

# **ISPO MUNICH 2022**

## **NEW PERSPECTIVES**

### **ON SPORTS**

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

**NOV 28–30, 2022**



# AGENDA

ISPO Munich Campaign "New Perspectives on Sports"

ISPO Munich New Concept 2022

ISPO Munich Future Lab

OutDoor by ISPO 2023

Questions & Answers





**ISPO MUNICH  
MORE RELEVANT THAN EVER**



# ISPO MUNICH 2022

## OUR NEW APPROACH

- AN EARLIER DATE AT THE VERY START OF THE ORDER SEASON.
- 5 MAIN PRODUCT CATEGORIES.
- INNOVATION AND INSPIRATION.
- NEW FORMATS.
- MORE FOCUS.



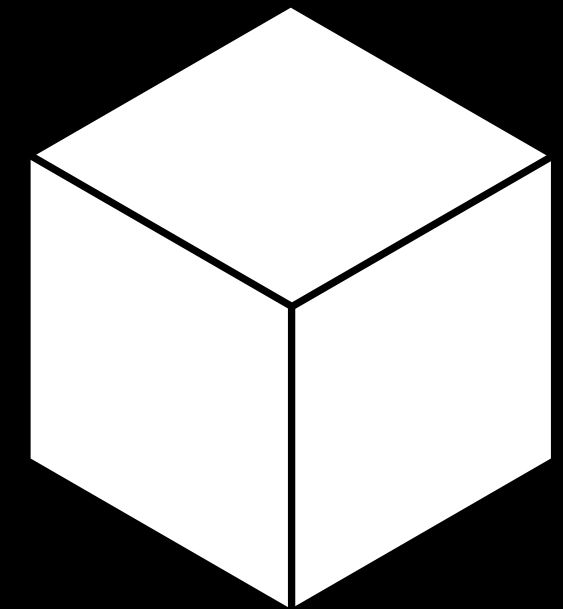
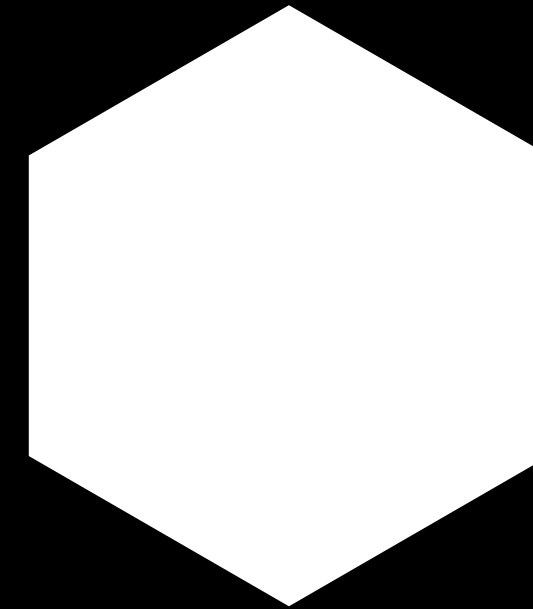
# ISPO MUNICH

## FACTS & BENEFITS OF THE ON-SITE SHOW

- ALL BUSINESS IS HUMAN.
- RETURN ON INVESTMENT.
- BIGGER THAN SPORTING GOODS.
- EXPANSION.
- ALTERNATIVES TO D2C BRANDS.
- COMPETENCE COUNTS.
- CELEBRATE THE COMMUNITY.



**NEW  
PERSPECTIVES  
ON SPORTS**



# **NEW PERSPECTIVES ON SPORTS ISPO MUNICH CAMPAIGN 2022**

The campaign showcases products and industry trends in sports from new, fresh perspectives.

**New Perspectives on Sports.**

**New Perspectives on Innovation.**

**New Perspectives on Sustainability.**

**New Perspectives on Diversity.**

**New Perspectives on Retail.**

At ISPO Munich, November 28 – 30, 2022.





