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## **ispo winter 09 fully booked**

- 185,000 m2 exhibition space in 17 halls reserved in full
- More than 2,000 exhibitors expected

ispo winter, international trade fair for sports equipment and fashion, will open its doors for the 69<sup>th</sup> time from February 1<sup>st</sup> to February 4<sup>th</sup>, 2009. To date the exhibition space of 185,000 square meters at the New Munich Trade Fair is fully booked. In 2009 Messe München GmbH expects more than 2,000 exhibitors from more than 40 countries, who will present their latest trends to an international audience of industry professionals.

These positive visitor and exhibitor numbers are partially a result of the custom-tailored trade show concept of ispo winter. Each community holds its own, authentic side events, and thus generates a unique and individual atmosphere. The event encompasses the following segments: board\_ispo (A1-A3), ispovision (A4), ski\_ispo (B3/B5), sportstyle\_ispo (B1/B2), performance\_ispo (C3/C4), and SSE (C1/C2). outdoor\_ispo in its entirety will cover halls A5/A6 and B5/B6, and is directly accessible via the East entrance.

ispo winter, the leading trade fair for sports equipment and fashion, is focused on bringing industry-related issues into the public spotlight and generating vital attention. In addition to symposiums, workshops, and seminars, ispo winter also publishes representative studies. Furthermore, the most innovative products are frequently honored with awards, such as the Eco Responsibility Award, highlighting the key issues of sustainability, ecology, and environmental awareness.

Thanks to a keen sense for trends and developments, and the ongoing ambition to find and present the latest innovations, all indications point to another success for ispo winter 09. Tobias Gröber, Business Unit Leader, has reasons to be pleased: "We are really excited about the status of registrations. It is an indication for the future and validates our concept and acceptance throughout the market."

MK/vH

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