

ISPO MUNICH

# FACT SHEET

RECAP 2024 &  
OUTLOOK 2025

ISPO 

# INTRO

From November 30th to December 2nd, the global sports community will come together at ISPO MUNICH 2025. Get a holistic perspective on the sports business and join us for an amazing experience, innovative solutions, exciting insights and precise guidance.

ISPO MUNICH 2025 is your chance to make valuable connections. Meet friends and business partners, discuss with industry leaders and expand your network.

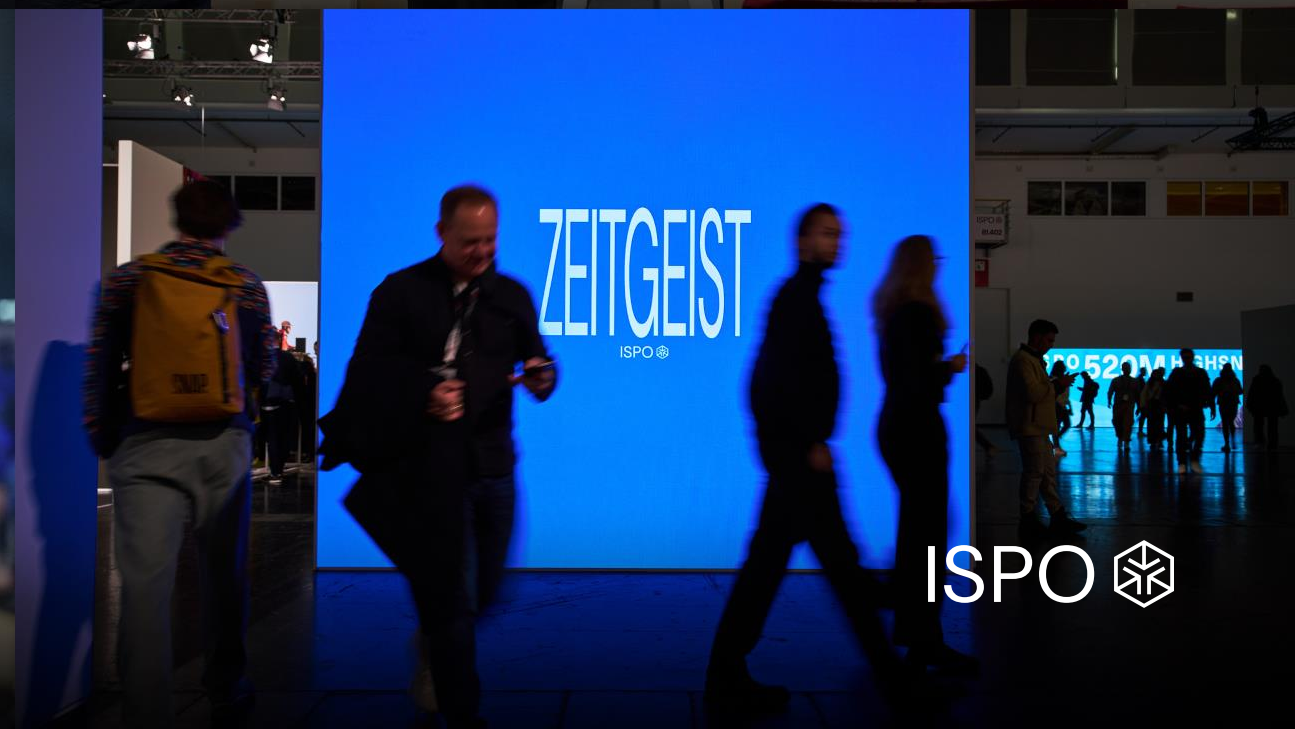
Still not sure? Take a look at the highlights of last year. Three days full of inspiration, good vibes and business opportunities.

Love every contact at ISPO MUNICH 2025.



# IMPRESSIONS ISPO MUNICH 2024

EVERY CONTACT. LOVE EVERY CONTACT. LOVE EVERY CONTACT. LOVE EVERY CONTACT. LOVE EVERY CONTACT.



MÜNCHEN  
WELCOME TO ISPO MUNICH 2024  
Connect with the World of Sports.



LOVE EVERY CONTACT.

LOVE EVERY CONTACT.

LOVE EVERY CONTACT.



# FACTS

We bring together decision-makers from all over the world to meet and talk about a wide variety of topics currently affecting the sports industry. Spread through the media, they reach a large global audience.

