



Messe München

Connecting Global Competence

ALL THE ESSENTIALS.

ISPO MUNICH FACTS AND FIGURES



ISPO.COM



The World of Sport. At a Glance.

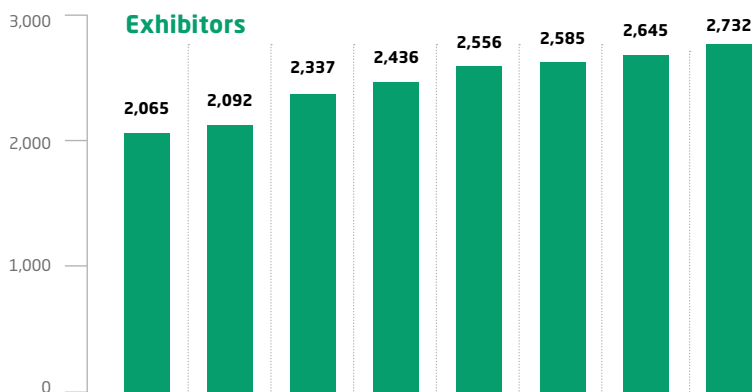
What trends have potential for passion? How is the sports industry market developing as a whole? Benefit from leading experts' know-how, build your network, and develop profitable future business relationships. Find out what is possible at ISPO MUNICH.

With over 2,700 exhibitors and nearly 87,000 industry experts from 120 countries, ISPO MUNICH is the sports industry's most successful multi-segment trade fair worldwide. This is where the future of sport meets. ISPO MUNICH presents and sets new trends for the future of the sports market with vision, passion, and enthusiasm.

Compelling. ISPO MUNICH Facts and Figures Since 2010.

The Ideal Platform for the Sports Industry

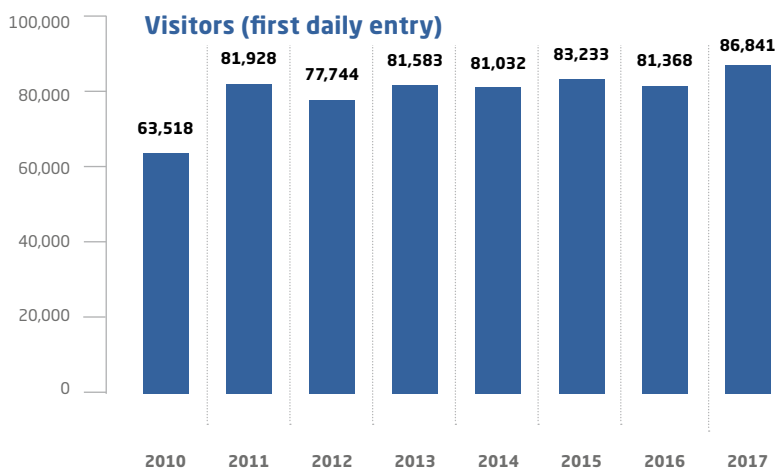
- 4 days of high visitor numbers
- 4 direct entrances
- 16 clearly laid-out halls
- Fully occupied exhibition grounds: 180,000 m²



International Reach: Exhibitors

Impressively in 2017, an all-time record was set with 2,732 exhibitors.

The proportion of international exhibitors also reached a new peak in 2017 at 87%.

