



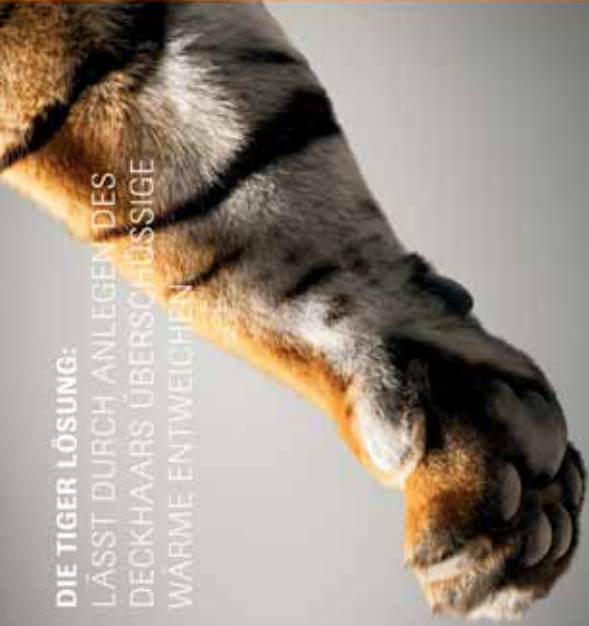
SHOE GUIDE



7-10 feb 10

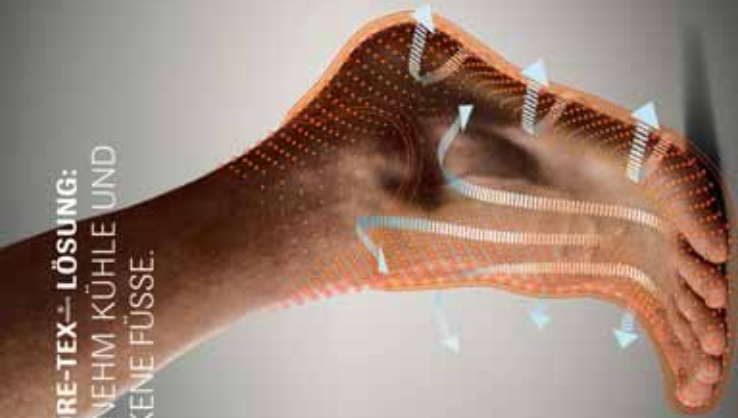
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DECKHAARS ÜBERSCHÜSSIGE
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WELCOME TO THE ISPO 10 SHOE GUIDE

2010 is a real jubilee year for ispo. Not only does it boast the 70th edition of the world's largest sporting goods tradeshow, it also marks the event's 40th year since its launch. And always an important part of ispo: Footwear! So let us show you some of the highlights at this early stage before the show. In addition, we supply you with the most important information for your trip to Munich February 7th until 10th, 2010. See you at ispo 10!

Back in 1970, the first International Sporting Goods Tradeshow was held at the old Munich exhibition center on a total of 45,000 square meters of exhibition space. In 2010, Messe München is once again looking forward to a well-booked ispo, with around 2,000 exhibitors presenting their products on 175,000 square meters at this well-established platform for trends and innovations.

A lot has happened in the sports sector since the 1970s. Developments are of course constantly continuing, and ispo 10 is as ever reacting by showcasing the latest trends in its segment-specific Special Communities: There will be more coverage of running and endurance sports with the addition of a performance_ ispo display area in Hall B4. The contents of ispovision and sportstyle_ ispo are being revised to give them a clearer positioning. sportstyle_ ispo in Halls B3 and B2 will be linked also spatially to ispovision in Hall B1. Of course, you will find all the other familiar segments: board_ ispo is located in Halls A1 and A2 as usual, the classic ski_ ispo is in Hall A4, Hall A5 will feature the crossover segment made up of ski_ ispo and outdoor_ ispo. The home of outdoor_ ispo is traditionally Halls A6, B6 and B5, the home fitness equipment manufacturers are in C1. Sports Source Europe is taking up Halls C2 and C3. The halls are reachable via all of the entrances, including the new North-West Entrance.

As in recent years, ispo 10 will also be offering its trade visitors a wide range of events and services for their entertainment and information. For a complete program of everything offered at ispo 10, please go to www.ispo.com for constantly up-to-date information!



40 YEARS AND STILL RIGHT UP TO DATE!

Footwear is your business? ispo 10 offers you a broad assortment of the latest trends and innovations – from all the important segments, including Sportstyle, Outdoor, Performance, Running, Après-ski, Streetwear and more. Come and join the #1 sporting goods tradeshow!

