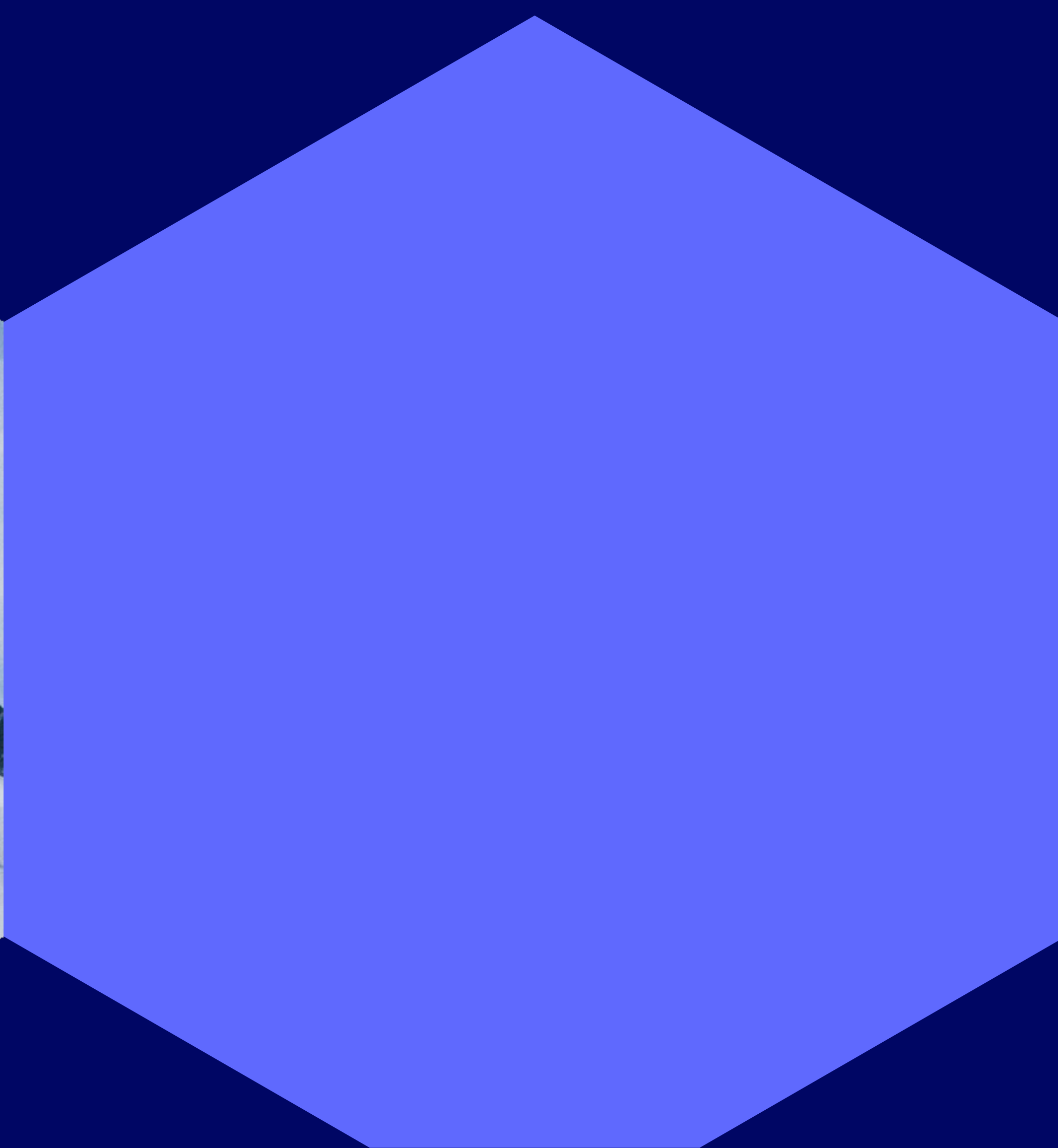


FACTS & FIGURES
ALL YOU NEED TO KNOW
ABOUT ISPO MUNICH 2024



ISPO MUNICH From Innovation to Impact

In December 2024 **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 2024 is the leading trade fair and source of inspiration for the global sports community.





Score Big the Facts & Figures of 2023

60.000
participants

2.400+
exhibitors

3,3 bn
media reach

7.500+
media articles

72%

international visitors from
119 countries

94%

international exhibitors
from 54 countries

ISPO MUNICH is the premier destination for the global sports industry.

Our 72% international visitor rate and exhibitors from 54 countries offer a unique opportunity to discover the latest products and solutions and make valuable connections.

