



Messe München

Connecting Global Competence

# The future is outdoors. And we are creating it.

**The Global Summit Edition**

**// October 5 - 7, 2021**

In close collaboration with



EUROPEAN  
OUTDOOR  
GROUP

**#OutDoorByISPO**  
[ispo.com/en/outdoor](https://ispo.com/en/outdoor)

**OutDoor**  
by ISPO

# The future is outdoors.

**This event is important for all of us. Our collective future is inseparable from the planet we live on. We, as a society, depend on an intact environment and a balanced interaction between us and nature. In the outdoor community, we have always felt that strong connection, and we have been actively working to preserve and to re-establish that balance. Through our mindset, our attitude, our creativity, and through our network.**

**We will meet on-site and online for a much-anticipated reunion. All the outdoor community's thought leaders come together to make a mark on how an open community passionately tackles important issues - and has fun doing it.**

# And we are creating it.

**We are focused on and enthusiastic about trends that make a difference. Because outdoor is the driver of innovations following a purpose and mindset. Outdoor is part of the solution to global issues.**

**Our community has always been and always will be busy creating a better future. So, what could make more sense than to finally meet again and to lead by example?**

# The Post-Covid Consumer

**How will we live and consume in the future?**

After the pandemic, societies and individuals are more aware of what is most important to them. Trends are shifting and the appreciation for outdoor is still growing. Show us what you can do to support the new lifestyles and what you have already contributed.

# The Responsible Revolution

**How will we do business (sustainably and responsibly) in the future?**

Challenges, processes, innovations: Show the world how your organization is part of the solution to important issues like sustainability and how you tackle your own challenges with the help and expertise of others. Inspire and be inspired.

# The perfect platform to shape the future with Outdoor.



illustration preliminary

## The Global Summit Edition

### What it is

Outdoor by ISPO will take place as a Global Summit Edition. It is designed as a dialog-oriented, innovation-presenting, and impact-driven event for solution seekers, thought leaders, ambassadors, pioneers and innovators who want to meet at eye level.

And it is the community's chance to finally meet again.

### Who it is for

The event is for every business professional who knows that Outdoor is a human need and has an enormous impact on the lifestyle of individuals, entire societies, and our planet.

We invite both young and established brands, inspiring retailers, new-thinking start-ups, innovative suppliers, media representatives, disruptive thinkers, solution-providers and consultancies, NGOs and like-minded companies from all sectors.

### What we will do

For two and a half days, the focus will be on personal exchange, new relationships, extraordinary innovations, and the joy of seeing each other again.

Together, we will discuss the most important topics to shape the future of the industry and we will be inspired by the solutions and innovations presented both on-site in Munich and online.

## The framework of the conference

	Monday 04.10.2021	Tuesday 05.10.2021 The Responsible Revolution	Wednesday 06.10.2021 The Responsible Revolution / The Post-Covid Consumer	Thursday 07.10.2021 The Post-Covid Consumer
10:00 – 12:30		Morning sessions (mainstage & breakouts)		
12:30 – 16:00		Time for networking, meetings, business etc.		Departure of conference guests
16:00 – 18:30	Arrival of conference participants	Afternoon sessions (mainstage & breakouts)		
~19:00	Evening event (On-site only)			
				preliminary framework

### Panels, keynotes, and workshops

As you can see, we are planning a comprehensive program of various formats, where we can learn from each other about solutions and new opportunities, about how our business can be a solution to many challenges, and to deepen old and new relationships – within and beyond our industry. And you are more than welcome not only to participate, but to contribute!

### Reunion, entertainment, and fun

We work in the most enjoyable industry, so not having been able to meet properly for so long has been painful. That's why we are scheduling in enough opportunities to celebrate our reunion – in accordance, of course, with all current regulations.

## European Outdoor Summit

Through the integration of the European Outdoor Summit, one of the annual key events in the Outdoor industry, we are bundling the entire expertise of the outdoor industry in one trend-setting industry meeting with the highest added value under the current circumstances.

[europeanoutdoorsummit.com](http://europeanoutdoorsummit.com)

**“ Face-to-face contact and shared experiences remain at the heart of both events. This means that for 2021, everyone in the industry can focus their energy, and the available resources, on one major gathering. ”**

Mark Held, EOG President



# Let's create that future together.

## How you can participate:

### Exhibit

Companies wishing to exhibit within the pre-built curated spaces are in the right place if they want to exhibit their innovations and brand insights that reflect these trends and subjects in selected products, processes, materials or embody corresponding attitudes in their products and services.

### Speak or moderate

Organizations that want to give keynotes, facilitate workshops, or contribute to other formats in the topic-oriented sessions are in the right place if they have best-cases, insights, solutions, data, or inspiring stories that add value in regards of these topics.

