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ispo launches visitor quality offensive

- modification of ispo access (registration) system
- improvement of visitor statistics evaluation

The organizers of ispo, Messe München GmbH, are launching a registration initiative that will simplify show access for retail and exhibitor guests and improve visitor evaluation.

The programme also includes a range of promotions to encourage attendance with significant discounts for early online ticket booking.

This exciting initiative will focus on new registration system which is being launched at ispo winter 2009, being held from February 1st to the 4th, at the New Munich Trade Fair Center. In addition to the new booking process and pricing structure, the system will enable to show organizers to generate even more accurate numbers on trade visitor frequency and quality at what is the world's largest sport and sportstyle trade show. Personalization of all access passes, including those issued to exhibitors will allow Messe München GmbH's registration team to generate accurate retracking scans of booth visitors to highlight return attendances. The new system will also reduce the possibility of visitors registering with exhibitor tickets, and therefore avoid incorrect retail statistics.

Following simple online registration of personal data, access passes for exhibitors and visitors can be ordered at the ispo website, following which a confirmation voucher will be issued by email. On presentation of the voucher at scanner locations at the trade show entrances the tickets will be printed tickets will no longer be mailed out although they can still be purchased at the box office on arrival at ispo.

The new pricing system will take into account online and box office sales and in order to attract more visitors and to encourage repeat visits, tickets ordered online will be sold at a very attractive discounted rate. Those who pre-purchase their access pass online can do so for just 10 Euro for a day ticket, while the same ticket will cost 40 Euro if purchased on the day of the visit.

Exhibitors wishing to invite their trade customers to ispo, will now be able to do so with the help of a Visitor Voucher/ E-Visitor Voucher. The former “guest pass” is only 10 Euro and will be charged to the exhibitor only if the voucher is actually redeemed. In addition, ispo is able to provide exhibitors with an E-Visitor Kit to help promote their attendance at the show to their retail contacts. This easy to email information includes a range of visitor information, show highlights, Munich guides and advice on travel alternatives.

Exhibitors will also receive considerable discounts when planning their booth personnel in advance: the cost for a full event pass for each additional staff member not already included in the booth price (depending on booth size) is 35 Euro if purchased online, or 60 Euro per person, if purchased at the event. To offer exhibitors an attractive option for a day at the show, the day ticket for exhibitors has been re-activated and is obtainable online for a charge of 15 Euro.

A detailed listing of the new pricing structure is available at www.ispo.com

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