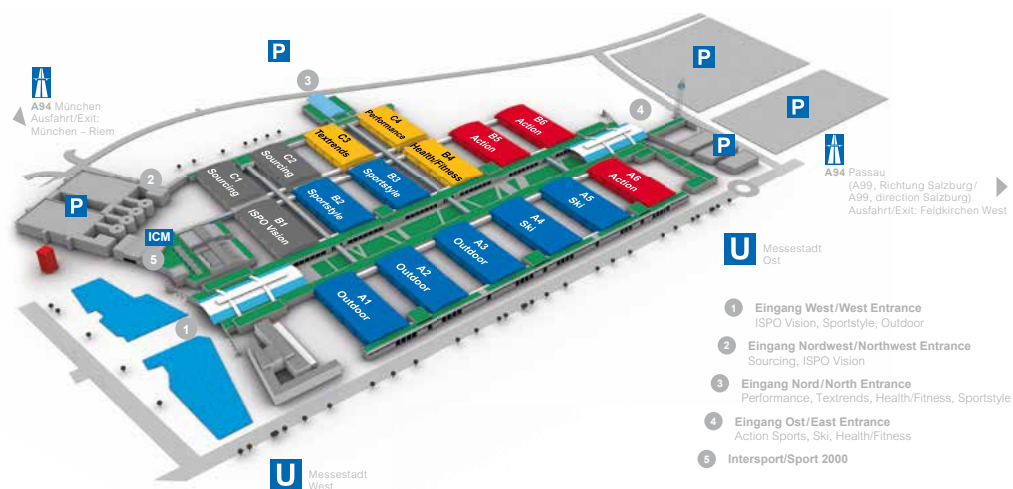


Visitors from Around the World

In demand: 87,000 industry specialists from around the world flocked to ISPO MUNICH in 2017.

Since 2010, the number of visitors has risen by approximately 24,000 with constant international representation of almost 70%.

For all-rounders. ISPO MUNICH segments.



Get the Full Picture.

ISPO MUNICH is the most successful multi-segment sports industry trade fair in the world offering a full overview of the market. Keep up-to-date with the latest sporting trends.

Action Sports-Both Hot and Cool

Three halls, one community. **Halls A6, B6, and B5** are all about surfing, skating, riding, and having fun. Here, you will witness the hottest new products on the scene in action. For free riders, skaters, and surfers.

Health and Fitness-Inspiring Passion

The health and fitness market and offerings are experiencing greater constant growth than any other type of sport. Find out about worthwhile partnerships and recent developments in **Hall B4** at ISPO MUNICH.

ISPO Vision-Collection of the Future

What design innovations are premium international sports brands offering and which market leaders' collections are shaping the sports industry? ISPO Vision presents creative ideas for the future market in **Hall B1**.

Outdoors-Nature is Merciless

Everything has been packed in here for out there. **Halls A1 to A3** offer clothing, equipment, and accessories for adventurers, mountaineers, and road runners. Here, you will find everything to ensure your customers are fully equipped to experience nature in its purest form.

Performance-the Importance of Teamwork

Leading manufacturers present clothing, equipment, and accessories for teams, water sports enthusiasts, and racket sports in **Halls C3 and C4**. Here, you will find everything to build team spirit, stir up passion, and make the sparks fly off rackets.

Skiing-the Sporting Summit

High-tech mountain solutions. In **Halls A4 and A5**, global ski brands will be preparing your customers for the coming season with collections for both classic and cross-country-skiing (XC).

Sourcing-Global Potential

Access a global offering and identify the perfect sourcing strategy for your company. **Halls C1 and C2** boast a collection of the latest sporting goods from around the world.

Sportstyle-the Style of Top-Flight Sport

Sport is about lifestyle, expression, and commitment. **Halls B2 and B3** showcase the unique lifestyle of your target group and your customers' attitudes to life

Textrends-the Network's Fiber

The materials that dreams are made of. **Hall C3** is a unique sourcing and networking platform. Here, manufacturers, designers, and product managers will find the latest fabrics, insulating materials, components, and accessories for exceptional sportswear.

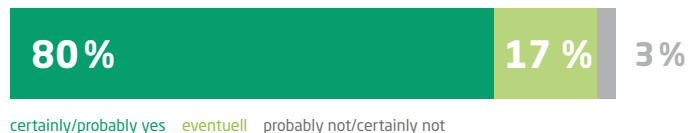
Facts are What Count: Data on ISPO MUNICH. Exhibitor Survey.