We prioritize your satisfaction at ISPO Munich. In 2023, 92% of visitors rated the show as excellent, very good, or good.

Don't miss out!



We create valuable Connections

Present your brand and solution 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.

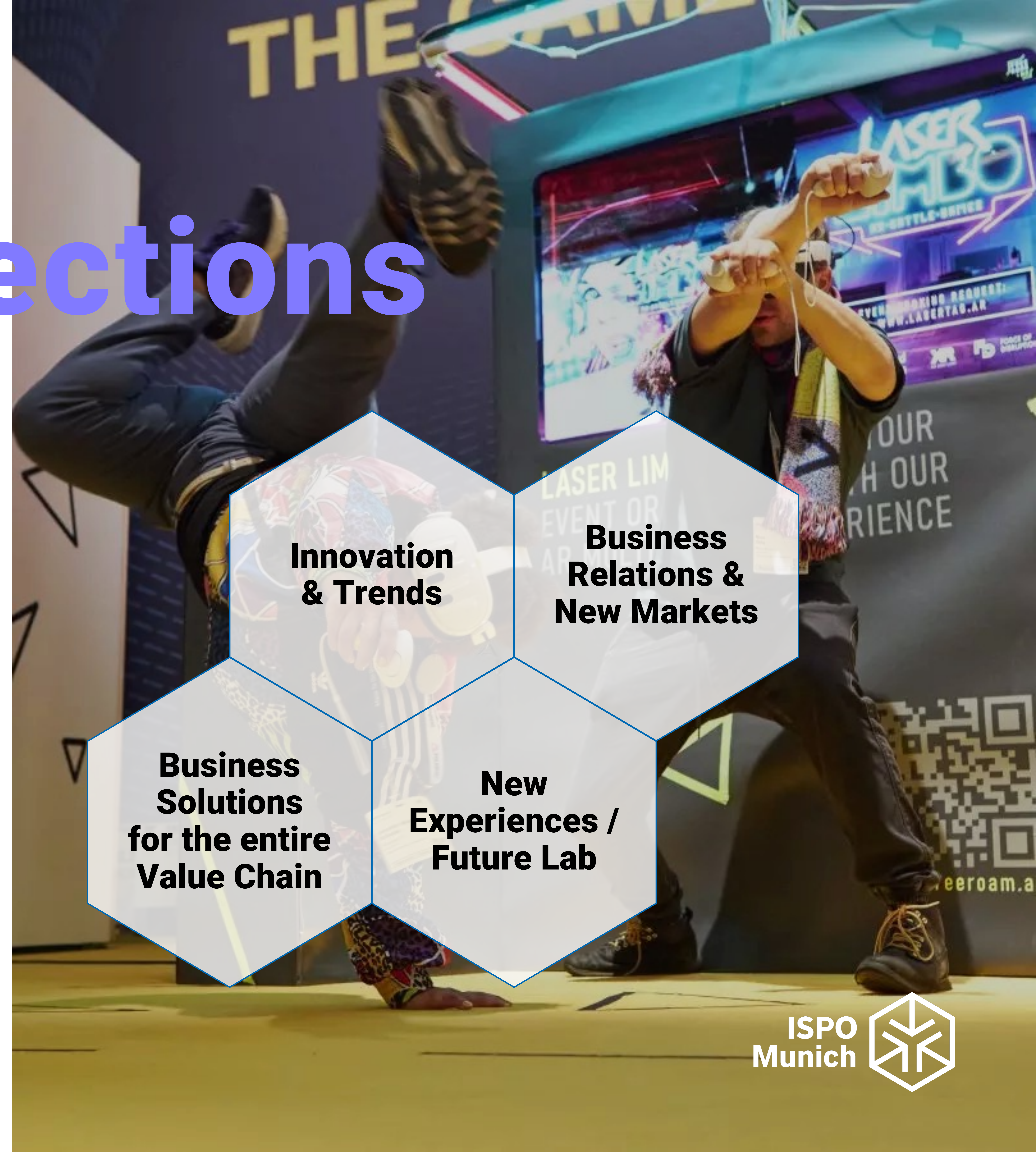
The new concept of **ISPO MUNICH** offers the possibility to achieve high number of business contacts with maximum efficiency in 3 days of the fair.

**Innovation
& Trends**

**Business
Relations &
New Markets**

**Business
Solutions
for the entire
Value Chain**

**New
Experiences /
Future Lab**





Voices of the community

“Our summary of the trade fair days: good conversations and interested visitors. There’s a lot of interest in our brand, our innovative products and the new Ocean Bound material, which will be used for the first time in the fall/winter 23/24 ski collection. The trade fair was a resounding success!”