Marveling at the new footwear innovations, discovering the latest trends, engaging in talks, testing materials, contacting the athletes, making decisions – for all this and more ispo is the number one communications platform in the sporting goods business. Retailers, trade visitors and media representatives alike enjoy the easy-going atmosphere, which is perfect to review the highlights for the upcoming season. One of the main themes at ispo 10 will be sustainability. Following its introduction in 2009, the Eco Responsibility Award has established itself as an important award for innovative products, alongside the ispo Outdoor Award, the ispo Boardsports Award, the European Ski Award and the BrandNew Award. In addition, efforts are being stepped up in the cooperations between ispo and the Association for Conservation and the Technical University of Munich on ecological projects and sustainable research. The cooperation with bluesign technologies ag is also sending a strong signal in terms of sustainable textile manufacturing. As a footwear specialist, make sure to make use of all the segments and services ispo 10 has to offer. In addition to the footwear and footwear-related product manufacturers listed in the 2010 Shoe Guide, you will find many other interesting brands and products in the newcomer areas of each Community and in the ispo BrandNew Village. And don't forget about the informative seminars and presentations offered throughout the entire duration of ispo 10. There's a lot to be discovered. And there will be discoveries that could just change your business!

40 years old and still right up to date – ispo is as innovative and on the ball as ever. To mark the event's 40th birthday, a full pass for tradeshow visitors is being offered at a special rate of 40 Euro, valid for all four days (available on site). For details of more special ticket offers and for further information, just go to www.ispo.com.

HIGHLIGHTS

1 AICAD

The new Vibram Fivefingers running styles “Speed” and the “Bikila” (shown) are built on an entirely new platform.

2 TECNICA

The “Moonboot” is the most classic of all winter boots – warm, stylish and a must for cold winter evenings.

3 NIKE

The “Zoom Primo 407439” does not only sport an elegant buckskin look – it is also extremely light and comfortable.

4 SEIL MARSCHALL

Purely natural: The “Naturemocs” are hand-sewn mocassins with herbally tanned leather, lambwool liner and a natural crepe sole.

5 GRAVIS

The new “Arto” with Poron sole and Cloud 9 PU footbed offers great shock absorption, long-lasting comfort and elasticity.

6 DC-SHOES

The “ND 1” is the perfect skate shoe and Nick Dompierre’s pro model with high-tech “DC DGT 1-2-3” sole technology and “Multi-Density Insole”.



HIGHLIGHTS

1 THE NORTH FACE

The "Snow Betty Boot's" women-specific fit enhances this extremely lightweight, flexible and waterproof winter boot.

2 MAMMUT

Ice climbers and high alpine mountaineering enthusiasts will appreciate warm toes with the "Mamook Thermo", the winter version of the Mamook GTX at only 990 grams.

3 HANWAG

Ready for a Fjäll expedition with the "Canadian Boot" – with removable felt liner and the original no-slip Hanwag Ice Grip Sole.

4 VIKING

The "Mammoth" is a reliable Gore-Tex® winter boot, which is warm and dry and features excellent grip on all surfaces.

5 LUNDHÅGS

The "Polar Quest" is Lundhågs warmest winter boot with a removable felt liner with Cambrelle wool reinforcements; and it's just as light as any other Lundhågs boot.

6 DOLOMITE

The Italians are introducing the "Cougar" range, representing the new cutting edge of mountaineering.



7 REGATTA

New lightweight "Apocalypse Mid X-LT" with breathable softshell upper. Widely cushioned ankle and tongue areas.

8 HALTI

With more toe box space, removable soles and exact heel fit, Halti's footwear guarantees great performance in any terrain.

9 ZAMBERLAN

The waterproof "Expert Pro GT RR" is made of thick Premium Hydrobloc leather, with Zamberlan Rubber Reinforcement System, Gore-Tex®, double tongue and Vibram Teton sole with Professional Crampon System.

10 MERRELL

"Spindrift" is a high-performance multi-sports footwear line with the brand new Split™ Technology for more comfort and stability, also available with Gore-Tex®.

11 NORTHLAND

The multi-activity model "Speed Trekking" combines the traditional athletic lace-up shoe with an ankle-high, water repelling gaiter.

12 INOV-8

The world's lightest approach shoe, the "griproc™ 325" has a sticky rubber outsole that provides superb friction on rock and reassuring grip on mixed terrain.



7



8



9



10



11



12

HIGHLIGHTS

1 GECKO MOTION

With the "Walking Sports Insoles", the foot is stabilized and comfortably fitted while the natural motion sequence is led from the heel to the large toe.