MESSE  
MÜNCHEN

NEW  
PERSPEC-  
TIVES  
ON  
SPORTS



**ISPO MUNICH**  
**NOV. 28 – 30, 2022**

**GET YOUR TICKET NOW!**

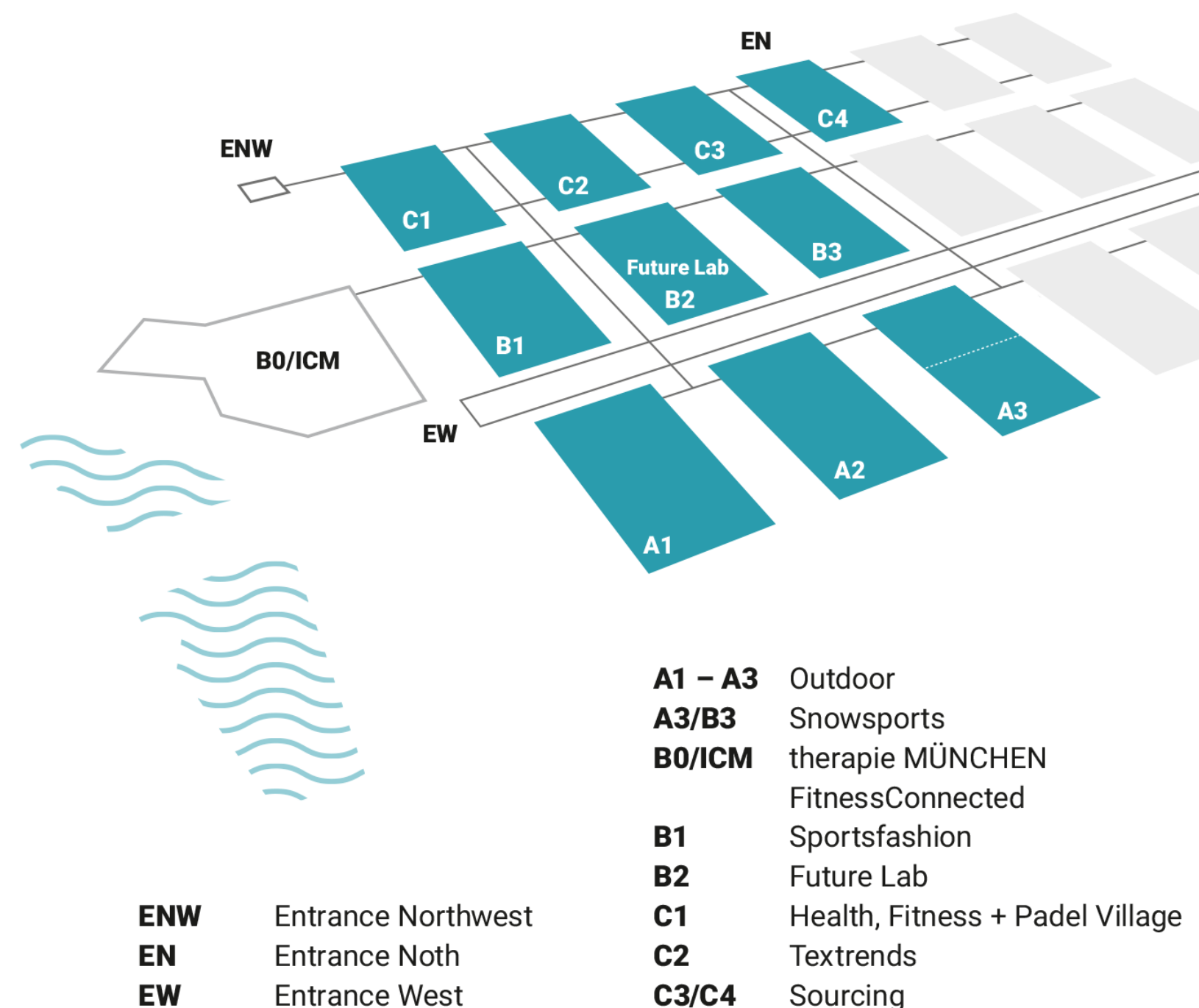
[ISPO.COM/MUNICH](https://ispo.com/munich)

**ISPO**  
**Munich**





# ISPO MUNICH 2022 REFRESHED CONCEPT



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.

