

ACCELERATING SPORTS

MAKE ISPO 2025 YOURS.

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

ISPO 

THE THREE-DAY GLOBAL FLAGSHIP EVENT

Where sports find relevance, reach and direction.

2,300

EXHIBITORS

55,000

PARTICIPANTS

113

COUNTRIES

FULL

PROGRAM

Let's kickstart the season, and kick ass the rest of the season.

TIME TO DISCOVER WHAT'S NEXT?

Explore it here.

At ISPO, we unite the entire sports value chain. In each arena, there is a full program and lots to explore: stages, talks, special exhibition areas, events and networking, and much more.

Follow us through this manual
– one highlight at a time.

VALUE CHAIN

UPSTREAM & SUPPLY

COMMERCE & EXPERIENCE

BRANDS & PRODUCTS

ISPO 

STEP INTO THE ARENAS

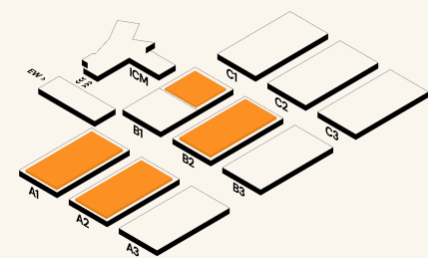
And find orientation first.

- 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.



CURATED AREAS

We offer curated experiences. The benefit of these carefully designed spaces is simple: We manage the selection so you can explore the topics you're most interested in.



30. NOV. – 02. DEC.

A1
All Day

ISPO 520M BY
HIGHSNOBIETY

ISPO and Highsnobiety offer a platform where outdoor, performance, fashion, and culture converge through exhibition and talks.

30. NOV. – 02. DEC.

A1
All Day

ZEITGEIST

ZEITGEIST is our contemporary exhibition featuring athleisure, sports fashion, and streetwear.

30. NOV. – 02. DEC.

A2
All Day

SUSTAINABILITY
SOLUTIONS

Exhibition area including a stage with three day program for sustainable brands, products and solutions.

30. NOV. – 02. DEC.

B2
All Day

ISPO AWARD
EXHIBITION AREA

Exhibition of the ISPO Award winners showcasing exceptional products.

30. NOV. – 02. DEC.

B2
All Day

PADEL &
PICKLEBALL VILLAGE

Our exhibition and interactive experience zone with show courts for the trending sports padel and pickleball.

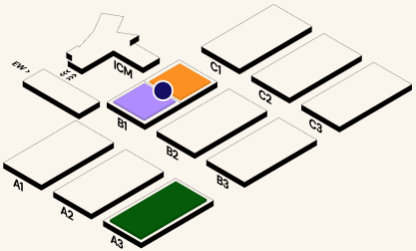
30. NOV. – 02. DEC.

B2
All Day

RUNNING
TEST TRACK

The running test track offers the opportunity to test new products under real conditions to directly experience the running feel.

CURATED AREAS



30. NOV. – 02. DEC.

A3
All Day

TEXTRENDS AWARD
EXHIBITION AREA

Exhibition of award-winning apparel and the most innovative garments, accessories, fabrics, fibers, and components—all in one place.

30. NOV. – 02. DEC.

B1
All Day

FUTURE OF
RETAIL STORE

A curated space to showcase innovations and to experience the future retail.

30. NOV. – 02. DEC.

Brandnew Village

B1
All Day

ISPO BRANDNEW


Area with start-up booths, providing young entrepreneurs the opportunity to present their products and services to the industry and potential investors.

30. NOV. – 02. DEC.

 B1
All Day

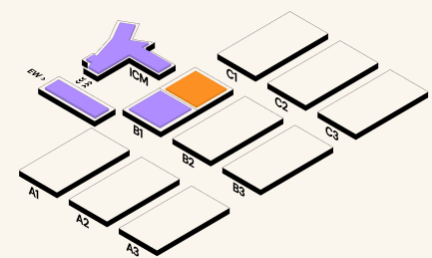
RETAIL CLUB
LOUNGE

The Retail Club Lounge serves as a central meeting point for Retail Club members. Membership provides access to exclusive benefits and networking events.