"ISPO MUNICH 2016 has provided us with an ideal platform to effectively position the Fjällräven brand globally. I have been a big fan of ISPO MUNICH for many years and each year look forward to the hard yet rewarding work we put into this trade fair."

Martin Axelhed, CEO, Fjällräven, Sweden

Once bitten forever smitten at ISPO. Have you been before?

People who visit ISPO MUNICH generally come back: 97% of exhibitors stated that they will definitely or possibly exhibit at ISPO MUNICH next year. The high numbers of participants who keep coming back year after year are proof of the lasting success of ISPO MUNICH and its valuable benefits for exhibitors.



Eyes on the prize. Were your expectations met?

Percentage of exhibitors who rated the goals they achieved as excellent, very good or good.



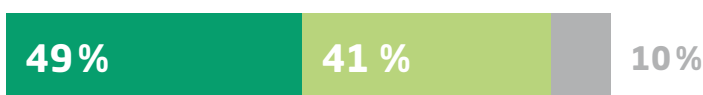
Direct contact with customers: maintaining business relationships

Excellent customer retention. 93% of exhibitors rated ISPO MUNICH as excellent, very good or good as a means of maintaining business relationships with existing customers.



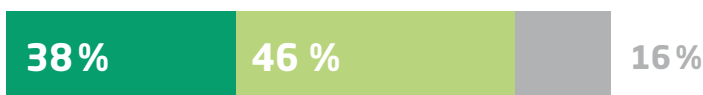
New opportunities: networking, developing, and maintaining contacts

Broadening horizons. 85% use ISPO MUNICH for networking and rate the opportunities for maintaining and developing contact as excellent, very good or good.



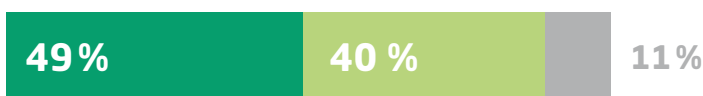
Trendsetting: presentation of collections, products and new items

ISPO MUNICH sets standards. The trade fair is an effective platform for new products and innovations. 90% of exhibitors rate the launch effect for new products as excellent, very good or good.



Sport is competitive: competition monitoring and market overview

Optimal competitive conditions. 84% of exhibitors gave ISPO MUNICH top marks as an opportunity for scanning the entire sports industry market.



Highly influential: image enhancement

Effective image transfer. 89% of exhibitors benefit from the image-enhancing effects of ISPO MUNICH and rate attendance of the trade fair as an excellent, very good or good means of cultivating their image.

Like a world championship. Which countries do exhibitors come from?

Increasing global significance. Compared to the previous three years, ISPO MUNICH is going increasingly global.

TOP FIVE goals.

Top scores from exhibitors for many years.

- Maintaining relations with existing customers
- Commercial launch of new products
- Image enhancement
- Developing a global network
- Market orientation

What exhibitors appreciate about ISPO MUNICH.

Rated excellent, very good and good.

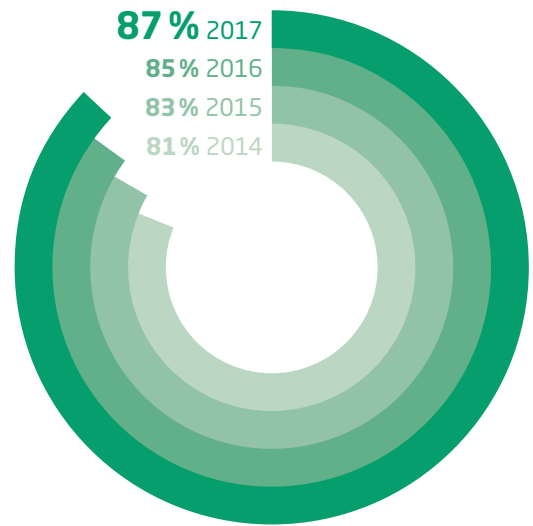
83 % International diversity of visitors