– Michael Uhl, VP Marketing and Brand Partnership Helly Hansen



“The last two years were a challenge for us all. Issues such as reconciling sustainability and innovation, and, especially for us, the decline in ski tourism, are a lasting concern for us. What ISPO Munich has shown us is that there are still many people who want to experience “nature” and are fans of winter sports, and that proves to us that there are opportunities and potential for giving the ski industry a boost again.”

– Reto Aeschbacher, CMO Scott



“We’re thankful to be finally back at ISPO after such a long time away from our community – we missed you! ISPO is a long-term investment and an awesome opportunity for us to maintain and build relationships with our global partners. We’re looking forward to growing internationally and making great things happen.”

– Richard Collier, CEO Jack Wolfskin





Experience the Future Future Lab

Located in the heart of the trade, the Future Lab is a dynamic hub of innovation programs and digital business solutions.

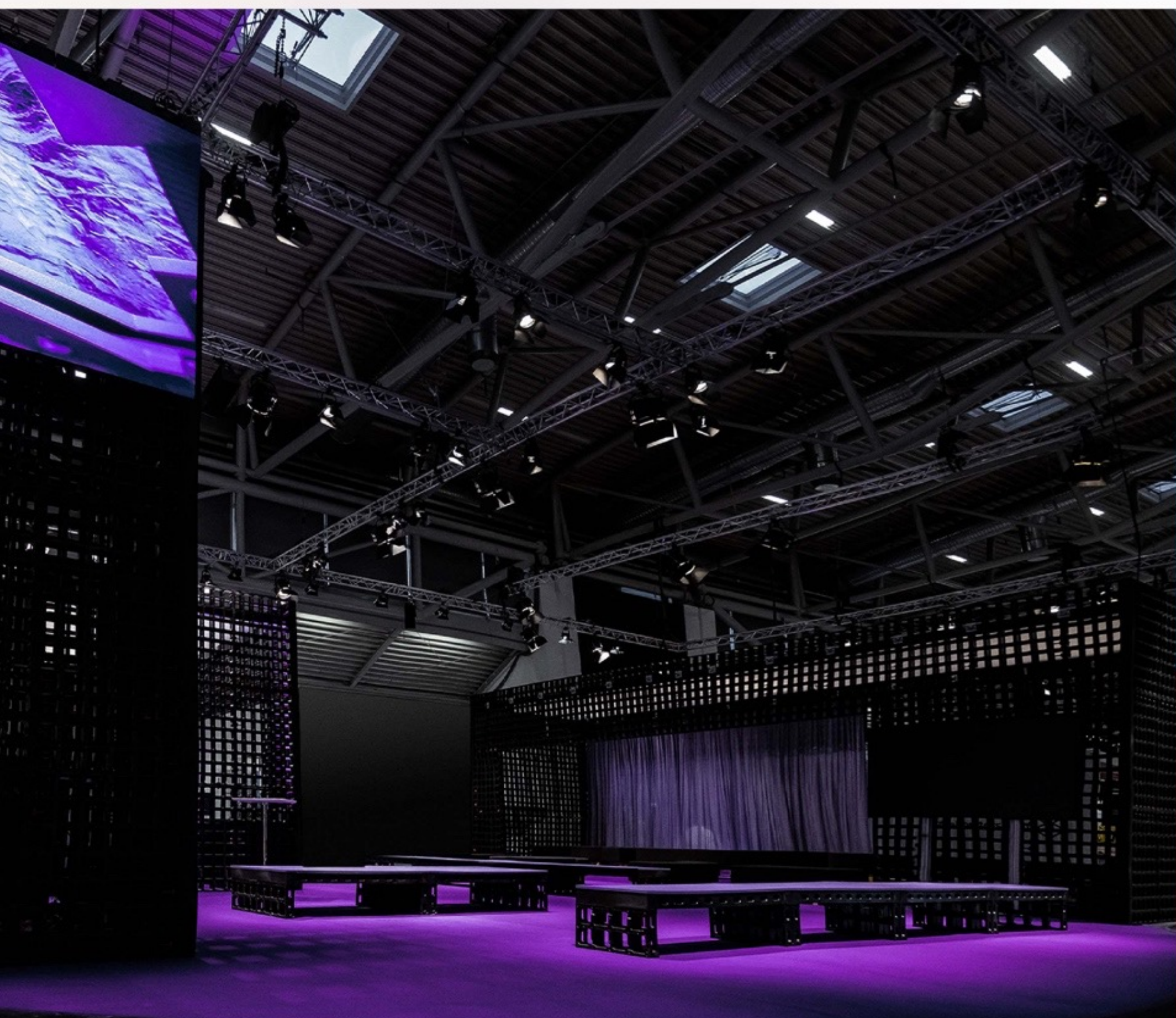
More than just a sporting goods trade fair, the **Future Lab** offers curated programs and learning journeys that push the boundaries of the industry.

