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Press Release

Event To Open On Thursday

Changed Weekday Schedule For ISPO MUNICH 2015

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Next year's extremely busy calendar of events at Messe München's exhibition center makes it necessary to change the weekday schedule for ISPO MUNICH 2015. Therefore, the weekday schedule for the international leading trade show for the sporting goods industry will be changed one time only to Thursday, February 5 to Sunday, February 8, 2015.

Regrettably, the densely booked calendar at the Munich exhibition center for next year made it impossible to retain the usual sequence of weekdays due to organization issues. The modified weekday schedule for ISPO MUNICH 2015 allows Messe München GmbH to offer its exhibitors the expected smooth and secure set-up of their exhibit booths. Tobias Gröber, Head of Business Unit Consumer Goods Exhibitions at Messe München, explains: "Our primary focus is on our customers' requirements. Upon consideration of all aspects including date, duration and weekday sequence we decided on the best possible compromise. By providing our customers with advance information we hope to offer them the opportunity to prepare accordingly." Lastly, the unusual step to modify the weekday schedule is also based on the experience of other leading exhibitions that have successfully handled scheduling issues like these for years.

The effects of the changed weekday sequence will come under detailed evaluation after ISPO MUNICH 2015, and will be further analyzed in close cooperation with the sports industry. The goal is to ensure the best possible event schedule for the future.

For more information on ISPO please refer to www.ispo.com and facebook: <http://www.facebook.com/ispomunich>.

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The latest voting results from the ISPO Network are available at:

www.ispo.com/community

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 BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH and ISPO BEIJING offer a comprehensive overview of their respective markets.