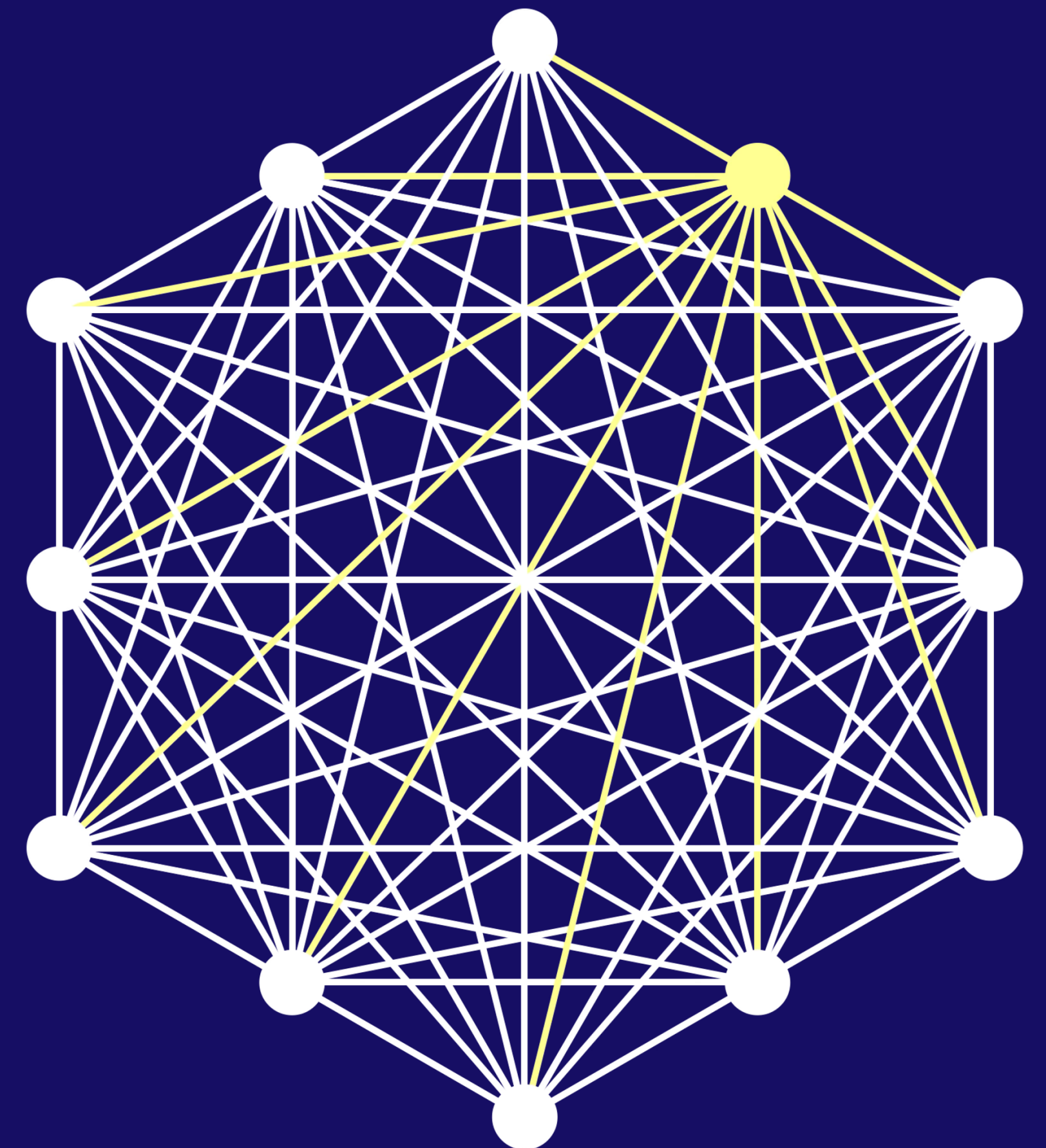
YOUR SUCCESS  
MAKES SPORTS BIGGER

# ACCELERATING SPORTS

ISPO's vision is to be the new benchmark as the holistic platform for the entire sports industry. We aim to create a central meeting point for all sports enablers to network, exchange ideas, and present themselves within the comprehensive sports and outdoor landscape. As sports increasingly merge with fashion, wellbeing, technology, electronics, and entertainment, navigating this complex landscape is a key challenge.

