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Press Release

New Brands and Plenty of Special Exhibits

## **Action Sports at ISPO MUNICH 2015**

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**From February 5 to 8, 2015 ISPO MUNICH will present the complete bandwidth of Action Sports in three exhibit halls, A1 through A3. In addition to hosting presentations by leading brands ISPO MUNICH acts as a meeting place for the international Action Sports scene thanks to a variety of special exhibitions.**

The new platform ISPO Cold Water Surfing presented by Patagonia in hall A2 is the first European special exhibit on hi-tech surf equipment. Presented in cooperation with EuroSIMA this exhibit includes brands such as Rip Curl, Billabong, O'Neill, Xcel, Patagonia and Finisterre. A variety of lectures, product workshops and panel discussions will provide information on trends and developments in surfing. A centrally located bar invites participants to network and turns the ISPO Cold Water Surfing exhibit booth into the meeting place for the surfing scene.

Following last year's successful premiere of the ISPO Freeski Summit the special exhibition on park and backcountry skiing rings in the second round with the ISPO Freeski Summit presented by MIPS AB. Hall A3 hosts product presentations by Colmar, Meier Skis, Mips AB, Soul Skis, Stereo Skis and others. The side event program with a variety of lectures and expert discussions reflects the latest trends and development in freeskiing. Visitors can look forward to an in-depth, comprehensive overview of the status quo of the freeskiing culture.

Tailgate Munich powered by ISPO is a special exhibition on backcountry snowboarding that will present innovative equipment from this segment for the third time in hall A1. Hall A1 also hosts the special exhibition ISPO Inspire covering

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corporate social responsibility (Brands For Good) and eco-friendly production (Greenroom Voice). Brands and institutions like Finisterre, Fjällräven, Fairwear, EQ, Burton, Amnesty International, Go Shred, High Five, Jones Snowboards and the Surfrider Foundation introduce their products and projects in this area. This year, for the first time, the ISPO BRANDNEW Village will also be located in hall A1. The Village will host the top 50 sports business newcomers presenting themselves to visitors and media representatives from all over the world.

Art and action sports have always had a very close connection. The exhibition “Intoxicated Demons” presents Monkrom City powered by ISPO in hall A2 features collaborative projects between designers and action sports brands in a very special and distinct way. Furthermore, in hall A1 the partners Nitro Snowboards and Faction Skis bring together street artists like Jose Walker, Ray Moore, Rafa Moreno and Miguel Panadero at the ISPO TanDem Space.

Another highlight is the sneaker exhibition #ONEHUNDRED @ ISPO 2015. By presenting 100 different sneakers the Sneaker Freaker Magazine tells stories of footwear from all over the world and all eras. This is the place to immerse yourself with all senses to discover the fascination inspired by “sneakers” and all aspects of the fashion and pop culture.

More than 40,000 online viewers followed the finals of last year’s Volcom Mini Ramp Contest powered by ISPO in hall A2. This year, Friday through Sunday, Europe’s best skaters will once again show off their best tricks on the mini ramp and compete in one of Europe’s most important skateboard contests.

The Scooter Shred Ramp powered by Greenover Ltd in hall A3 guarantees spectacular scooter action. There are three shows every day, as well as a “Best Trick” contest during which the best scooter riders prove what they are made of.

Additional action sports highlights are waiting at the Longboard Embassy, the special exhibition on Skateboard Longboarding in hall A2, and in the SUP Area by



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Paddle Expo in hall A3 with leading brands from the stand-up paddle industry, such as Bic, FunCare, Nrs and Starboard.

The ISPO EASY platform offers smaller brands an opportunity to present their products to the international visitors in all three action sports exhibit halls. This year's exhibitors include, among others, Original Landyards, Blackstrap, West Snowboarding, Bro! On The Lip, Maui and Sons and Wet Sweets.

All in all, the Action Sports segment at ISPO MUNICH 2015 offers an extensive bandwidth of international brands. In addition to well-known industry greats there will also be a variety of new exhibitors, including Polartec, Northwave, Amplid, Kästle, SAGA, Carrera, SH+, Extrem Skis, P.B.W.C., High Sierra, HAD, Skate4u, Trops, Sooruz, Zlagboard, Baja Clothing, Super Brand, C1RCA, G3 and Dr. Zipe, presenting their products from February 5 to 8, 2015.

For more information on the Action Sport halls please refer to: [Trade Show Sector ISPO Action Sports](#). For a listing of the entire program please click [here](#).

#### **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, 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.