## FACTS:

- More than 60 start-ups
- 10 halls + International Congress Center Munich (ICM) + B0
- 110.000 sqm exhibition space\*

\*Number of exhibitors (dated September 2022)



# THE INTERNATIONAL PLATFORM FOR THE SPORTS COMMUNITY



## INTERNATIONAL EXHIBITOR MIX

After the pandemic, ISPO Munich is again the global platform for the international sports community.

**Share of international exhibitors: 91 %**

**Number of exhibitor countries: 55**

### Top 6 Exhibitor Countries\*

Italy  
Germany  
Taiwan  
China  
Turkey  
France

\*by number of exhibitors



# ISPO MUNICH 2022

## MORE RELEVANT THAN EVER

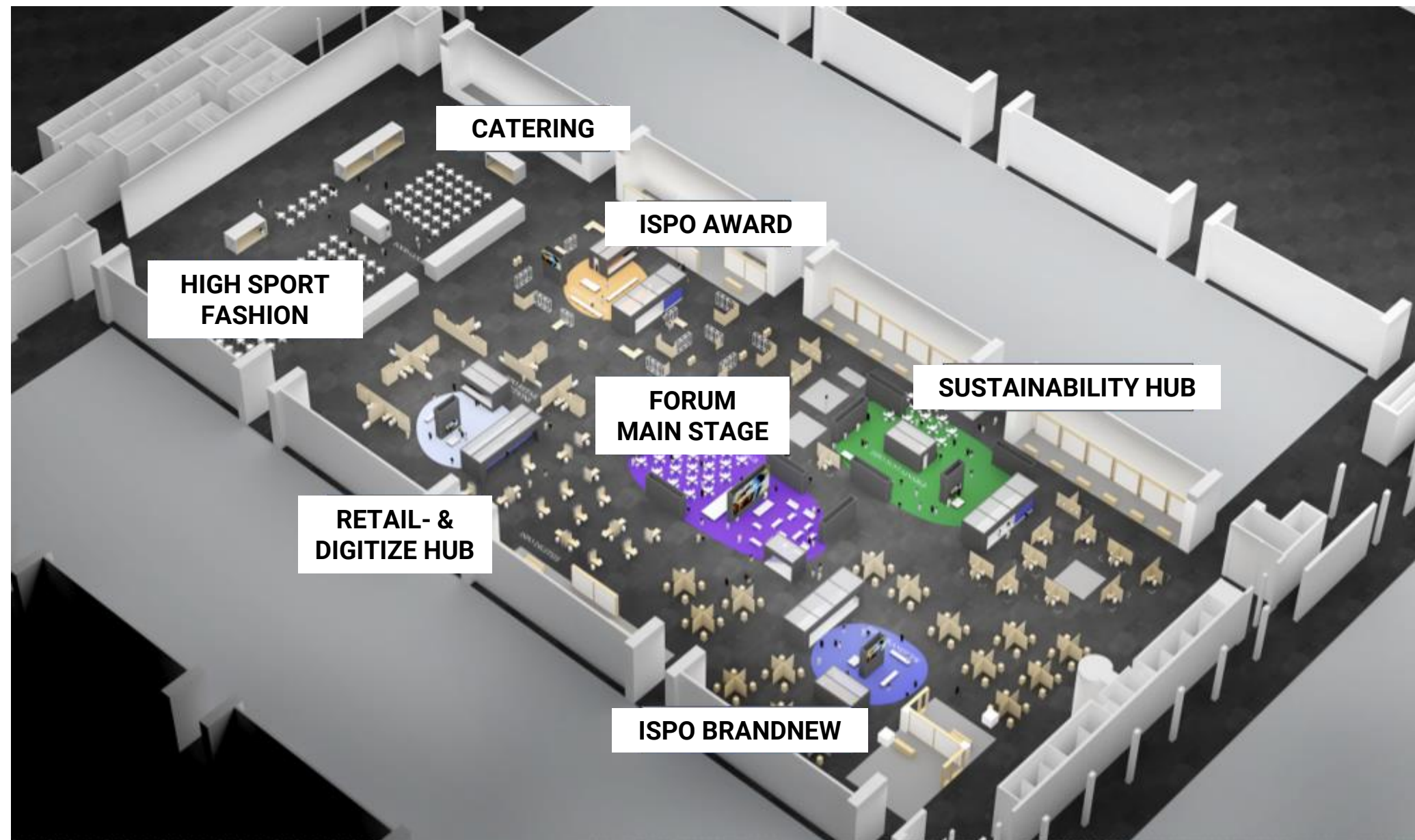


<https://munichexhibitors.ispo.com/onlinekatalog/2022/start/>



# ISPO MUNICH FUTURE LAB

## THE DIFFERENT AREAS



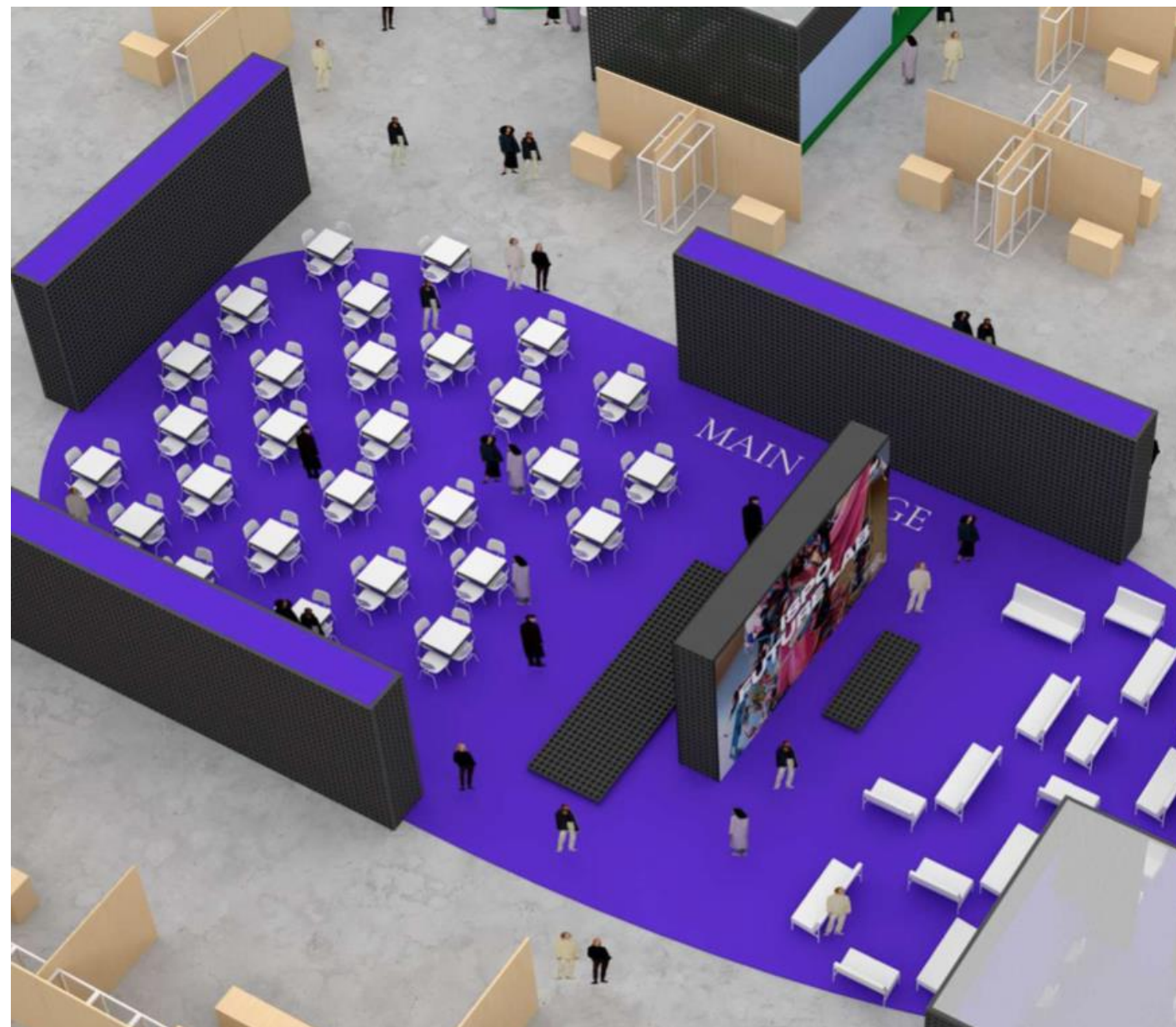
### THE FUTURE LAB CONTAINS OF SIX DIFFERENT AREAS