**55 K**

PARTICIPANTS

**65.11%**

INTERNATIONAL VISITORS

**114**

COUNTRIES

**2/3**

DECISION MAKERS

**4.4 B**

MEDIA REACH

**107.1 M**

MEDIA VALUE EUR

**+10%**

MEDIA BUZZ

**+25%**

MEDIA INTERACTIONS

# CONFERENCES

Meeting place for the industry's leading minds to shape the future of sport. Your access to the most important trends and topics.



**GERMAN TRAINERS' SUMMIT**  
Educational summit for trainers in professional sports



**SPORT. BRAND. MEDIA.**  
Industry event and think tank for the future of sports marketing



**SKI INDUSTRY CLIMATE SUMMIT BY ATOMIC**  
Industry summit on climate protection and sustainability in wintersports



**SPORTS TECH NATION**  
Summit meeting of sports tech industry



**BIOTEXFUTURE FALL FORUM**  
Forum on sports textile and bio innovation

# KEY ATTENDEES



# PARTNERS

AsahiKASEI

unzer  
your payment

 **DOUBLEDECK**  
snowboards


*FLEXFIT*


  
Laureus  
SPORT FOR  
GOOD  
— GERMANY —

 **ATOMIC**

**ESB**  
MARKETING NETZWERK

 **therapie** **MÜNCHEN**  
Fachmesse mit Kongress für Therapie  
und medizinische Rehabilitation

  
**COLOSSEUM**

 **GLOBETROTTER**

 **BARCELONA  
SPORTS  
HUB**

**GNL**

The LYCRA Company

 **JOOLA**

  
bluesign®

  
**NOW**  
PARTNERS

  
Federation of the European  
Sporting Goods Industry

  
WORLD FEDERATION  
**SGI**  
SPORTING GOODS INDUSTRY

  
World Health  
Organization

**POW**   
PROTECT OUR WINTERS

**BLSV**  
BAYERISCHER LANDES-SPORTVERBAND e.V.


**AFP**  
COURTS

*Franklin*

  
**CANS**

 **SELKIRK**

*all*  **adel**

  
CLUSTER  
INTERNACIONAL  
PADEL

**SPAIN IS SPORT**  **afydad** | Spanish Sport  
Association

 **PLAYTOMIC**

 **DRAGONET**

 **GAMMA  
SPORTS**

*SKECHERS*

**BLACKROLL**

  
**PLETZER  
RESORTS**  
MOVE & RELAX

 **Wingfield**

## MEDIA PARTNERS

  
**SI**

**HIGHSNOBIETY**

**SAZ** **SPORT**  
Das Medium für die Sportbranche

  
EDIII  
Publications

**Suston**  
SUSTAINABLE OUTDOOR NEWS

**TextilWirtschaft**

 **THE RED  
BULLETIN**

**ISPO** 



# INDIVIDUAL PARTNERSHIPS

**patagonia**<sup>®</sup>

Partner of ISPO's Sustainability Hub, bringing together the outdoor and sports industry to drive systemic change, foster sustainability and combat climate change.

JOOR

Partner for digital wholesale, creating a new B2B communication channel that enables exhibitors to digitally expand their trade show presence and connect directly with fashion and lifestyle retailers.

**yfood**<sup>®</sup>

Supply partner, promoting smart food products through targeted campaigns across all halls and the ISPO Lounge within the ISPO Future Lab.

 **KLOSTER  
KITCHEN**

Sponsor and partner, featuring their new ambassador Jonas Deichmann, providing ginger shots and smoothies and hosting activities at the ISPO Future Lab.

**YKK**

Main sponsor of ISPO Brandnew accelerating program and the ISPO Brandnew Party, promoting startups and connecting them with investors in the sports industry.

# QUOTES



ISPO really brings the *entire industry* from different angles *together*. A lot of expertise, a lot of exchange and networking and I really *love the vibe* that I'm feeling.

– Marina Moguš, adidas



The *speaking topics* at ISPO are very diverse, covering different ages, genders, products and challenges. *You name a topic – it's here*.

– Grace McNamara, The Collective



It's everybody pushing to *make sport bigger and better* [...] what a great place to *express your vision* for different enthusiasms.

