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Press release

ISPO Munich Sports Week 2018: an entire city in sporting frenzy

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Once a year, Munich is host to the sports industry: At ISPO Munich (January 28-31), more than 2,700 international exhibitors will showcase the latest trends and products, from sports equipment to fashion, to around 80,000 trade visitors. This sports euphoria will also be experienced beyond the trade fair halls during the ISPO Munich Sports Week, when numerous events will be organized in the Bavarian capital together with Munich retailers for one whole week. The initiative will be launched with the ISPO Munich Night Run on January 27, 2018 in the Olympiapark.

An entire week devoted to sports

Retailers, brand stores and special retailers together with ISPO Munich will transform downtown Munich into an adventure tour until February 3. Sports enthusiasts can take part in exclusive free activities. Many Munich stores, including Sport2000, the Intersport Group, Globetrotter, Keller Sports, Rose Bikes, SportCheck and Sport Tiedje, will host workshops, exciting presentations and autograph sessions in their shops.

Trail Run goes urban: the ISPO Munich Night Run

The ISPO Munich Sports Week will kick off with the newly created ISPO Munich Night Run on the evening of January 27. The Trail Run will take runners through Munich's Olympiapark and will be the highlight for all running enthusiasts. The start-off for the 5- or 10-kilometer loop race will be at 6:00 p.m. Runners can decide how far they want to run depending on their condition, their mood and what they fancy. Once they pass the finish line, they will receive a certificate and will get the chance to win one of 50 ISPO Munich tickets, which are usually only available for sports business professionals. Music and light shows will accompany

the evening run through the location rich in tradition. Details about the ISPO Munich Night Run and registration are available at

<https://www.ispo.com/sportsweek>

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. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai; the online news portal ISPO.com, and the business solutions ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.