

Munich, October 5, 2020

Press release

ISPO Munich 2021

**The global meeting place for the industry will take place.
New hybrid concept to reach the largest-possible
international audience**

- Hybrid concept to combine the best of both worlds
- Systematic enhancement of ISPO's digital strategy
- End consumers to be digitally integrated into the event for the first time

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The world-leading trade fair ISPO Munich will take place from January 31 to February 3, 2021, for the first time as a hybrid event that will be held both in-person in Munich and online around the world. The new concept marks the event's systematic transformation into a platform and applies the broad range of digital expertise that ISPO has gained over the past 10 years. With the threat of travel restrictions looming over the trade fair, the digital elements will create the ideal basis for integrating global target groups: While representatives from European markets are generally expected to attend the in-person event, the digital enhancements will enable an intercontinental audience to participate as well. Another new addition next year will be the digital integration of end consumers.

“Sports and outdoor activities – two areas that are closely related to the topic of health at the moment – have never been so socially relevant,” said Klaus Dittrich, the Chairman and CEO of Messe München. “This has created a growing desire in the industry for personal interaction. The urge to present and discuss new potential, partnerships and business models is greater than ever. The industry has been communicating this need to us, and we have come up with the concept to meet it.”

Personal interaction meets global participation

New participation options, new topics, expanded target groups: All of these things are reflected in particular in the large number of physical and digital

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attendance options devoted to the focus topics of creativity & digitalization, health and sustainability. In addition to product presentations in the trade fair halls, the event will focus on networking, matchmaking, knowledge transfer and innovations.

Thanks to the integrated hybrid stages, people will be able to attend presentations, talks and workshops not only on site, but also from locations around the world. Brands, key players and top athletes will speak with an audience that extends well beyond the walls of the trade fair halls. ISPO Munich will also include two single-day conference formats: ISPO Digitize Summit (February 1, 2021) and the Sports Tech World Series Conference (February 2, 2021).

In implementing the hybrid concept, the ISPO team has drawn on the digital expertise and reach that it has acquired over the past 10 years: They are based on the development of an eco-system with services that extend along the value chain and on the implementation of an entirely digital ISPO Re.Start Days in the summer of 2020.

New: digital integration of end consumers

For the first time, end consumers will have an opportunity to experience something that was formerly reserved for the B2B audience: the chance to participate digitally and conduct a direct dialogue with the industry. With the help of presentations, workshops and master classes, the brands and companies will have an opportunity to make digital presentations to sports and outdoor fans around the world and speak directly to them. The ISPO Open Innovation Community has already demonstrated the effectiveness of this concept: Approximately 80,000 end consumers contribute their know-how to crowd-funding and market-research campaigns and provide companies with valuable insights about new products and ideas throughout the year.

Personal interaction on the exhibition grounds in Munich will remain the provision of the B2B audience.

Markus Hefter: "We are ready for ISPO Munich 2021 and are really looking

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forward to lots of new ideas. One thing is clear: Even though many issues can be solved digitally, the desire to meet and interact in person has grown dramatically during the coronavirus pandemic. We are really happy about the strong support we have received from the industry and will provide our customers with a safe platform.”

Maximum safety and flexibility

A comprehensive [safety and hygiene concept](#) that Messe München worked out with the state government of Bavaria will be used during the on-site activities of ISPO Munich 2021. The safety of exhibitors and visitors will have the highest priority. Events began to be successfully held once again on the Munich exhibition grounds on September 1. The rule of thumb for international visitors is: Trade fair participants may travel from all countries to Germany provided that certain conditions are met because they are considered to be [business travelers on an important mission](#).

Exhibitors will have more flexibility as a result of the extension of deadlines and flexible cancellation terms. If needed, pre-built booths may be used in order to cost-effectively and efficiently participate in the trade fair.

If exhibitors or visitors have any questions about the safety and hygiene concept, they may contact the Messe München hotline by phone +49 89 949 11400 or e-mail at corona.support@messe-muenchen.de. The service hours are: Monday through Thursday from 9 a.m. to 5 p.m. and Friday from 9 a.m. to 4 p.m.

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About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. The platform includes the world's largest multi-segment exhibitions ISPO Munich, ISPO Beijing and ISPO Shanghai; Europe's largest outdoor trade fair, OutDoor by ISPO; the online news portal ISPO.com; as well as Business Solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With this far-reaching mix of innovation promotion, industry networking, know-how and editorial content, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

Messe München

Messe München is one of the world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.