With a visually attractive and experience-oriented ambience that sets it apart from other exhibition halls, the Future Lab is the perfect

balance of captivating visuals and calming spaces.

Join us to connect with a community of industry insiders, thought leaders, and innovators, and discover a space that's perfect for networking, purposeful conversations, and inspiring meetings.

The **Future of Sports Innovation** is waiting for you at **ISPO MUNICH 2024**



FUTURE LAB

The different areas

We've created a unique network of settlements that's dedicated to the industry's most pressing topics

- ISPO Brandnew Hub
- Digitize Hub
- Retail Solutions
- Main Stage & Conference Area
- Catering & Networking Area



[Link Youtube](#)



Sales Packages

	I WANT LEADS	I WANT RELEVANT REACH	I WANT TO POSITION MYSELF
S	<p>ISPO.com articles with lead form Area 4sqm incl. stand construction Speaking Slot on a Stage 2x Scan to Lead Smart Licenses</p> <p>15.000€</p>	<p>ISPO.com Media Package: Native Articles + Display Advertising</p> <p>9.000€</p>	<p>ISPO.com: presented by Content Modul Participation ISPO Award Display Advertisement ISPO Award Magazin</p> <p>9.000€</p>
M	<p>ISPO.com articles with lead form Area 30sqm incl. stand construction Speaking slot on a stage 2x Scan to Lead Smart Licenses</p> <p>25.000€</p>	<p>ISPO.com Media Package: Native Items + Display Stand: Brandlounge 25 - 30 sqm Sponsor Advertisement onsite: Spot on the LED Screen + Spot integration on stage</p> <p>25.000€</p>	<p>ISPO.com: presented by Modul area 30sqm incl. stand construction Masterclass speaking slot</p> <p>25.000€</p>
L	<p>ISPO.com article with lead form Area 60sqm incl. stand construction Speaking Slot on a Stage 2x Scan to Lead Smart Licenses Guided Tour Integration</p> <p>40.000€</p>	<p>ISPO.com Media Packages: Native Items + Display Sponsoring (Hall Sponsor) Exclusive Sponsor</p> <p>(Package is limited)</p> <p>60.000€</p>	<p>ISPO.com: presented by Module Stand: Brandlounge 25 - 30 sqm Award or Theme Sponsor Stage time sponsor with topic reference obligatory</p> <p>(Package is limited)</p> <p>60.000€</p>

Participation Options

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 a global overview of trends and innovations.

Participation options:

all prices excl.
service charges

Stand Space

Row stand	172 € / sqm
Corner stand	203 € / sqm
End stand	215 € / sqm
Island stand	227 € / sqm

Stand packages

Easy Booth 20	On request
Easy Booth 30	
Easy Booth 40	
Easy Booth 60	

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.

Participation options:

Participation in Digitize Hub

Digital Solution provider package incl.:

4sqm booth package	
Stage Time (Exhibitor)	
Scan2lead	8.000 €

Speaker Slot only	4.500 €
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Webinar package incl.:

30 min. Webinar (LinkedIn first)	
Article ISPO.com	
Advertisement ISPO.com	9.500 €

Sponsoring

Take advantage of the numerous sponsorship opportunities to present your brand at ISPO Munich even without a trade show booth. We will be happy to put together an individual offer to suit your goals.

[MORE INFO](#)

Content Story LEAD ISPO



Webinar Series
For Founders & Marketers in sports, health and wellness

10X
YOUR SPORTS STARTUP:
Unleash the Power of Networking & ChatGPT Magic!