Acceleration is vital, and at ISPO 2025, you'll gain essential clarity through a comprehensive overview across the value chain. We provide a global perspective on emerging trends and pivotal innovations, offering guidance to create business opportunities and expand your reach.

You benefit, you contribute. Ultimately, your success makes sports bigger.



# VALUE CHAIN

## UPSTREAM & SUPPLY

Our arena for everything around sustainable materials and innovative production processes.

## BRANDS & PRODUCTS

An entire arena turns into a stage for established and new brands to present their latest products and innovations.

## COMMERCE & EXPERIENCE

Our arena where products become tangible for consumers through innovative sales, marketing, and experiences.

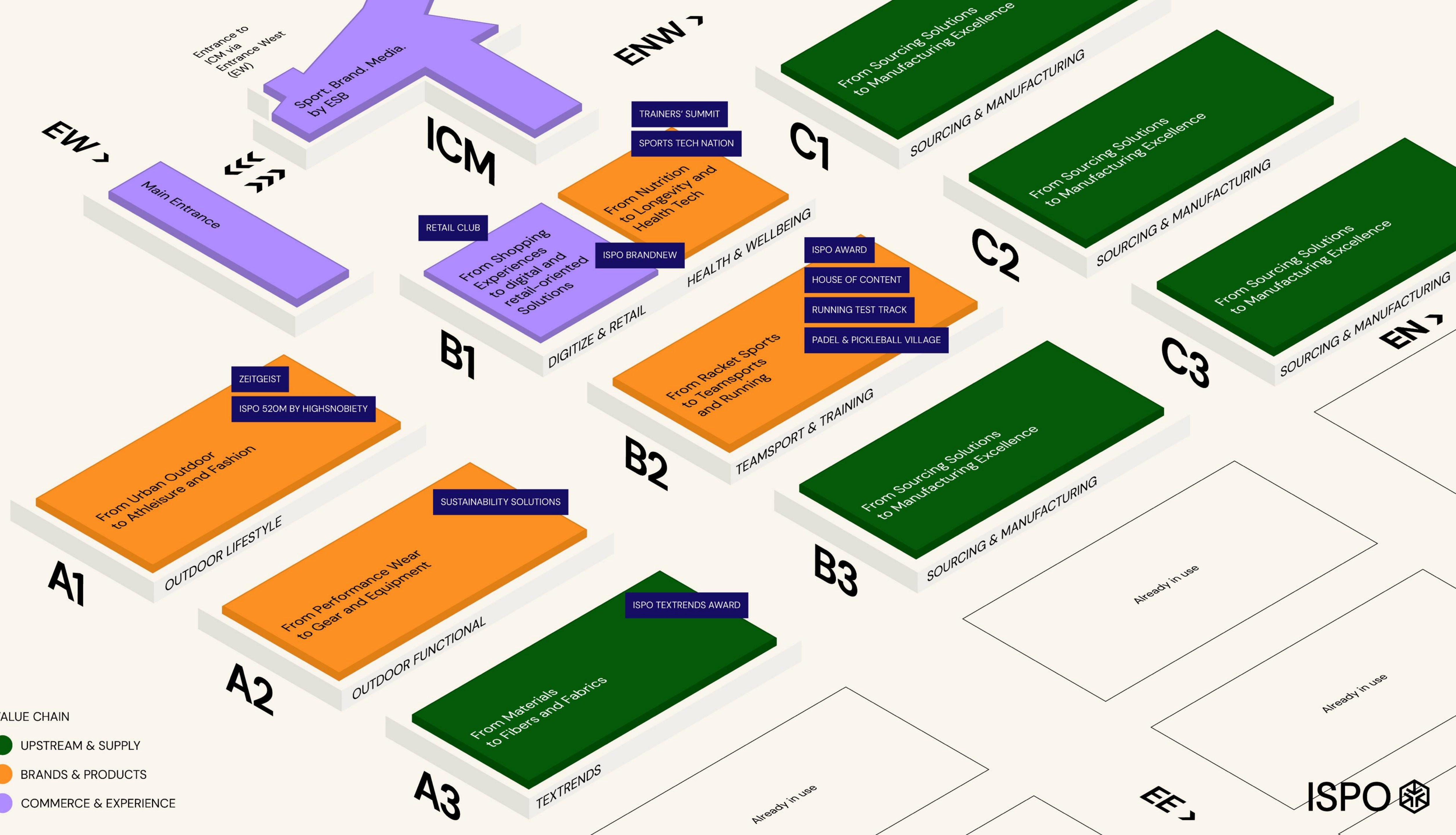
UPSTREAM & SUPPLY

BRANDS & PRODUCTS

COMMERCE & EXPERIENCE



- VALUE CHAIN
- UPSTREAM & SUPPLY
  - BRANDS & PRODUCTS
  - COMMERCE & EXPERIENCE





# ISPO 2025

## WHAT'S IN IT FOR YOU?

### **BUSINESS OPPORTUNITIES**

ISPO brings the entire industry together to move sport forward. Build crucial new relationships and explore untapped markets. Our new retail initiative brings even more retailers to the trade show – for key connections and future business.

### **VISIBILITY**

Reach a wider and more relevant audience at ISPO. Our enhanced media focus and the 1<sup>st</sup> Global Sports Influencer summit bring more content creators and media than ever, increasing visibility for your business and innovations

### **NETWORKING**

Benefit from a holistically conceived platform for the sports industry and meet sports enablers from every sector across the entire value chain. Our matchmaking tool helps you to find the contacts you're looking for.

### **PARTNERSHIPS**

Over 2/3 of ISPO's visitors are decision makers. Connect with other players in the most efficient way possible. Supported by physical and digital matchmaking before, during and after the trade show.