2 HOLMENKOL

The specialist for textile protection is offering innovative footwear care products such as the new "HighTec Proof" for waterproof, and "Sport Hygienic" for odor-free footwear.

3 FORMTHOTICS

The new "Conditioning Machine V10" is

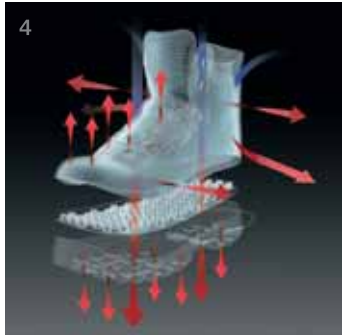
the first heater specifically designed and manufactured for custom-fitting Formthotics insoles.

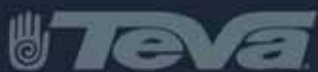
4 SYMPATEX

Sympatex revolutionizes the breathability of footwear with the "AirJet Technology": dynamic breathability and 100% waterproof alongside the entire shaft.

5 EXO²

The UK based specialist for heated clothing presents a leather-covered heated insole called "HeatSole" using the EXO² FabRoc[®] heating technology.





EXPAND YOUR BACKYARD



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FORGE PRO

FOOTWEAR EXHIBITORS ISPO 10



Exhibitor Name	Hall Booth
2A Srl	B5 344
AICAD S.r.l.	A6 507
AKL ITALIA S.r.l.	A6 100B
Alpenheat	A5 341
Amer Sports Deutschland	A1 212
Anatom Ltd, Superfeet	A5 242
Andrea Boldrini Chaussures 3B	B5 327B
ARB Worldwide Corp. S/B	C3 201A
Asolo Spa	A6 415
Atomic Austria GmbH	A1 210
AXL Distribution Ltd	A1 218
Baffin Inc.	B5 133
Berghaus Ltd.	B6 114 / 215
Boot-Doc	A4 146
Burton Sportartikel GmbH	A1 214/314
Calzados Fal S.A.	B5 322
Calzaturificio Nadir Star s.r.l.	B5 142
Calzaturificio Pontello	A6 515
Calzaturificio S.C.A.R.P.A.	B5 417
Chiemsee AG & Co. KG	A3 402/501
Chiruca	B5 322
Columbia Sportswear	B5 415
Columbia Sportswear	A6 401
Converse	A2 428
Crispi Sport S.r.l.	A6 318
d3o Lab	A1 423
DC Shoes	A1 416
Deeluxe Sportartikel	A1 304
DOLOMITE	A5 228
Ellim Corp. Ltd.	A1 522
Everest GmbH	A4 118
EX02	A5 121
Fashy	B4 107

Exhibitor Name	Hall Booth
Five Ten Europe	B5 215
Formthotics	A5 114
Freesport Corp.	A3 508
Garmont Srl	A5 230
Gecko Motion GmbH	A4 236
Gravis	A2 324
Grenade Inc.	A2 308
Haglöfs	A6 207
Hanwag GmbH	A6 201
HEAD Footwear / Euroactive	A4 312
Head Sport GmbH	A4 216
Hi-Tec Sports plc	B6 220
Holmenkol	A5 502
Hotronic	A5 111
Hsin Kwo Industry., Ltd.	B4 436
Humdrum Street & Board Wear	A2 518
Icebug	A6 107
Imperium Snowboards	A1 216
Import Arrasate S.A.	B5 427
Inov-8	B5 515
Ironsteel Worldwide	A5 111
Jack Wolfskin	B6 201 /301
KAMIK Div. Genfoot	B5 101
Kappa Deutschland GmbH	A3 503
Keen Europe Outdoor B.V.	B5 317
KEFAS	B5 115
La Galeria S.A.	B3 121
La Sportiva S.p.A.	B5 108
Lafuma	B6 208
Lomer S.r.l.	B5 131
LOWA Sportschuhe GmbH	B5 401
Lowe Alpine Int. Srl	A6 415
Lukas Meindl GmbH & Co.KG	B5 102