21st March 2024 11:30 - 12:30

Christoph Rapp
ISPO
Brandnew

Radina Popova
DiFOLD

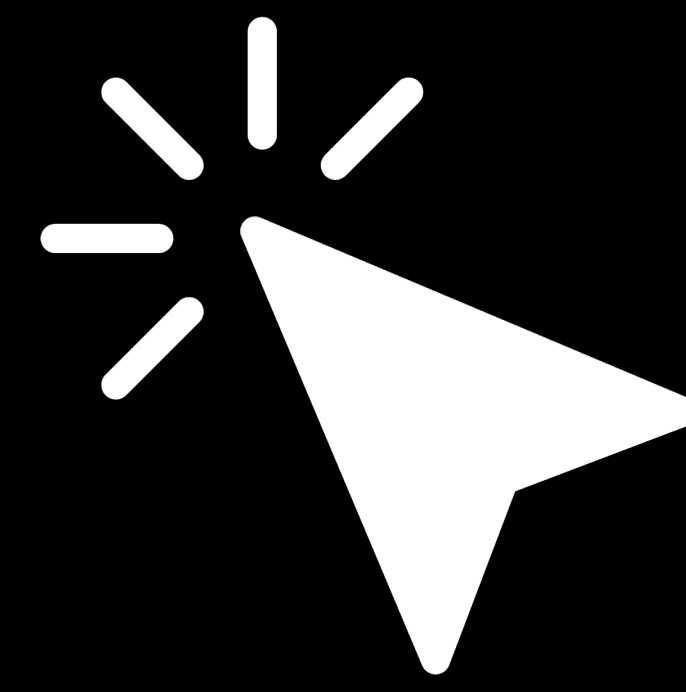
ISPO Brandnew Presented by YKK GLOBETROTTER

Thu, Mar 21, 11:30 AM - 12:30 PM CET [View event](#)

10X your Sports Startup: Unleash the Power of Networking & ChatGPT Magic!

■ Online

Beyond the event with ispo.com



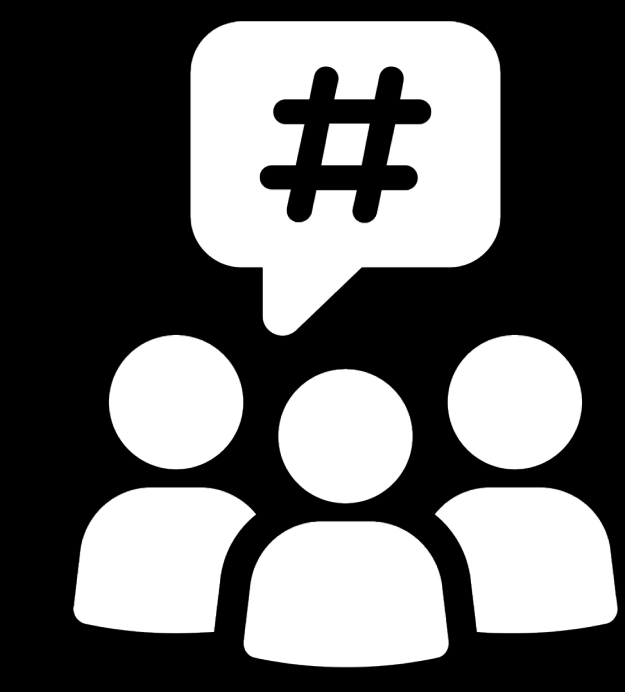
580,000

Page impressions per month



45,000

Newsletter subscribers
(two newsletter formats)



1,500,000

Social impressions per month

Get everything out of your trade show appearance. At ISPO.com, you reach trade show visitors and opinion leaders in four different languages.

Sell-In Push

Make trade show visitors more curious about your new collections.

3,500 Euro net

Sell-In Boost

Get your new collections in the spotlight before, during and after the show.

6,500 Euro net

Sell-In Ultimate

Reach them all and showcase your brand and new collections at multiple touchpoints.

12,000 Euro net

Sell-Out Add-on

Extent your reach and excite consumers after the show.

1,500 Euro net

MORE INFO

Get in touch



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Sales and Account Manager for Digital Solutions