 Invitation, members, or special ticket holders only

CONFERENCES

From the latest sports technology and innovative training methods to revolutionary approaches to health. With four exciting conferences, you will be well informed to experience the latest trends and developments.



30.NOV.
Conference Stage

B1
All Day

TRAINERS' SUMMIT
PRESENTED BY EGYM

Our summit for coaches, with presentations on training, technologies, performance optimization, and nutrition from amateur sports.

30.NOV.
Conference Stage

B1
Timing tbc

WOMAN SPORTS
SUMMIT

Our summit for women from across the industry to exchange, and discuss strategies for enhancing female representation and success in sports.

30.NOV. – 02.DEC.
Retail & Innovation Stage

B1
Timing tbc

RETAIL
CONFERENCE

Our conference program specifically designed for retail professionals, offering specialized insights for the retail sector.

01.DEC.
Conference Stage

B1
All Day

SPORTPLATZWELT
MEETS ISPO

Whether you're from a sports office, club or association: Sportplatzwelt is the essential meeting point for decision-makers in organized sports.

01.DEC. – 02.DEC.

ICM
All Day

SPORT BRAND MEDIA

Think tank and big congress featuring over 1,400 participants, 42 specialist forums, and 290 speakers (2024). This platform connects sports, business, and media.

01.DEC.
Conference Stage

B1
Timing tbc

LONGEVITY NOW
BY FITBOOK

A partnership between FITBOOK and ISPO, featuring panels, talks, and expert interviews on forward-thinking health topics such as strength, endurance, and nutrition.

02.DEC.
Conference Stage

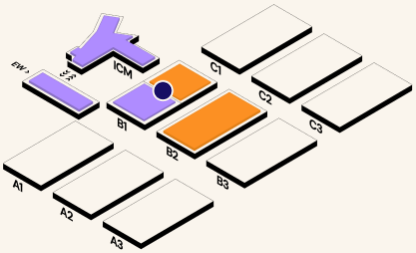
B1
All Day

SPORTS
TECH NATION

The premier summit of the sports tech industry—where influential leaders in sports and technology discuss trends and explore the most disruptive technologies in the field.

EVENTS & NETWORKING

It’s not only the most important part of a trade show—it's the most fun, too! Here's an overview of our events and networking opportunities:



30. NOV.
Conference Stage

B1
Timing tbc

ISPO AWARD
GATHERING

Celebration of ISPO Award winners. Everyone is welcome to join, network and celebrate.

30. NOV.

EW (ENTRANCE WEST)

Timing tbc

GLOBAL GAME
SHAPER NETWORK

Our networking platform to empower women in leadership positions within the sports industry.

30. NOV.

ICM

6:00 pm

ISPO
EXECUTIVE NIGHT

Exclusive night with a networking dinner for decision-makers, thought leaders, athletes, and media from the world of sports hosting the retail and ISPO Cup award ceremony.

30. NOV. – 01. DEC.

B1
Timing tbc

ISPO BRANDNEW
FOUNDERS PITCHES

Presentations of the Top 16 start-ups in the areas of Sportstech, Sustainability, Performance, & Outdoor.

01. DEC.

EW (ENTRANCE WEST)

Timing tbc

ATHLETES ALLIANCE X
ISPO

We bring together competitive athletes and entrepreneurs through various formats to facilitate knowledge sharing.

01. DEC.

ICM

5:00 pm

NETWORKING NIGHT
SPORT BRAND MEDIA

SPORT BRAND MEDIA presents an exclusive networking opportunity for summit attendees designed to facilitate connections and exchange.

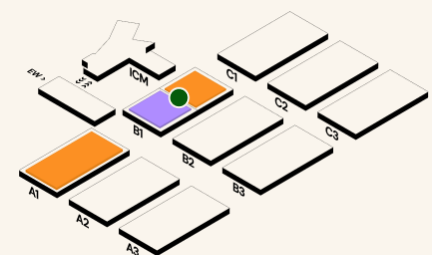
01. DEC.
Conference Stage

B1
Timing tbc

ISPO BRANDNEW FINALS

Award ceremony honoring one outstanding start-up from each category: Sportstech, Sustainability, Performance, and Outdoor; as well as the "Overall-Winner"

EVENTS & NETWORKING



30. NOV. – 01. DEC.

Retail Club Lounge

📍 B1

5:00 pm

HAPPY HOUR
RETAIL CLUB

Exclusive international networking event for all Retail Club members. Drinks on us!