### **MARKET ORIENTATION**

The new ISPO hall layout, separated into three arenas, helps you navigate the entire sports market and quickly make sense of industry trends through improved orientation and curated inspiring solutions.

### **INNOVATION**

When you have something to show, do it here. Showcase your innovations and discover new trends at the perfect platform. Make sure your brand, products and solutions are seen where they really matter.



# ISPO 2025 – TARGETED MARKETING HOW WE REACH YOUR AUDIENCE

ISPO 2025 REACHES YOUR TARGET GROUPS THROUGH A POWERFUL MIX OF DIGITAL PRECISION, MEDIA ACTIVATION, AND CONTENT REACH:

## TARGETED DIGITAL CAMPAIGNS & GEOFENCING

Build Over 40M impressions across Social, Programmatic, and Google. Geo fencing at 114 international industry events captures business-affine audiences, who are later re-targeted with segment-specific messaging.

## SEGMENTED OUTREACH WITH PHASED-FOCUS

Visitor communication from June – always aligned with industry segments and your business focus.

## STORYTELLING, MEDIA & RETAIL INITIATIVES

Attention is driven by partnerships with brands, athletes, and speakers (as confirmed), creative exhibitor campaigns, and international PR. Expanded media relations and centralized messaging boost coverage. The new retail initiative ensures direct access to key retail buyers.

## DATA-DRIVEN ABM & CONTENT MARKETING

GDPR-compliant account-based marketing activated valuable contacts from ISPO's proprietary database. Continuous presence via Social, PR, Newsletters, and our four-language ISPO.com magazine.

## A LITTLE BIT OF MAGIC, NETWORKING AND TARGETED EVENTS

From invitations to Oktoberfest, Social Media celebrities suddenly popping up, whitepaper releases, or digital flashmob-like campaigns vor visitor marketing – a bit of unplanned hype is part of the plan.



# ISPO 2025 TARGETED MARKETING TIMELINE & OVERVIEW





# BECOME PART OF ISPO 2025

Find the perfect package tailored to your needs.