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mail: mm@forceofd.com



NEW PERSPECTIVES ON SPORTS



MESSE
MÜNCHEN

SEE YOU AT
ISPO MUNICH
DEC. 03-05, 2024

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

ISPO
Munich



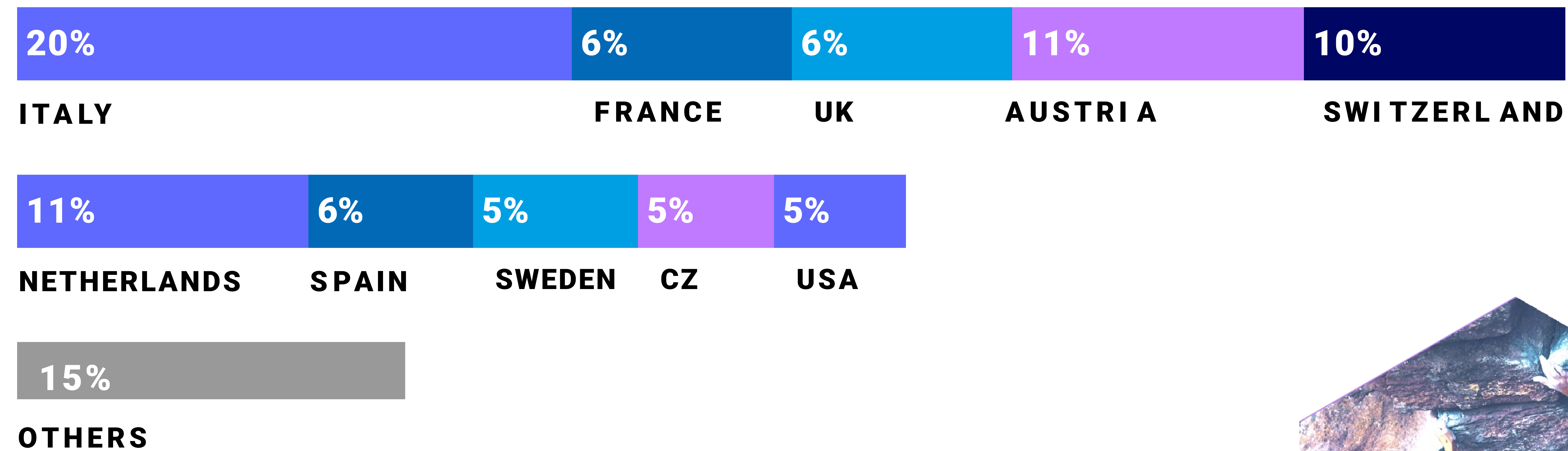


A GLOBAL SPORTSGATHERING

2023 was a global gathering, attracting a diverse array of visitors from over 50 countries like Italy, France, the UK, and the USA. This international diversity offers participants a unique opportunity to understand different markets and broaden their global reach. ISPO Munich 2024 promises an even more enriching experience for the global sports industry."