84 % ISPO MUNICH status as a leading trade fair for the sports industry

86 % Wide range of businesses represented

83 % Quality of exhibitor services

84 % Clear hall layout

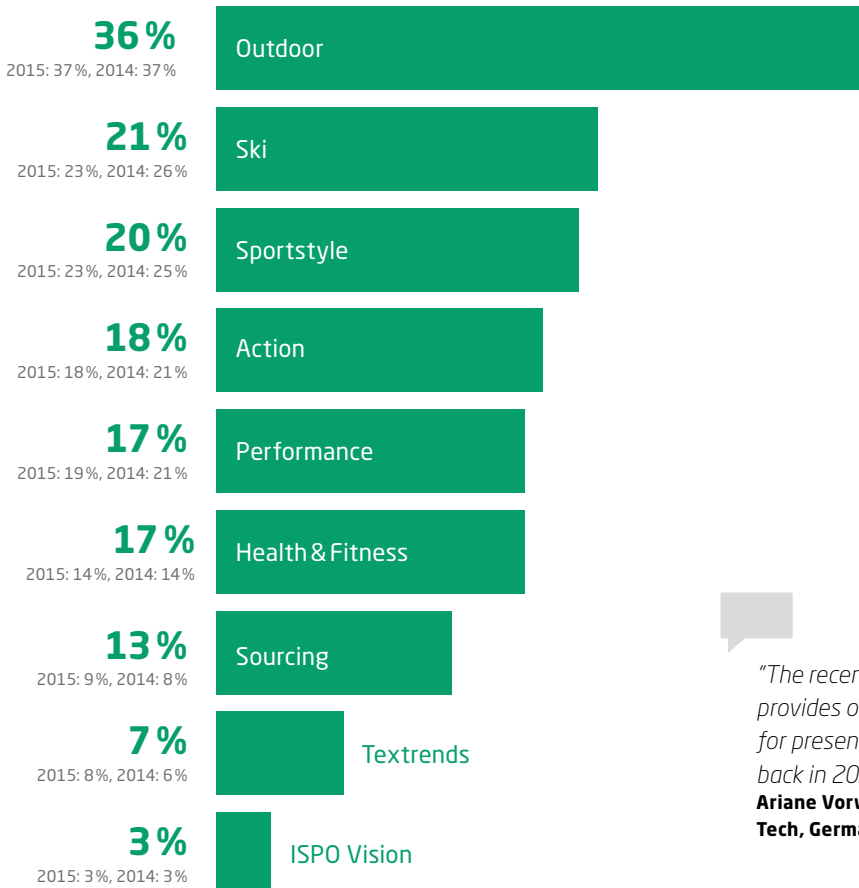


Percentage of international exhibitors in the past 3 years

Products on the starting line. Offerings in product segments.

A wide variety of offerings in the outdoor, ski, and sportstyle segments as well as growing markets in the sourcing and health and fitness segments.* Green figures for 2016.

*Some exhibitors capitalize on high demand from ISPO MUNICH visitors to offer products from several segments.



"The recently created health and fitness segment provides our company with an excellent platform for presenting new products. We will definitely be back in 2017."

Ariane Vorwald, Marketing Manager, Johnson Health Tech, Germany

Visitor Survey

Key players. Visitors' decision-making capacity.

82% of visitors have ultimate authority for purchasing and sourcing decisions or have influence as advisors.



Loyal fans. An enthusiastic audience.

