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Press Release

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Continued Success For The International Leading Sports Trade Show

## **Large Number of New Exhibitors at ISPO MUNICH 2015**

**More than 2,500 exhibitors from over 50 countries will exhibit at ISPO MUNICH 2015 from February 5 to 8. The international leading trade show experienced a considerable increase in exhibitors particularly in the Outdoor and Health & Fitness segment.**

The Outdoor segment at ISPO MUNICH is growing with more than 40 new exhibitors and almost 100 new Outdoor brands. Among others, halls A6, B5 and B6 will host the following first-time exhibitors: Alfa, Klean Kanteen, Lyle and Scott, and Millican, as well as CamelBak. Another new feature is the ISPO Outdoor Lounge in hall A6. The perfect place to network and relax.

Another highlight at ISPO MUNICH 2015 is the Health & Fitness Hall C1, which celebrated its successful premiere in 2014. The spotlight is on the combination of sports and health. New exhibitors in this segment include Everlast, FITBIT, Hyperice, HEAD Fitness, Jawbone, Playground, PulseOn, Salus, Sixtus and ZIVA Fitness. The 120-meter-long center aisle in hall C1 features informative live presentations of Healthstyle products. The ISPO Health & Fitness Forum also offers a multi-faceted side event program with renowned presenters on topics such as “Healthy Workplace” and “Mobile Health & Fitness”.

The Sportstyle sector in halls B2 and B3 will again focus more prominently on winter sports in 2015. International market leaders and up-and-coming newcomers present technical sportswear for cold weather days. The special exhibit “Wool Street” in the north section of hall B3 (intersection B2/B3/C3)



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bundles suppliers and manufacturers and presents the entire bandwidths and unique characteristics of technical wool products.

The ISPO TEXTRENDS FORUM in hall C2 offers manufacturers, designers and product managers an extraordinary platform for sourcing and networking. This is where visitors will discover the latest fabrics, insulation materials, components and accessories for sports and outdoor apparel. Every day, there will also be four lectures on the current issues affecting the textile industry.

The key players from the Action Sports industry present their latest products and innovations in halls A1, A2 and A3 at ISPO MUNICH 2015. Exciting special exhibits such as Tailgate Munich powered by ISPO or the ISPO Freeski Summit put the spotlight on specific trends and developments. For the first time, the ISPO BRANDNEW Village will also be located in hall A1. International sports business professionals and the media will be able to preview the top 50 sports industry newcomers at the village.

ISPO Cold Water Surfing in hall A2 is the first European special exhibit revolving around hi-tech surf equipment. Brands like Billabong, Finisterre, Fomento Donostia, GlassyPro, Holysports, Patagonia, Rareform, Rip Curl, Seawag, Surflogic, Ocean, O'Neill and Xcel will be on site. An informative side event program with presentations by experts and panel discussions with international athletes complements the special exhibit.

Action sports and creativity have always been closely related. The project "#onehundred supported by Sneakerfreaker" in hall A2 shows the historic developments of sneakers from the beginning to the latest trends in the athletic shoe business. An increasing number of brands cooperate with designers, artists and VIPs to create an exceptional and authentic brand presentation.

Today, no other sport is as dynamic as Running. Attractive new event formats and target groups come to life, and there is a plethora of product innovations. These current trends and changes are the theme of the second RUNNER'S WORLD Running Shoe Symposium, held at the ICM – Internationales Congress Center München during ISPO MUNICH 2015.



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The ISPO ACADEMY located at the East Entrance teaches fitness for the future of retail. Retailers and other interested visitors have the opportunity to find out about the latest trends and developments in the industry, network with colleagues and get a glimpse behind the scenes of brands and manufacturers, for example during the popular Retail Tour. The ISPO ACADEMY offers year-round continuing education opportunities all over the world.

In 2015 ISPO MUNICH will once again extend across the entire 180,000 square meters of exhibit space. With more than 2,500 international exhibitors ISPO MUNICH once again validates its leading role as a global trade exhibition for the international sports business.

For more information on ISPO please refer to [www.ispo.com](http://www.ispo.com) and Facebook [www.facebook.com/ispomunich](https://www.facebook.com/ispomunich)

#### **Messe München International**

Messe München International is one of the world's leading trade show companies. It manages around 40 trade shows for capital and consumer goods, and key high tech industries in Munich alone. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – Internationales Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade shows by Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in Asia, Russia, Turkey and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role in regards to sustainability: It is the first trade show company to be awarded energy-efficiency certification by the technical inspection authorities TÜV SÜD.

#### **About ISPO**

Under its ISPO brand Messe München International offers events and year-round services to the international sports business. The goal of the full-service provider is to offer its customers added value for successful positioning within the international competition. The provided services help customers increase their profitability as well as strengthen personal contacts and business relationships. The services currently include ISPO ACADEMY, ISPO AWARD, ISPO COMMUNITY, ISPO TEXTRENDS, ISPO BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH, ISPO BEIJING and ISPO SHANGHAI offer a comprehensive overview of their respective markets.