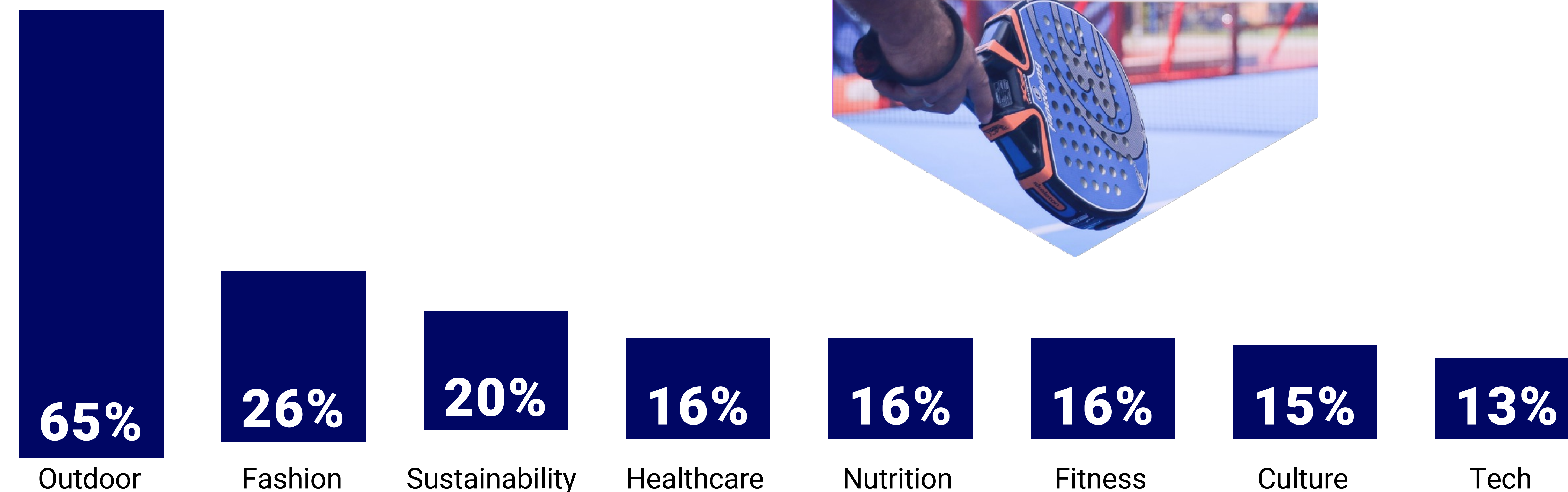
INTERNATIONAL VISITORS



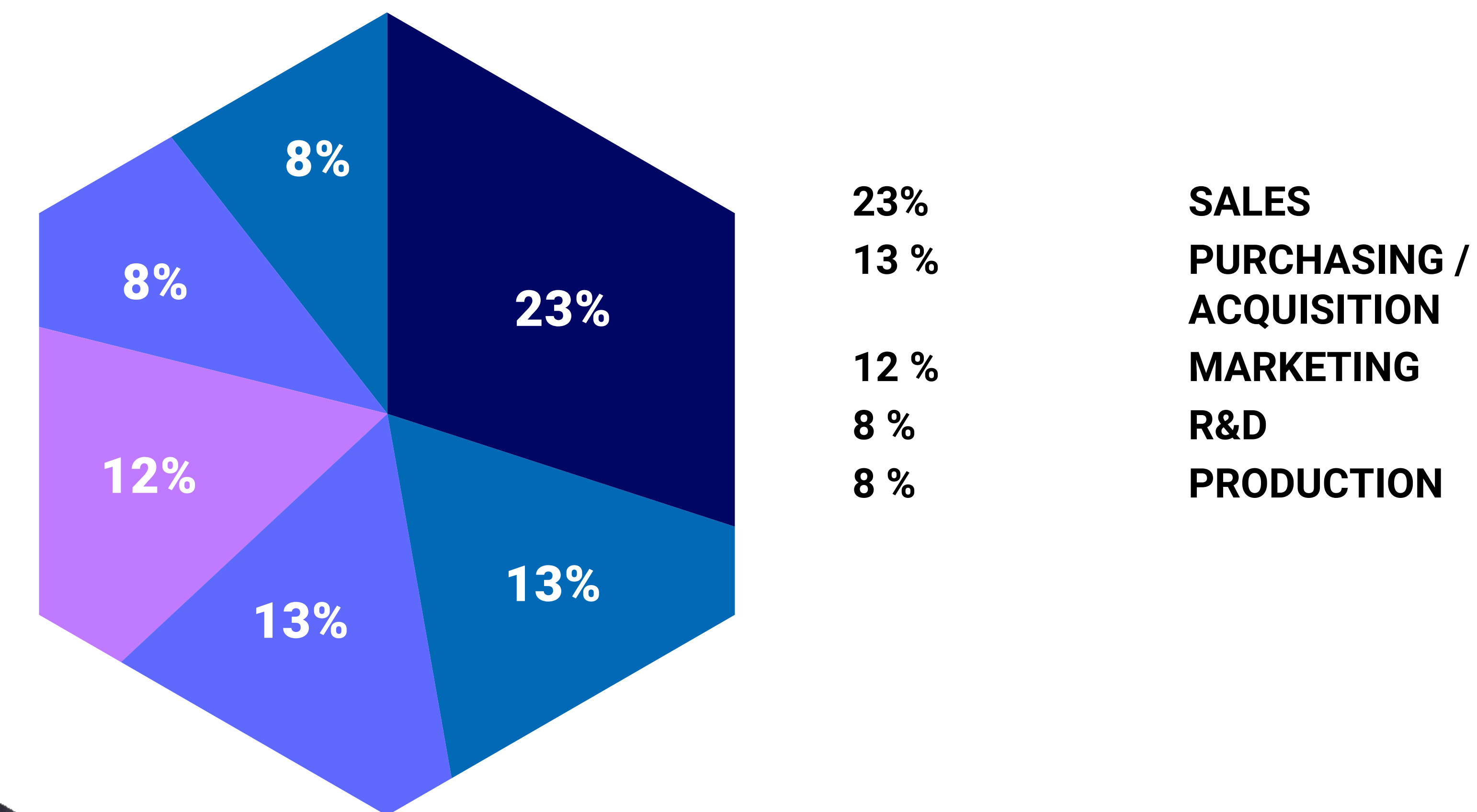
A MEETING POINT FOR VARIED INTERESTS AND DECISION MAKERS

ISPO Munich 2023 was a unique intersection of varied interests and industry sectors. From outdoor activities (65%) and fashion (26%) to sustainability & responsibility (20%), the event catered to a wide array of interests. It also attracted a diverse mix of sectors, with retail (39%) and brand manufacturers (26%) leading the pack. Importantly, the event was a magnet for decision-makers, with **40% of attendees holding managerial or executive roles** and another 40% representing medium-sized businesses or corporations. This diversity underscores ISPO Munich's role as a comprehensive platform for the sports industry.