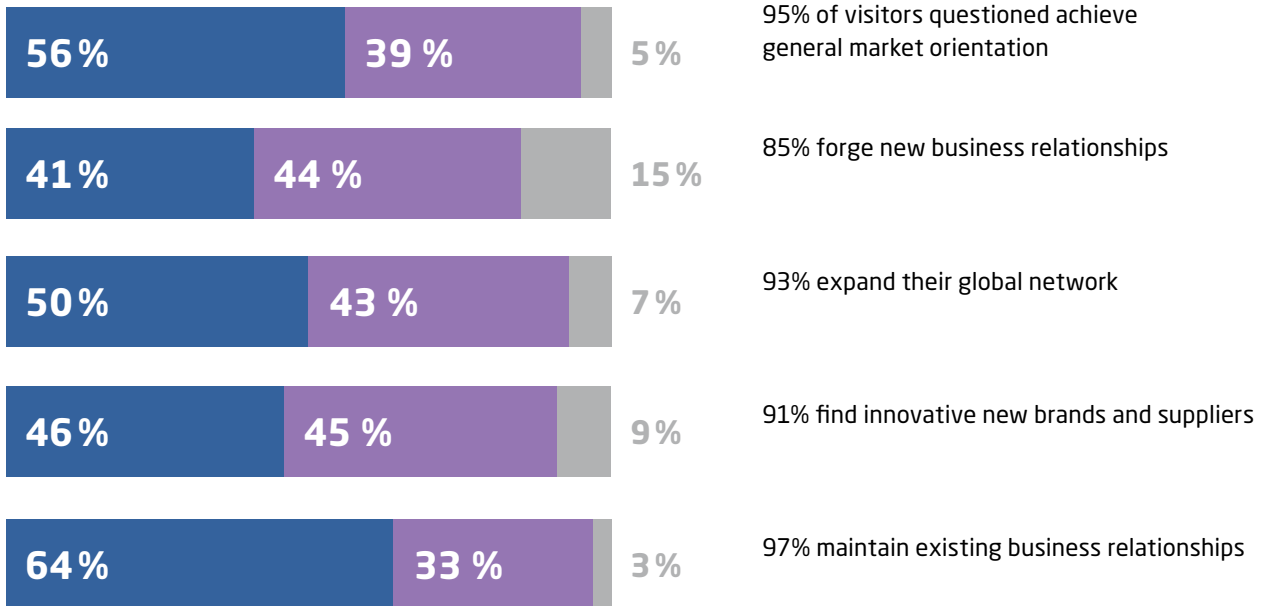
98% of visitors rate ISPO MUNICH as excellent, very good or good.

99% of visitors will definitely or occasionally recommend ISPO MUNICH to others.

98% of visitors definitely or possibly plan to visit ISPO MUNICH again.

96% of visitors rate the benefits of visiting ISPO MUNICH as medium to very significant.

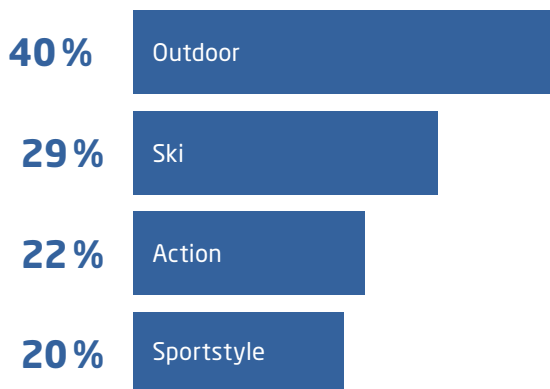
Clear goals. What do visitors want from ISPO MUNICH?



Excellent/Very Good Good Acceptable/Poor

Professionals. Which segments are visitors from*?

*Many ISPO MUNICH visitors are specialists in several segments.



Major recognition.

What do visitors appreciate about ISPO MUNICH?

Rated excellent, very good or good.

