

NEW CONCEPT AND VENUE:

EXHIBITORS AND PARTNERS COUNT ON OUTDOOR BY ISPO IN MUNICH

OutDoor by ISPO

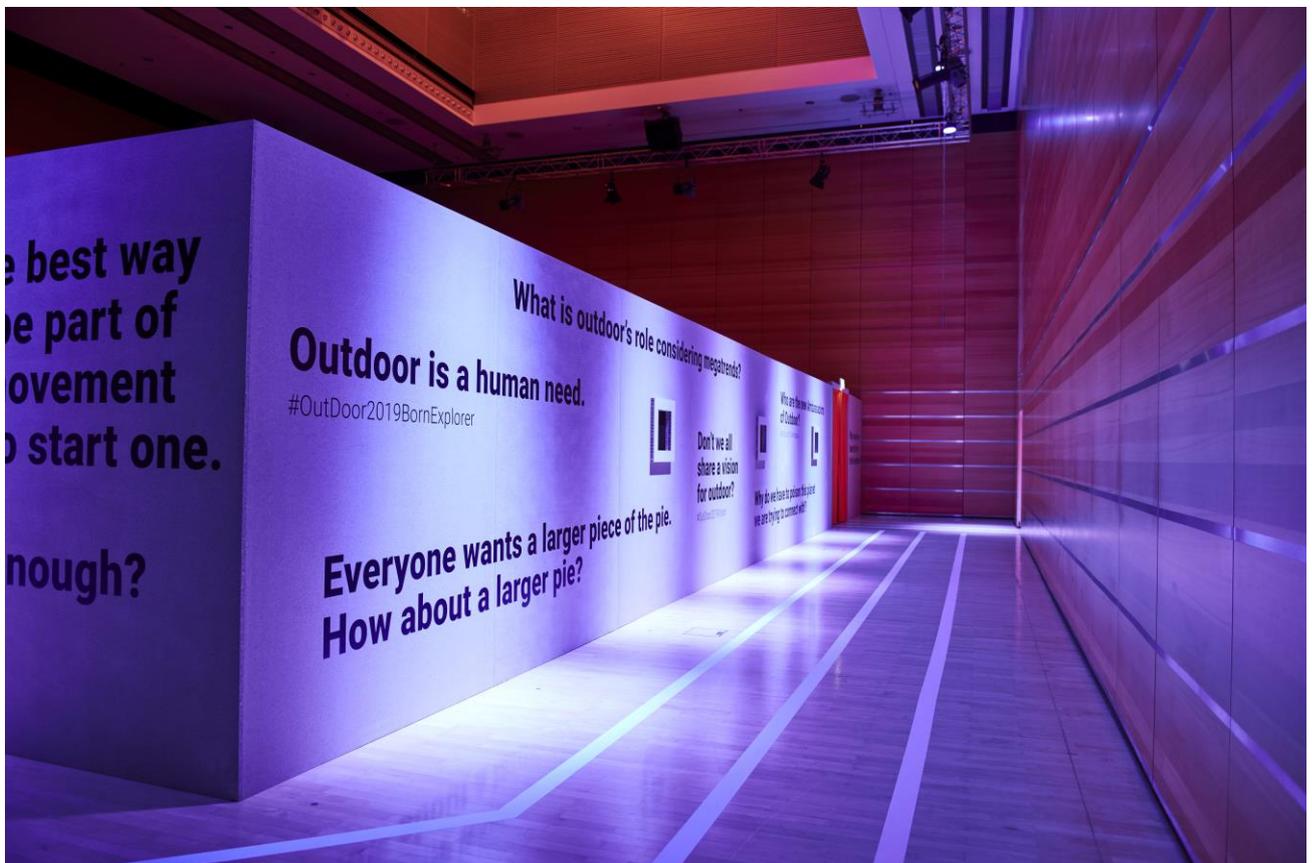
OutDoor by ISPO is coming to Munich and numerous exhibitors and partners have already confirmed their involvement in the trade fair (June 30 to July 3, 2019) – around nine months in advance. The international trade fair for the outdoor industry owes its popularity in no small part to the new profile, which extends far beyond the exhibition halls themselves: the 365-day platform provides brands and manufacturers with the digital and physical channels they need to be able to communicate with their customers all year round. As such, OutDoor by ISPO is the reliable, modern and pioneering platform that the industry has been looking for.



At the end of June during the Outdoor by ISPO launch conference it was already clear that the concept developed by Messe München in cooperation with the European Outdoor Group (EOG) was exactly what the market needed. Over 250 international industry representatives also welcomed the plan to raise the profile of OutDoor by ISPO by establishing it as a year-round platform



for the outdoor industry in addition to the trade fair. Numerous exhibitors, from a total of 25 countries so far, including for example Arc'terix, Maloja, Mountain Hardware, Jack Wolfskin, Ortlieb, Petzl, Scott, Sining Rock, Tatonka and Vaude as well as the Oberalp Group with its brands Dynafit, Salewa, Pomoca and Wild Country, have already registered for the first event in Munich. The new OutDoor by ISPO will open its doors for the first time at the Messe München Exhibition Center from June 30 to July 3, 2019. An overview of the brands and manufacturers, which have already booked their places, updated every week, is available online as is information on the exhibitor registration process.



“OutDoor Easy” – flexible stand construction concept for more modest budgets

OutDoor by ISPO is an important industry event both for small and big brands and hence caters for companies of all sizes. Outdoor Easy is specifically targeted at exhibitors with a more modest budget and aims to make the exhibition process as smooth as possible. Markus Hefter, Exhibition Director OutDoor by ISPO, says: “This flexible and cost-effective stand construction concept is a high-quality and authentic solution enabling companies to showcase their products in the perfect setting without having to undertake all the set-up work on their own.” The concept consists of a cost-effective full package offering an open and attractive layout as well as a good location in the hall. More information on OutDoor Easy is available here.



PADDLEexpo enriches OutDoor by ISPO with its experience

With the PADDLEexpo as partner the booming water sports sector will now be properly represented at OutDoor by ISPO. The professional trade show for kayaking, canoeing & stand-up paddling (SUP) in Nuremberg has been an ISPO partner for ten years and the partnership is now being taken to the next level with the installation of the Paddlesport Village at OutDoor by ISPO. This area will be exclusively dedicated to padd-

lesport products and will be an important meeting place for kayaking, canoeing and SUP experts. More information on PADDLEexpo is available at ispo.com.

OutDoor by ISPO available 365 days a year for the industry

ISPO is known for being a year-round ecosystem offering analog and digital products and services. ISPO customers have been benefiting from this mix of information, innovation and networking for years – and this portfolio is now also available for OutDoor by ISPO. OutDoor by ISPO now offers market players the opportunity to present themselves to the world 24 hours a day, 365 days a year. With it, the annual leading trade fair for the outdoor industry is supplemented with a far-reaching platform, which is available to the entire outdoor community, from brands and manufacturers right through to retailers and consumers all around the world.



Messe München