– Andre Agassi, Former Athlete

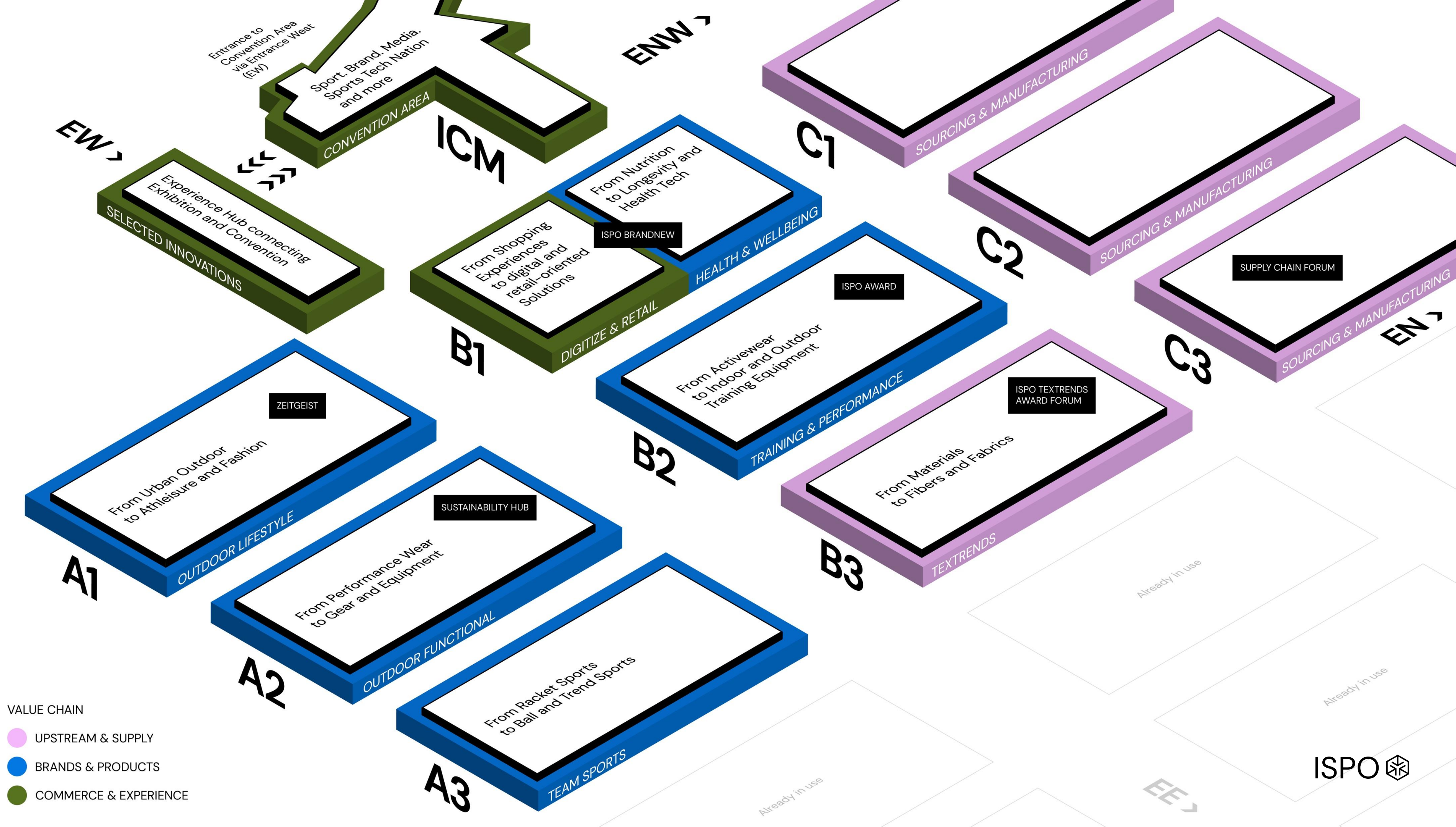


# ALREADY EXCITED ABOUT *ISPO MUNICH 2025*?

## NEW DATE AND OPTIMIZED LAYOUT

The West Entrance will become the central link between convention and exhibition. The halls will be more aligned with the value chain and provide even greater relevance for different target groups. ISPO MUNICH 2025 will still cover a wide range of topics, but will now be even more curated and structured.

