

1 – 4 feb 2009



Presse-Information * Press release * Communiqué de presse * Comunicato stampa * Comunicado de prensa

No. 11 e
December 2008

ispo winter 2010 date change

In 2010 ispo winter will be held one week later than usual, from February 7th to 10th. The reason for this modification is a change in the U.S. trade show calendar. SnowSports Industries America (SIA) has decided to hold its SnowSports Tradeshow from January 28th to 31st, 2010, which would present a conflict with ispo winter. SIA took advantage of the move from Las Vegas to Denver to establish a new date and to include the weekend in its event schedule. In order to accommodate and simplify event planning for the international sports industry, Messe München GmbH has agreed to postpone ispo winter to an event date one week later, the first weekend in February. According to feedback from exhibitors the new arrangement is a beneficial compromise for apparel as well as hardware suppliers.

“In order to find the best possible arrangement for our customers, we spoke to many industry representatives, and, in accordance with their response, decided to postpone ispo winter by one week. We are in contact with SIA to discuss options to avoid future conflicts between the two events. This one-time date change is a solution for our national and international exhibitors and visitors, allowing them to take part in both trade shows to be able to cover all important markets,” explains Tobias Gröber, Business Unit Leader Consumer Goods for Messe München GmbH.

MK/vH