Exhibitor Name	Hall Booth
Lundhågs	A6 215
M & G Srl	B5 511
Mammut Sports Group AG	B5 201
Manitobah Mukluks	B1 107
MBT	A6 406
Millet SAS	A6 315
Mondeox Srl	B5 113
Montrail	B5 415
Munich	B1 316
NIKE ACG	A2 422
Nitro AG - Snowboards	A1 310/410
Nordica S.p.A	A5 216
Northland GmbH	B6 411
NPR Trading Ltd	A2 538A
O'Neill Europe BV	A2 410
Olang Spa	B5 407
One Way	A5 537
Oriocx	B5 335
Outdry	B5 507
Oy Feelmax Ltd.	A6 110
Premiere SRL	B2 402
Punch GmbH	C1 306/308
Regatta	B2 110
Rip Curl Europe SAS	A2 102
Rock Empire	B5 235B
Rock Pillars	B5 132B
Salac - Kimberfeel	A5 349B
Salewa Sportgeräte GmbH	B5 409
Salomon/Amer Sports	A4 402/513
Scott Sports SA	A3 210
Seil Marschall GmbH	B3 119
Sidas	A4 502
Sino International	C3 100

Exhibitor Name	Hall Booth
Skyline S.r.l.	A5 246
Sole Technology Europe BV	A2 228
Stamm Sport & Freizeit GmbH	C1 520
Sun Point / Peter Heil	A5 111
Sympatex Technologies GmbH	B5 429
Talon Sports (Pvt.) Ltd.	C3 215
Tatanka GmbH	A6 413
TEAMWORK MSIL	C2 301
Tecnica Spa	A5 202
Teva	A6 413
The North Face Italy	B6 101
Therm-ic Products GmbH	A4 115
Timberland Switzerland GmbH	B5 116
Timezone International	A3 103
Trangoworld	B5 227
Vanbestco Scandinavia AB	A6 107
Vasque Footwear	B5 200
VAUDE Sport GmbH & Co. KG	B6 117
VF international SAGL	B6 314
Vibram S.p.A.	A1 406
Victor	B4 305
Viking Footwear GmbH	A6 108
W.L. Gore & Associates GmbH	B6 300/400
Wolverine World Wide / Merrell	A6 407
Zamberlan Calzaturificio S.r.l.	B5 104
Zoot	B4 300

As of December 2nd, 2010. Subject to change. Please consult the exhibitor listing at www.ispo.com for changes and updates.



SERVICE

INFORMATION FOR TRADE
VISITORS OF ISPO 10

HOURS

Sunday, February 7 until
Wednesday, February 10, 2010.
Sunday through Tuesday:
9 a.m. – 6 p.m.
Wednesday: 9 a.m. – 5 p.m.

LOCATION

Messe München, 81823 München,
Germany, Halls A1-A6 / B1-B6 / C1-C3

ENTRANCES

West / North / East / North-West

ISPO HOTLINE

Phone: (+49 89) 949 11388,
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As of now, the popular ispodcard is called
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TICKETS

Save money and time by ordering your
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Online: 30 Euro | On-site 40 Euro

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ing for with ispo's travel service partner
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HOTEL GUIDE

www.messehotelfuehrer.de

HOTEL ROOMS

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GETTING THERE

BY CAR

The road guidance system on all major highways and within the city of Munich will lead you the way to the Messe München tradeshow center. With GPS, please enter the address "Messe München, Messegelände, 81823 München".

PUBLIC TRANSPORT

The U2 subway runs from 4:12 a.m. to 1:00 a.m. It goes straight to Messe München/ICM („Messestadt West“ and „Messestadt Ost“ stations).

More information at www.mvv-muenchen.de

TRAIN

Discounts with German Rail (DB) for exhibitors and trade visitors from Germany, Austria and Switzerland.

More info at www.ispo.com/deutschebahn, Password "ispo".

FROM THE AIRPORT AIRPORT SHUTTLE BUS

Buses depart every 30 minutes and travel non-stop to the fairgrounds. The trip takes approximately 45 minutes. Unless otherwise posted, tickets cost 7.50 Euro one-way and 12.50 Euro round trip, free of charge with The Sports Community Card.

PUBLIC TRANSPORT

The train station for the S1 and S8 suburban trains is located directly under the Central Area of the Munich Airport. Trains depart for downtown Munich every 10 minutes. You can take S1 to Feldmoching or Central Station, transfer to U2 to Messe München – or S8 to Central Station, transfer to U2 to Messe München – or S8 to Ostbahnhof, transfer to U5 (towards Neuperlach) to Innsbrucker Ring, transfer to U2 to Messegelände.

TAXI

Airport to Messe München for 51 Euro (fixed rate, shortest route).



P

Entrance North
Sports Sources Europe,
sportstyle_ispo



Trade Fair Tower

Entrance East
performance_ispo,
outdoor_ispo, ski_ispo

U

Messestadt Ost

U

Messestadt West

SHOE GUIDE ISPO 10

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 **ispo**
7-10 feb 10

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