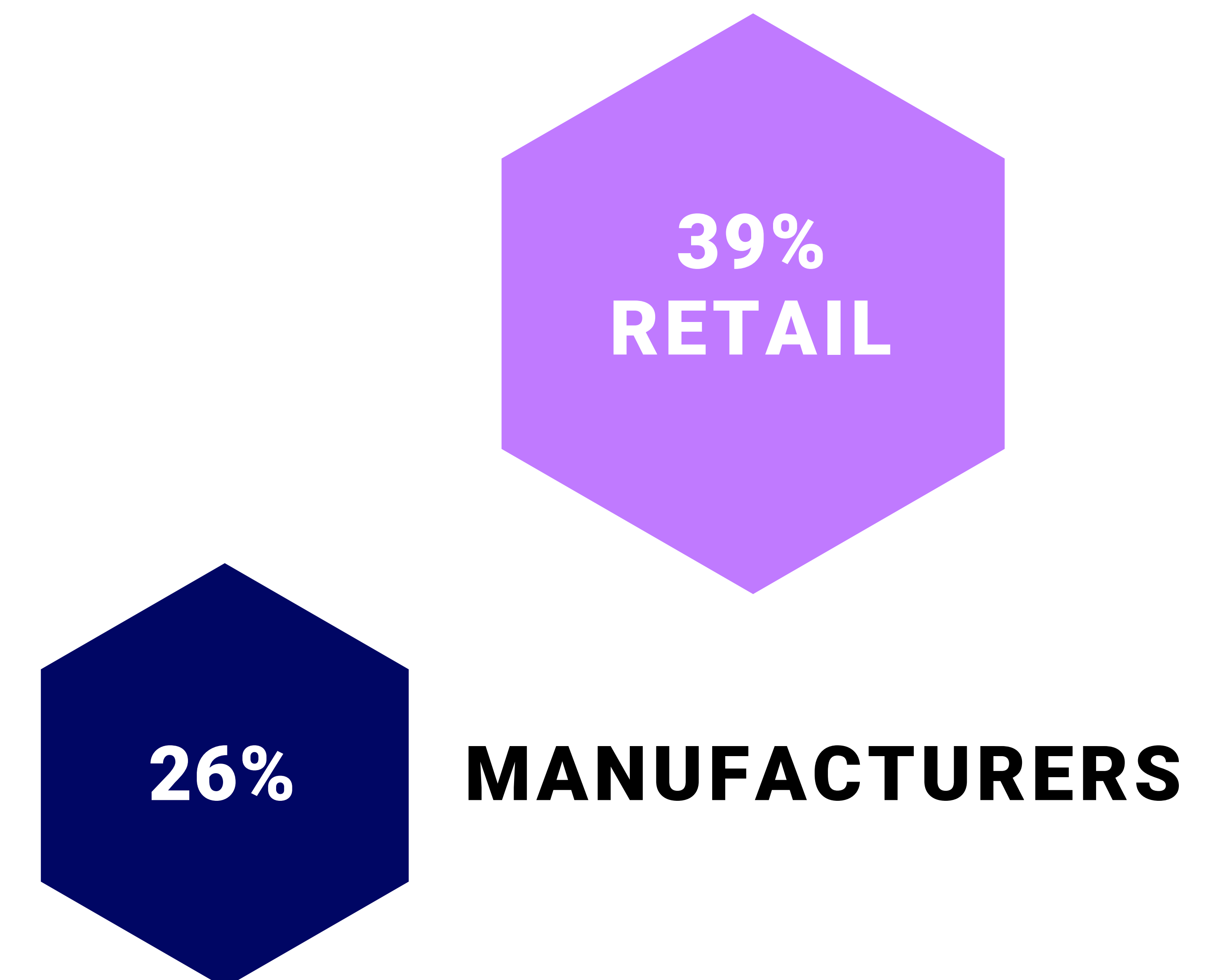
VISITORS KEY INTERESTS



VISITORS PROFESSIONS



VISITORS BRANCHES





**106.000 m²
EXHIBITION
AREA**

ISPO MUNICH EXHIBITORS 2023

ISPO Munich 2023 served as a global stage for exhibitors in the sports industry, bringing together a diverse array of innovators from around the world. With a significant international presence, the event underscored its role as a crucial platform for businesses to showcase their innovations and expand their global reach. Exhibitors from a variety of countries took part, highlighting the event's international appeal and the power of global collaboration. As we look forward to ISPO Munich 2024, we invite you to consider the opportunities this platform offers for connection, learning, and growth in the sports industry.

1.593

TRADE EXHIBITORS

1.366

**INTERNATIONAL EXHIBITORS FROM 50
COUNTRIES**

173

**NATIONAL
EXHIBITORS**