SPORTS



ISPO's Brands & Products Arena provides the ideal environment to showcase your brand effectively, whether in outdoor, performance, team sports or other dynamic segments, and to identify and learn about upcoming trends.



SPORTS  
FASHION



Hall A1 is dedicated entirely to the topic of lifestyle-oriented outdoor and sports fashion and offers you the perfect space to drive your business forward, set trends and build brand buzz.



HEALTH &  
WELLBEING



Being aware of health's crucial role, ISPO offers a separate health & wellbeing space that allows you to showcase health, recovery, mindfulness, and prevention products to visitors from sports, lifestyle, retail, corporate health, and tech.





## SOLUTION PROVIDER



Within the Commerce & Experience Arena you'll find direct access to retail leaders, brands and start-ups actively seeking for your solutions in retail tech, digital services, marketing, and sustainability. Generate leads and shape the future of sports.



## SPORTSTECH & START-UPS

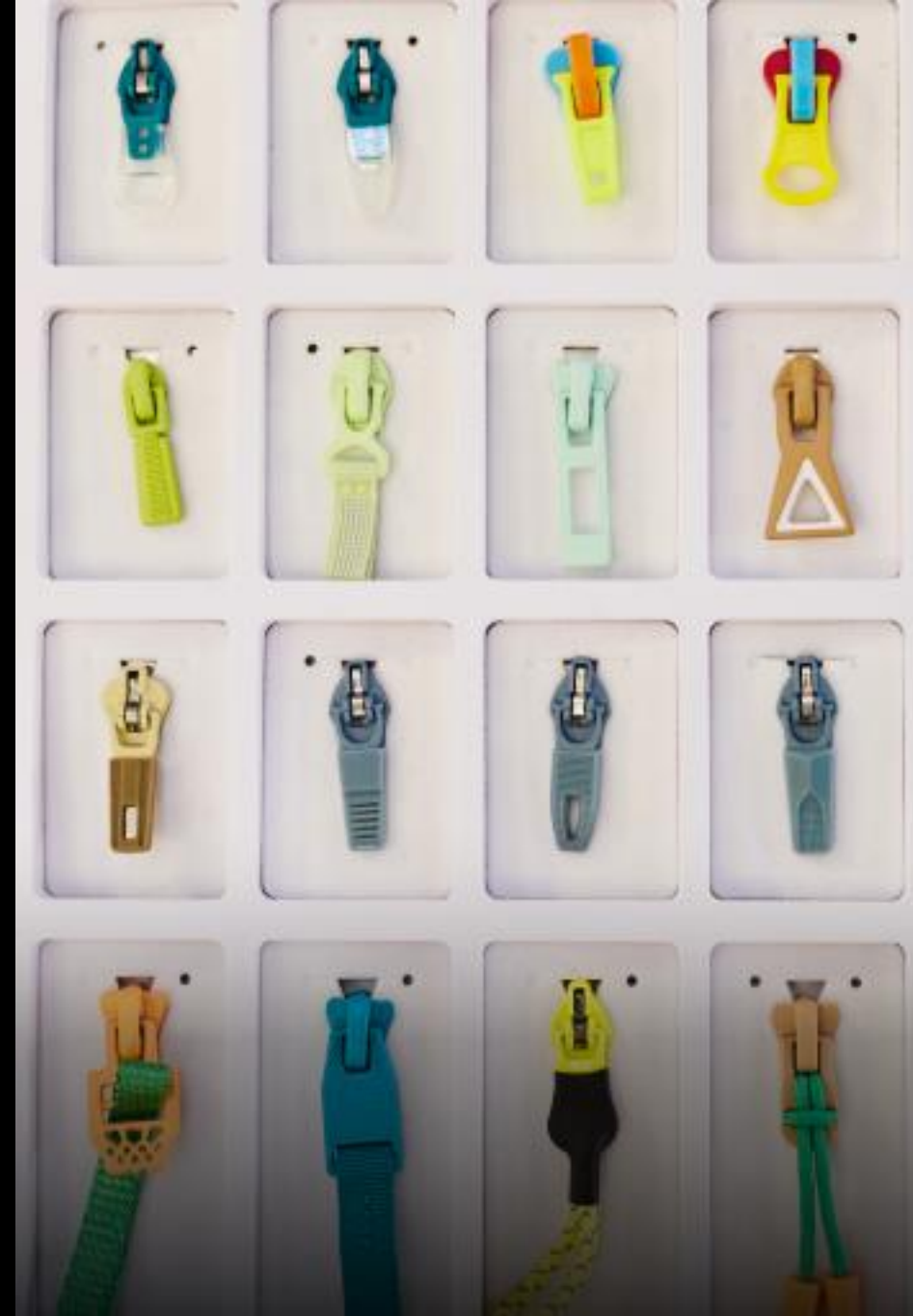


Present and discover new technologies and bold ideas that are revolutionizing training, measurement, experience, and marketing within the sports industry in the dedicated start-ups & sportstech area. Here you become visible, find the right partners for your next steps and benefit from validation to scale your vision.





## SOURCING & MANUFACTURING



Within the focused Upstream & Supply Arena, showcase your expertise in offering sustainable solutions and innovative production processes to connect with buyers, developers and brand leaders. Expand your global network, access new markets, and strengthen your position in the sports value chain.



## TEXTRENDS & RAW MATERIALS



ISPO and especially the ISPO Textrends Award is the pivotal meeting point for product designers, brands, manufactures and key decision-makers when it comes to presenting innovative materials, smart productions and pioneering developments, entering into collaborations, utilizing synergies and ultimately setting new standards for the future.

# ISPO Textrends



ISPO 