95% International diversity of exhibitors

93% Presence of market leaders

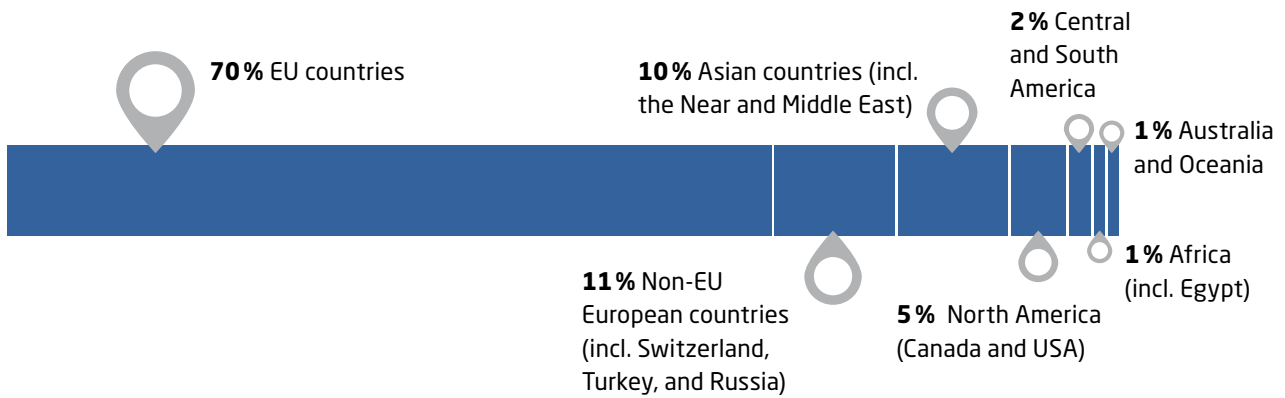
95% Complete market offer

93% Komplettes Marktangebot

95% Atmosphere of ISPO MUNICH

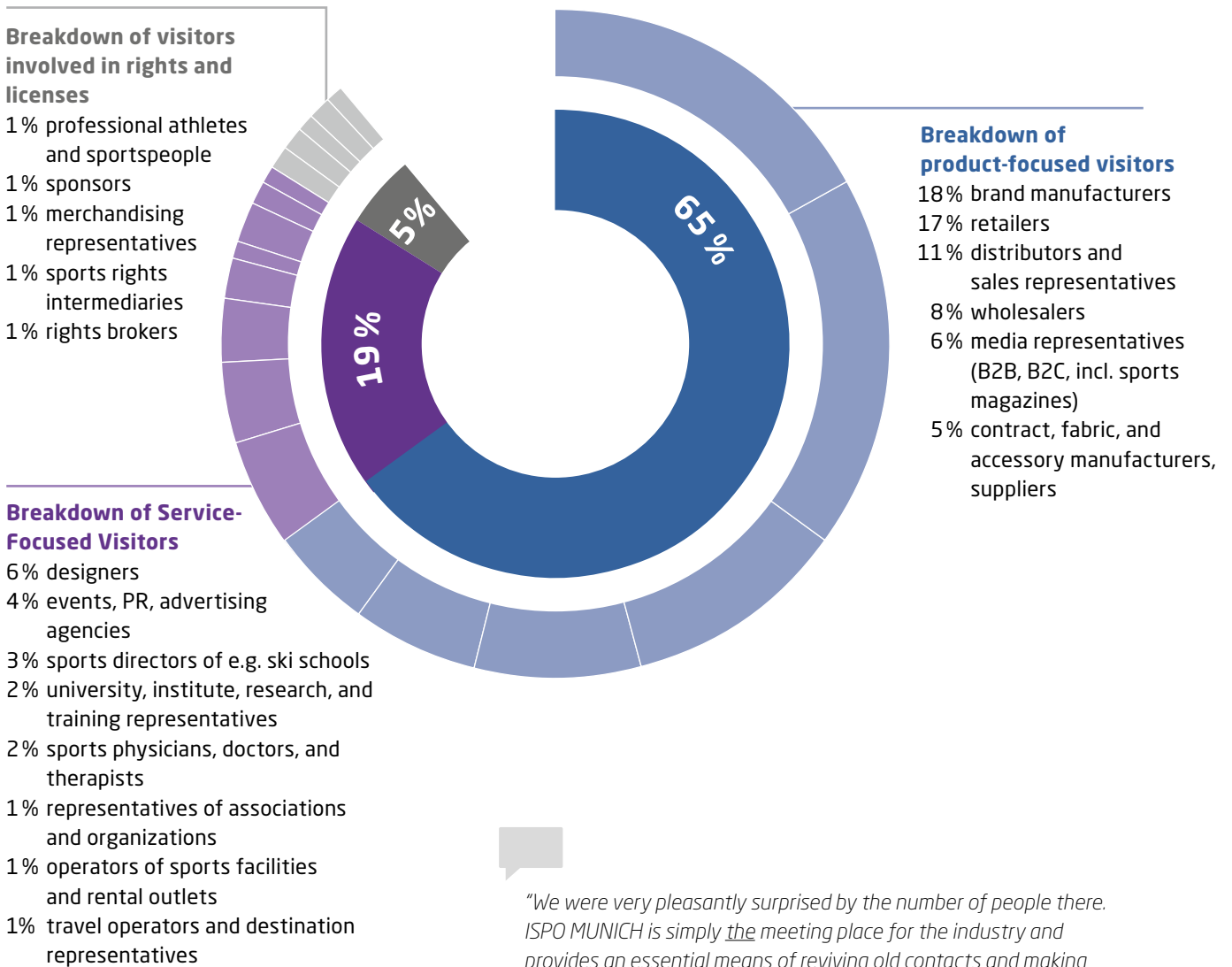
96% Leading role of ISPO MUNICH in the sports industry