30. NOV. – 02. DEC.

Zeitgeist

A1

5:30 pm

ZEITGEIST NETWORKING
EVENT

Exclusive networking event for all exhibitors of the Zeitgeist area, providing a unique opportunity to connect.



BEER SUBSIDY
Wait what? In case you’re an exhibitor, and want to throw a party at your booth, we’re subsidizing your beer to help turn booth small talk into meaningful connections. Even, and especially after 5 p.m.

01. DEC.

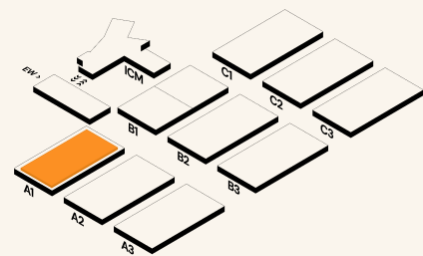
Conference Stage

B1

ISPO TEXTRENDS
AWARD CEREMONY

Award ceremony honoring the latest trends and innovations from the textile industry.

CREATORS & MEDIA



30. NOV.
House of Content

A1
All Day

CREATOR
SUMMIT

The combination of physical space, content creation, direct exchange, and curated visibility generates lasting value—during the trade show and beyond.

30. NOV.
House of Content

A1
All Day

CREATOR
SUNDAY

Creator day featuring a joint kickoff session, live podcast recordings, an exclusive concert followed by a networking party extending into the evening hours.

30. NOV. – 02. DEC.

A1
All Day

HOUSE OF
CONTENT

A physical space blending media zone, content creation hub and networking space.

01. DEC.
House of Content

A1
All Day

MEDIA
MONDAY

Media day featuring breakfast with athletes, interviews, and evening live podcasts and expert talks.



NEW FORMATS
Athletes, creators, industry professionals, and brands all come together in one place. With the House of Content, there’s more visibility for relevant content, better connections, and a place where content is not only displayed, but created.

MATCHMAKING

On top of our networking opportunities in each arena, we offer targeted matchmaking initiatives to connect you with other players of the industry.

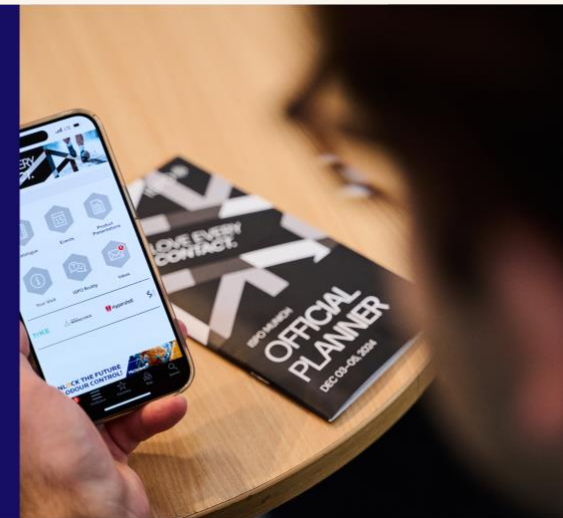
PHYSICAL MATCHMAKING

We offer matchmaking areas across several halls, which are marked as such, and host networking events for product managers, designers, and media professionals.



DIGITAL MATCHMAKING

We connect you with other exhibitors, visitors and media, based on shared interests incl. appointment scheduling through a special function of our ISPO app.



HOW IT WORKS

- Download ISPO App
- Profit from smart connections between exhibitors, visitors, and media
- Schedule on-site meetings via chat
- Available two weeks before event
- Post-event connection option for exhibitors (additional fee)

JOIN US

ISPO IS YOUR ARENA.

Your success makes sports bigger.

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

ISPO 