# KEY INITIATIVES



## RETAIL INITIATIVE FOR MORE BUSINESS OPPORTUNITIES

As retailers are vital, linking your innovations to eager consumers and driving market success. ISPO Munich is the essential place to meet these key players and decision-makers. Our enhanced international retail program including the **Retail Club** strategically amplifies retailer engagement, bringing more influential buyers to ISPO. This powerful initiative helps you expand crucial local market relationships, unlocking precise business opportunities. **Join us at ISPO Munich and directly shape your brand's future reach and impact.**



## MEDIA FOCUS FOR HIGH REACH

Showcasing inspiring solutions and trendsetting innovations at ISPO Munich ensures significant media attention, a huge value for all sports enablers. This year, our new Creator Summit will further boost the on-site media presence, guaranteeing the widespread reach and high visibility your brand deserves. **Step into the spotlight at ISPO Munich and let the world discover your vision.**



## TARGETED MATCHMAKING TO GROW YOUR BUSINESS

Making the right contacts is crucial for business growth. Our proven matchmaking via the ISPO App connects you with the precise individuals to fuel your expansion through physical and digital interactions before, during, and after ISPO. Find and engage with the exact decision-makers you need to propel your business forward. **Maximize your networking power and unlock unparalleled opportunities at ISPO Munich.**



# QUOTES

ISPO remains the central platform for the exchange between industry and trade and, as a leading trade fair, fulfills several essential functions. It offers the opportunity to experience innovations up close, identify trends early on and make valuable contacts.

– Margit Gosau und Dominik Solleder, CEOs , SPORT 2000

I can safely say that we will be reaching out to at least 10 brands that we will want to add to our portfolio and one of them has already put us in contact with their agency in Canada.

– Bao Trinh, Vice President Merchandising, Altitude Sports

As a dynamic platform for start-ups, ISPO's Brandnew Village provided Unitree PUMP with invaluable opportunities to showcase its cutting-edge technology and connect with industry leaders, potential partners, and investors.

– Jo Chou, Sales & Support Team, Unitree Robotics

Every year, ISPO is an excellent opportunity for us to ***exchange ideas face-to-face*** with industry partners and receive ***direct feedback from the market.***

– Andreas Schulz, Head of Marketing, Fidlock



SEE YOU AT

# ISPO 2025

NOV 30 – DEC 02, 2025

[ISPO.COM/MUNICH](https://ispo.com/munich)