Visitor nationalities



Specialists. Visitor roles

65% are **product-focused**, 19% are from the **service** sector, and 5% deal with rights. 11% stated 'other role' (white space).



"We were very pleasantly surprised by the number of people there. ISPO MUNICH is simply the meeting place for the industry and provides an essential means of reviving old contacts and making new ones."

Bernhard Ritzer, Global Brand Director, O'NEILL, Netherlands

Eye Catching. Media presence at ISPO MUNICH.

Direct contact with customers from ISPO MUNICH. An in-house editorial team for ISPO.com reports live on ISPO MUNICH, disseminating your messages far beyond the trade fair's revolving door. Extensive reach: communication on ISPO MUNICH reaches all over the world through all channels before, during, and after the event.

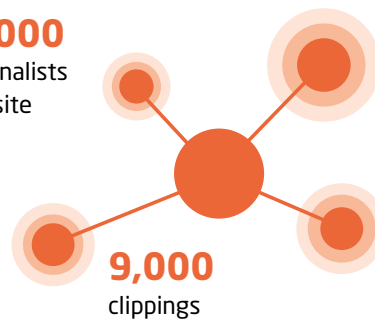
Supercompensation.

Spreading your message.

Influential media operators attend ISPO MUNICH as a result of the high-quality PR operations carried out. The event receives constant coverage in the international press due to the high proportion of professional articles and widespread distribution of exhibitor product announcements.

2,000
journalists
on-site

200 M
print media
circulation



The Power of Networking.

ISPO MUNICH social media data

177,871 unique engaged users in the last 12 months

4,171,544 total reach in the last 12 months

12,060,492 total impressions in the last 12 months

"First of all, I would like to say how highly I rate ISPO MUNICH. We at Patagonia were offered exceptional support."

Stefan Wahlén, Managing Director, Patagonia Europe

"ISPO is now much more than a trade fair. It provides a networking platform and draws attention to creativity and business trends. This supports our decision to make ISPO MUNICH an important part of our purchasing program for the United Kingdom and Ireland."

Tom Foley, General Manager, Intersport UK and Ireland

"ISPO MUNICH 2016 couldn't have gone better for us. This is reflected in the media interest we received and our dealers' orders."

Kai Tutschke, Geschäftsführer DACH, GARMIN, Deutschland

SAVE THE DATE
ISPO MUNICH 2018
JANUARY 28 - 31

Quelle: Messe München