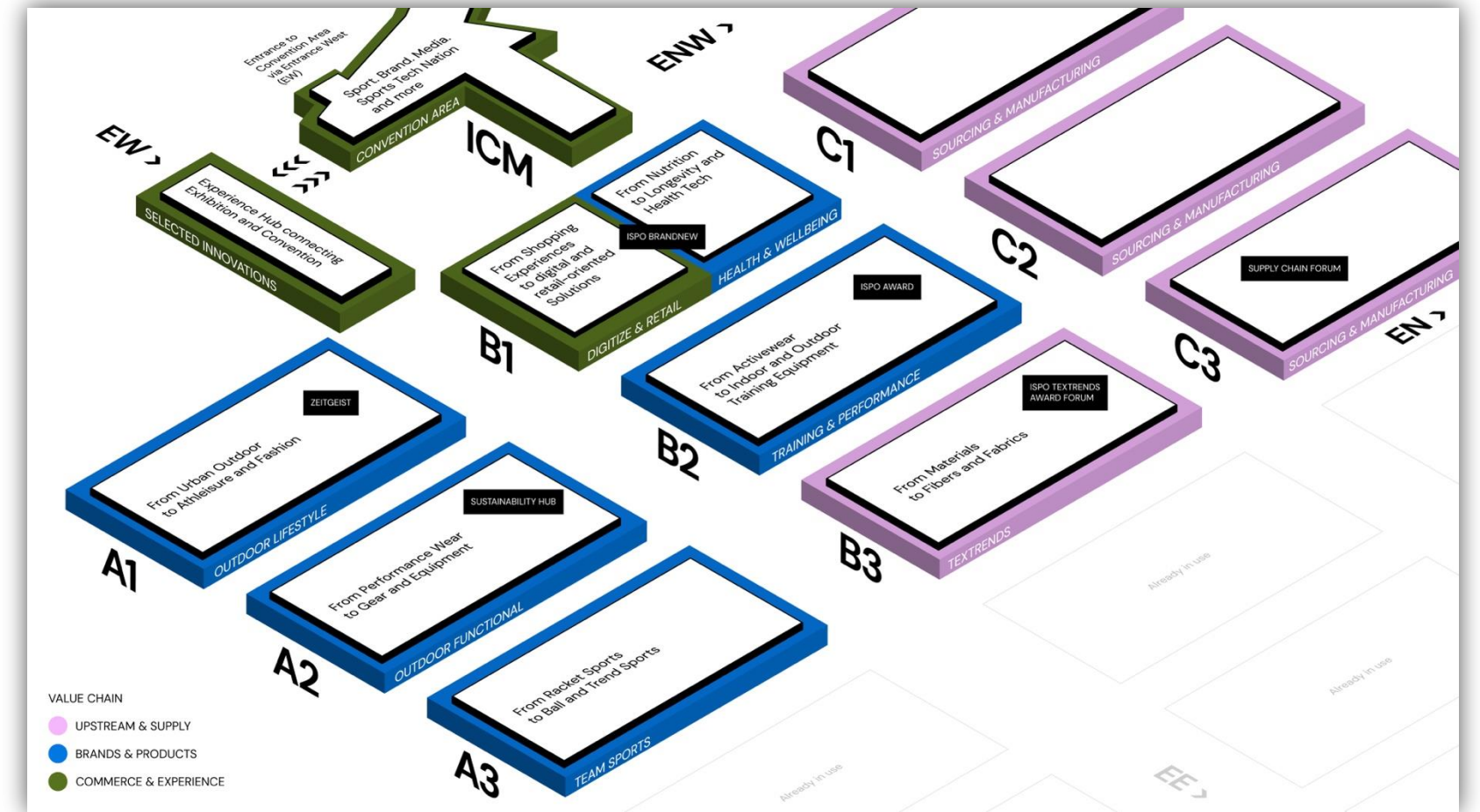
Stay tuned for our concept release webinar on March 27.



# HALL PLAN

## OPTIMIZED HALL LAYOUT FOR A CLEAR AND INSPIRING GUIDANCE

The halls will be sorted by topic and aligned with the value chain of the sports industry to provide an even greater value for the various visitors.



### UPSTREAM & SUPPLY

Focus on topics that are relevant for sourcing specialists, designers and product developers – from sustainable materials to innovative production processes.

### BRANDS & PRODUCTS

Core of ISPO offering brands and manufacturers a stage to present their latest products, innovations and brand stories.

### COMMERCE & EXPERIENCE

All aspects of the distribution, marketing and experience of sports products, such as solution providers, organized sport, digital technologies and health solutions for consumers.

SEE YOU AT

# ISPO MUNICH 2025

NOV 30 – DEC 02, 2025

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

ISPO 