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Press Release

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Setting New Signals For the Action Sports Exhibit Halls

The new exhibit hall distribution at ISPO MUNICH (January 24 to 27, 2016) offers new opportunities and many benefits to Action Sports exhibitors. By moving the exhibits into the halls B5, B6 and A6 the segment becomes more concentrated and also has a dedicated entrance on the east side of the exhibit center at its disposal for unique and segment-specific events.

Following six years of unmodified exhibit hall distribution ISPO MUNICH sets new signals in 2016 with a number of restructuring measures. The revised structure provides trade show visitors with an even more efficient and improved overview of the relevant developments and trends. It encompasses all current and future market developments. Growth segments like Actions Sports will benefit from more space.

The concentration of Action Sports exhibitors near the East Entrance creates a bundled Action Sports area with dedicated access. The atrium near the entrance is the perfect location for custom-designed events for the Action Sports community. Planning for such events is in full swing.

The combination of brands within these halls is not affected by the move. The snowboard labels exhibiting in hall A1 in the past will now be in hall B6. To further strengthen the focus on Action Sports a few selected additional brands will also move into this hall. In addition, the Volcom Miniramp and the skate- and longboard brands will be located in B6. Further topics to be found in this exhibit hall include ISPO Inspire, Tailgate

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Page 2

Munich (Snowboard-Freeriding/Split Boarding), ISPO Tandem Space, Longboard Embassy, ISPO Schräglager and Monochrom City.

In hall B5 (formerly in A2) the focus is on general snow apparel, cameras, ISPO Cold Water Surfing and Sneakerfreaker. The ISPO BRANDNEW Award will now also make its home in the soft goods hall B5.

The topics in hall A6 (formerly in A3) include Freeskiing, Backcountry and general Water Sports. The hall will host ISPO Freeski Summit, Camp de Base, SUP by Paddle Expo, the Scooter segment, Kayak and Canoe exhibitors, as well as the Water Tank central area, where water sports presentations will be held for the duration of four days.

For a detailed exhibit hall layout plan please click [here](#)

More information on ISPO is available at www.ispo.com and at Facebook www.facebook.com/ispomunich

Messe München International

Messe München International is one of the world's leading trade-show companies. It organizes close to 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and over two million visitors take part in events held at the Messe München trade fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.



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.

