

The Sports Community

BETREFF

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ispo winter 09 Online Ticket Service - Fast & economical registration

Fast, secure – and also cost saving! Just order your ispo winter ticket online. In addition to saving time when entering the event, this option also saves money. The complimentary use of all transportation options of Munich's public transportation network, MVV, on the day of the visit is included, as is the event catalogue. Pre-registered trade show visitors may order their and their colleagues' tickets online by using a unique login and password, or validate retail guest or e-retail guest tickets provided by some of the exhibitors. When the order is complete, you will receive an e-mail with your personal online ticket voucher, to be exchanged for a ticket at the scanners located at the entrances to the trade fair. ispodcard® holders have the option to have the annual fee for 2009 debited from their credit card.

[>> Click here to register buy your tickets online...](#)



My Munich ispo Cityguide - Things to do & places to go

The new ispo city guide "My Munich" covers the best evening and nightlife activities, important information regarding travel and hotels, as well as the many cultural facets of the Bavarian capital. After all, Munich is worth a visit, even outside ispo winter:

- royal (Residence, Nymphenburg)
- historical (Cathedral, Bavaria)
- cultural (museums), artistic (Pinakothek galleries)
- classical (opera, theater)
- relaxing (English Garden, River Isar)
- sporty (climbing, thermal baths)

- Vicinity (Starnberg, Salzburg, Innsbruck and more...)
- Snow & Fun (ski areas around Munich, in Germany, Austria, and Switzerland)

>> [Download My Munich ispo Cityguide](#)

New date for ispo winter 2010



A short, but important outlook into the future: The date for ispo winter 10 has been set and can already be noted into your calendars. In 2010, the international sporting goods tradeshow will take place from February 7th until February 10th, thus postponing the date one week because of changes in the US-American tradeshow calendar: The SnowSports Tradeshow by SnowSports Industries of America (SIA) will take place between January 28th and 31st, 2010 for the first time, thus colliding with the original ispo dates. "To find the best possible option for our clients, we have had several meetings with many industry professional and conjointly agreed on postponing ispo winter", explained Tobias Gröber, Business Unit Leader Consumer Goods for Messe München GmbH, and adds: "We are currently discussing timelines with SIA 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."



Runners World Action Point

The "Runner's World Action Point presented by Garmin" at ispo winter 09 in hall C3 has plenty to offer. For the duration of four days the treadmills will not stop running. Top athletes such as Julia Viellehner (German cross-running athlete) and Timo Bracht (triathlete), expert panels, as well as the "HeartRate Summit", where leading manufacturers will present the latest heart rate monitors, will provide plenty of "motion". A special program highlight is the presentation of the new ispo certification project on the second day of the tradeshow at 5 pm. In cooperation with "sportsella", ispo offers sports retailers a new certification. This certification is a quality seal for the retailer and provides the foundation for a consistently high level of consultation competence of the store's sales staff. There are three certification levels, each color-coded, either gold, silver, or bronze. The program also included a get-together for retailers and exhibitors. Visitors and exhibitors are welcome to attend the presentation.



ispo Best Ager

OUT NOW: The ispo Best Ager Study. 50-year-olds conduct more purchases at discount stores than at specialty chains

Annually, 50-year-olds buy more equipment at discount stores than at specialty chains like Intersport or Sport 2000! Just for sports apparel, they spend more than nine billion Euros each year, but only a third of it stays with specialty sporting goods stores. Why? To shine some light on these facts, ispo and the A.GE agency sent out experienced senior scouts to test the expert advice skills of retailers regarding ski equipment. The sales personnel convinced the scouts with cordiality and competence, but they were missing several sales opportunities, for example when it came to safety equipment. The German Ski Instructors' Association DSLV is already setting a good example by approaching older skiers. The DSLV snow sports professionals focus on offers, which bring together action and indulgence as well as fun and pleasure, focusing more on health than on that „special adrenalin rush“. The entire concept behind this business model will be presented at the ispo Best Ager Gallery.

ispo and the agency GenerationSport published the new "Best Ager Study for the

Sporting Goods Market" including information on how these customers think, what the potentials are for retail and industry, and how companies can start to get involved. The study is now available at www.ispo-winter.com under the menu item "Studies" (currently in German only). For your specific questions on the Best Ager target group, you can also schedule a personal consultation appointment at ispo winter: info@generation-sport.de.

www.ispo-bestager.com



board_ispo shop summit - Modern strategies for snowboard retailers

The "board_ispo shop summit" 2009 will once again be the place to meet for all snowboard retailers at the world's largest winter sports trade fair. ispo offers information, advice, contacts, and opportunities for meetings to store owners to help them strengthen their business. This year the "shop summit" features a central topic called "Modern Shop Strategies", and wants to inspire and motivate new as well as established shopkeepers with the help of informative, as well as exciting and even lighthearted presentations. The "Modern Shop Strategies" are divided into two areas: Basics and Trends. While Basic deals with universal factors such as financing, promotions, or shop layouts, the Trends area covers the latest developments in shop concepts, e-business, environment, and inspiration. Another attractive feature at the "shop summit" is the return of the free job exchange "SOURCE Job Agency". And finally, anyone needing a break from all the trade fair activity can relax at the shop summit bar.