- The ISPO Brandnew Hub
- The ISPO Award
- The Retail- & Digitize Hub
- The Sustainability Hub
- The Catering & Socialising Area

Each area is designated its own purpose and topic. The ISPO Brandnew Hub, the Retail- & Digitize Hub and the Sustainability Hub also have stage areas with the possibility of presenting industry relevant content and emotional stories of the brands.



# ISPO MUNICH FUTURE LAB THE FORUM



**The main stage area:** a curated place for an emotional approach of industry relevant content.

**Story-telling and dialogue:** meeting point of the sports community, innovation hub and networking ground. Home of the ISPO Cup night, the BrandNew award and ISPO Munich party.

**Topics driving the industry:** from inclusion, to women Association and textile trends, from digitalization in fashion to health and mindful living.



# ISPO MUNICH CONFERENCE PROGRAM & WORKSHOPS

The ISPO MUNICH conference in the FUTURE LAB addresses important topics shaping the future of the sports ecosystem by inviting international speakers and athletes:

From **biohacking** with triathlete Sebastian Kienle (Red Bull podcast) to **circular economy** with Bergzeit to a new perspective on **diversity** with decathlon Olympic champion Christian Schenk and sustainability with Laura Santucci (ex Obama Administration) and Merijn Dols (Danone).

Wednesday morning: Female Entrepreneurship and female professional and athletes talk about “**Stories to be told**” presented by Frauen Verbinden (Messe Muenchen).





# ISPO CUP AWARD FOR SOCIAL INITIATIVES

**While the ISPO Award celebrates the best innovation in design and manufacturing and the BrandNew Award selects innovative start-up concepts, the ISPO Cup rewards outstanding leadership and dedication of athletes and their charity projects in sports.**

Outstanding personalities with a strong sports relation who drive society towards a better world with compassion, dedication and determination. Who use their network to help others. Who are visionaries, integrators and motivators and are role models for others. Foundations, NGOs or associations founded or majorly supported by athletes or sports influencers.





# Tickets & Preise // Connect by ISPO

## Ticketarten und Preise

Wir bieten unseren Händler\*innen vergünstigte Ticketoptionen.

	Preis online
Business Dauerticket Retail*	25 €
Business Tagesticket	79 €
Business Dauerticket	149 €
Young Talent Dauerticket	19 €

- **Jeder Aussteller erhält einen kostenfreie Zugang zu Connect by ISPO**
- **Versand von unbegrenzten, kostenfreien Ticketcodes an Händler & Kunden**
- **Vorgefertigtes Einladungsschreiben erleichtert den Versand**
- **Überprüfung per Dashboard, wer das Ticket eingelöst hat**



# OutDoor by ISPO 2023

**Auch 2023 wird die  
OutDoor by ISPO wieder im  
MOC – Event Center Messe  
München stattfinden,  
vom 04. bis zum 06. Juni.**





# **TIME FOR YOUR QUESTIONS**