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**Press Release**

Corinna Feicht  
Project PR Coordinator  
Tel. +49 89 949-21473  
corinna.feicht@  
messe-muenchen.de

## **ISPO POLYGON: New Hall Concept for Action Sports at ISPO MUNICH 2017**

**Attractive spaces and a lucrative all-inclusive package: At ISPO MUNICH, which will take place between February 5 and 8, 2017, Action Sports Hall B6 will be partitioned based on a new, standardized format, representing an extremely modern exhibition concept—[ISPO POLYGON](#). In line with the motto “back to the roots”, greater focus will be placed on products and innovations, with sustainability also playing a key role here.**

From small brands through to global market players—at ISPO MUNICH 2017, there will be a stand to suit everybody. The new hall concept, developed in collaboration with exhibitors, will be specifically tailored to the Action Sports segment in Hall B6. This will include manufacturers of snowboards and skateboards, as well as urban and street sports products and sneakers. This brand mix reflects real market conditions and ensures exciting synergy effects. At the same time, an international “top buyer” program will bring the most important decision-makers to Munich.

Prefabricated modules with low partition walls are provided right across the exhibition area. The polygonal structure is taken from nature and corresponds to the hexagons of a honeycomb. The result is a welcoming, open design, which creates an atmosphere conducive to business and facilitates networking across the industry.

The hall as a networking platform—this concept has already proven successful in the Health and Fitness segment. Visitors get a broad overview, while all exhibitors are guaranteed prime spots.

The stands are positioned in attractive locations along a central aisle, with opportunities for discussion between the attendees. There will also be an after-work program on the aisle every day with diversions such as live music and exhibitions.

“In my opinion, what we need is a return to what made the industry great in the first place: innovations and future-proof concepts,” says Markus Hefter, Exhibition Director at ISPO MUNICH. The product should be the focus, not just the way it is presented.

Exhibitors will be able to choose between various stand spaces depending on the size of their company. The full package, including space and stand set-up, is now available from EUR 5200, so even new and smaller businesses can afford to exhibit at the trade fair. Sustainability is a key issue for manufacturers of sports items, and this was taken into consideration when planning the trade fair.

The Action Sports scene has long stood for creative ideas and innovative products, but after years of growth the market has become more difficult and is facing new challenges. This means that an industry event such as ISPO MUNICH, at which manufacturers and retailers can get an overview of the market, swap ideas and develop new visions together, is all the more important.

You can find more information on the new concept here:

<http://munich.ispo.com/en/Exhibitors/Trade-participation/Polygon/>

You can read more statements and further reasons behind the creation of the new hall concept on our [sports news portal ISPO.com](#).

#### **Messe München**

Messe München is one of the world's leading trade fair companies. It organizes some 40 exhibitions for capital and consumer goods and key high-tech industries in Munich alone. Fourteen of those events are number one in the world in their respective industries. Each year more than 30,000 exhibitors and some 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 organizes trade fairs 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 representative offices abroad serving more than 100 countries.

#### **About ISPO**

SPORTS. BUSINESS. CONNECTED. As a global sport business platform, ISPO acts as a partner to the sports industry. The ISPO family of brands includes the largest multi-segment trade fairs for sports business professionals in the world, encompassing ISPO MUNICH, ISPO BEIJING, and ISPO SHANGHAI, the ISPO.COM online news portal together with its own editorial team, and the ISPO ACADEMY, ISPO OPEN INNOVATION, ISPO BRANDNEW, ISPO AWARD, ISPO TEXTRENDS, and ISPO JOB MARKET services. By bringing together all of these strands, ISPO is able to offer companies support at every stage of development on the global sports markets all year round —identifying relevant market developments, driving forward innovation, and pooling specialized consumer experts so that guidance on the international markets can be provided.