IDEAS - Trend presentation for buyers and product managers



The designer association IDEAS Active Sports Design Network has been operating its own exhibition booth at the ispo for more than ten years. The 22 international freelance design studios specialize in sports and work for a number of well-known brands. At ispo winter 09 IDEAS will offer a brand-new service: on Monday, February 2nd, 2009 and Tuesday, February 3rd, 2009, the designers will hold a 2-part presentation on the new trend in sports apparel. The first part targets retailers and buyers, and presents the trend for winter 2009/2010. Part two is a preview of winter 2010/ 2011. During this presentation IDEAS will also introduce its exclusive colour card for winter 2010/ 2011, as usual, available for purchase at the IDEAS booth. The presentations will be held on both days at 10:00 am in conference room 2 at the ICM. The presenter is trade journalist Ulrike Arlt, SAZmagazin Project Manager – after the presentation the designers will be on location for a Q&A session.

Brazil at ispo winter 09



For the fourth time, Brazil will have great representation at ispo and the ISPO SpoBis. Influential Brazilian businessmen will attend in search of business and to establish more and more relationships with the sports world. The current situation of Brazil's sport business is excellent for investment: while the economy grows around 4% a year, the money invested in sports has increased about 12%. Big events are happening in the country, the 2014 FIFA World Cup and the 2011 Military Games are already being planned, and candidacy for the 2016 Olympic Games is getting closer to becoming reality, providing further investments. The demand for related infrastructure is huge and will be beneficial to everyone. ispo 09 and ISPO SpoBis represent a great opportunity for foreigners and Brazilians, who could meet in the 100m² booth. In

addiction, ispo will cooperate with major events in Brazil in the middle of 2009, the Sports Business Congress and The International Fair for Sports Equipment and Services.

More information by e-mail: rodrigo@mandarim.com.br



SL Bar at ispo winter 09

SL on tour! Possibly the most authentic surfbar afar from the Atlantic is travelling to ispo winter 09 from its hometown Stuttgart. In cooperation with Wesc, this bar offers a relaxing location that everyone is invited to use for business meetings, workspace or just to hangout and catch some of the tasty food and drinks – good vibrations included! Business meets lifestyle! You can find the 150 qm area in hall A2, the centre hall of the boardsport community. While in the daytime, the place is kept quiet enough for business talks, the SL Bar turns into a party lounge after 5 p.m. in which you can enjoy your well-earned afterwork beer or some cocktails while listening to good DJ music supported by Wesc. Check the great DJ setup [here...](#)

To support all people involved in preparing the tradeshow stands, the SL Bar will already open their doors on the last two days of the setup period to offer the tastiest food and coffee around ispo. For dismantling, the SL Bar will remain open until the 05.02.09.

To let your staff and customers enjoy the vibe of this funky surfbar, the SL crew is offering a special service for all people in the boardsports industry. You can buy some "surfdollars", the official currency of the SL bar in advance to equip your team, friends and clients with. One surfdollar equals 1 €.

>> [Download the order sheet including a price overview directly here.](#)

Low Emissions Zone: Don't forget your car sticker!

As of October 1, 2008, the city of Munich is a low emission zone, which includes the entire city area inside the "Mittlerer Ring" (city ring road). So-called Emissions Stickers (red, yellow or green) are required to drive in this low emission zone. To be able to access the city without limitations, exhibitors and visitors of ispo winter 09 will be able to purchase the Low Emission Sticker for 5 Euros directly at the show at the ispo/DEKRA service point in the Entrance West. Additional information is available at:

DEKRA Automobil GmbH, Außenstelle München-Ost
Karl-Schmid-Str. 14
81829 München
Tel. (+49 89) 42 00 70
and at www.ispo-winter.com

ispo Online Travel Service: easy, fast, and secure travel to ispo winter 09

Easy, fast, and at a glance – ispo Online Travel Service eliminates the need to go to a travel agency, and in just a few minutes of your time provides a comprehensive overview of the many available services, including travel, accommodations, and rental car options. You can make your travel arrangements for ispo winter 08 with a few mouse clicks from the comfort of your home: in addition to air and train travel reservations, there is also a large selection of hotels as well as cars from all rental

agencies. In addition, benefit from a number of useful services, such as airport online check-in, flight arrival and departure info, currency exchange details, U- and S-Bahn schedules for Munich, Google maps, as well as a restaurant guide. You do not need to register to use this complimentary online tool.

[>> ispo Online Travel Service](#)