

No. 04

Munich, July 4, 2014

Press Release

Relaunch of ISPO COMMUNITY Website

More Features For More Web Surfing Fun

Always up to date: the ISPO COMMUNITY website

(www.community.ispo.com) boasts a new design and offers even more services and features. The voting platform for sports, equipment and innovations was enhanced in cooperation with members of the ISPO COMMUNITY. It is now suitable for all devices and features mobile interaction.

The ISPO COMMUNITY allows direct communication between manufacturers and consumers and collects consumer opinions on a wide variety of topics. To offer the community even more services, the website, which was relaunched last week, was enhanced with a number of new features. Michael Nenninger, CEO of Voycer, full-service supplier of customer community systems, is convinced: "True to the motto: 'Become a member of the ISPO Community and help design the world of sports!' the new design offers increased interaction and lets users join and contribute to the community even faster and more intuitively." Thanks to the reactive design the website is optimized for use on laptops, desktop PCs, tablets or smartphones – all sections are easy to use and navigate. The left-hand navigation bar allows users to create votings or postings – or start a targeted search for desired topics. Weekly polls are listed in the center, and the right-hand side hosts topics like the User of the Month. Features like user top lists and new voting contests provide added value. Another new service is the Business Profile. It allows companies to introduce themselves and come into direct contact with relevant target groups. It encourages active networking by inviting them to join projects, votings and discussions, and in turn receive opinions and ideas for brands and products.

Corinna Feicht
Projekt-PR Referentin
Tel. +49 89 949-21477
corinna.feicht@
messe-muenchen.de



Messe München GmbH
Messegelände
81823 München
Deutschland
www.messe-muenchen.de



Seite 2

More information on ISPO MUNICH and ISPO COMMUNITY is available at www.ispo.com and www.community.ispo.com, as well as on Facebook at <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 – International 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, the Middle East and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 90 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.