### Partner or curate

Companies or organizations that are active in this environment or can identify with the topics mentioned are in the right place if they want to support the purpose of the event, can contribute new perspectives or expertise and are looking for new networks.

## Clear objectives: Show the future – and enable easy access

### 01 – On-site The Presentation Areas

The event will be hosted in the International Congress Centrum (ICM) in Munich.

On-site brands, retailers and other contributors can present their stories and innovations that highlight how they shape the future of outdoor. Presentations can happen on three curated areas in pre-built spaces.



### 02 – Online The digital conference platform

The content of the conference will be broadcast digitally to all our guest who cannot be on site.

Brands, retailers and other contributors who are part of the physical show will have an exhibitor profile within the platform. Additionally, event sponsors and partners will be integrated with banners and logos.



## 01 – On-site: The Presentation Areas

Three different areas to choose from pre-built stand areas adapted to the main themes enable exhibitors present themselves in this landscape. It could be with a story, a service, a project, a product, or whatever is suitable.

The guiding question is: How will you shape the future of outdoor?



A – The responsible revolution:

### How will we do business (sustainably and responsibly) in the future?

- This space covers topics like:**
- » Sustainability
  - » Circularity
  - » Green Deal
  - » Supply Chain Challenges
  - » Corporate Social Responsibility
  - » Social Businesses & Economies
  - » Purpose-driven Business
  - » Green Tech & Digitalization and much more.

B – The post-covid consumer:

### How will we live and consume in the future?

- This space covers topics like:**
- » Shifting Consumer Behaviour & Business Models
  - » We vs. Me
  - » Diversity & New Lifestyles
  - » Health (Mental & Physical)
  - » Up- & Recycling Wave
  - » Nature Bathing & Thriving
  - » Urban Adventures
  - » Pro Aging & Silver Societies
  - » Purposeful Travelling and much more.

C – The OutDoor Showroom of innovations & highlight products

### Centered around lifestyles:

- » **Body, Mind & Ease**  
Yoga, mental self-care, physical recovery and more.
- » **Adrenaline & Adventure**  
MTB, surf, mountaineering, climbing, and more.
- » **Urban Playgrounds**  
Fashion, skate, commuting, urban gardening and more.
- » **Nature Escapes**  
Resorts, vanlife, hiking, exploring new territories and more.

## 01 – On-site: A & B Packages



### Presentation space “Startup”

- » 6m<sup>2</sup> area within the curated area
- » Furniture: 1 shelf, 1 table, 1 stool, screen, floor coverage
- » Electricity, internet
- » Small branding space
- » Digital exhibitor profile on the virtual conference platform
- » 2 staff tickets

(incl. all services, excl. tax)

**1.999€**



### Presentation space “middle” + native

- » 12m<sup>2</sup> area within the curated area
- » Furniture: 2 bulletin boards, 2 tables, 2 stools, floor coverage
- » Screen (optional)
- » Electricity, internet
- » Digital exhibitor profile on the virtual conference platform
- » ISPO.com native article included
- » 5 tickets for visitors, 2 staff tickets

(incl. all services, excl. tax)

**9.999€**



### Presentation space “large” + native

- » 24m<sup>2</sup> area within the curated area
- » Furniture: 1 bulletin board, 1 shelf, 2 tables, 2 stools, screen, floor coverage
- » Electricity, internet
- » Digital exhibitor profile on the virtual conference platform
- » ISPO.com native article included
- » 7 tickets for visitors, 3 staff tickets

(incl. all services, excl. tax)

**15.999€**

## 01 – On-site: C Packages



### Presentation space “medium” + Listicle

- » ca. 19 m<sup>2</sup> area within the curated area
- » 1 graphic, fixings on the shelves from catalogue
- » Light, stools
- » 1 electricity box
- » Digital exhibitor included profile on the virtual conference platform
- » ISPO.com listicle included
- » 5 tickets for visitors, 2 staff tickets

(all services inkl, exkl. Tax)

**12.499€**



### Presentation space “large” + Listicle

- » ca. 26 m<sup>2</sup> area within the curated area
- » 2 graphics, fixings on the shelves from catalogue
- » Light, stools
- » 2 electricity boxes
- » Digital exhibitor included profile on the virtual conference platform
- » ISPO.com listicle included
- » 7 tickets for visitors, 3 staff tickets

(incl. all services, excl. tax)

**15.999€**

## Sponsoring and Partner



### Partner packages

- » OutDoor by ISPO Event Partner
- » Partner for the key topics or “The OutDoor Showroom”

These include at least one presentation area in one of the curated landscapes, visitor and staff tickets, and extensive presence in both the physical and digital space.

Please contact us to arrange your individual set-up.

(incl. all services, excl. tax, starting at:)

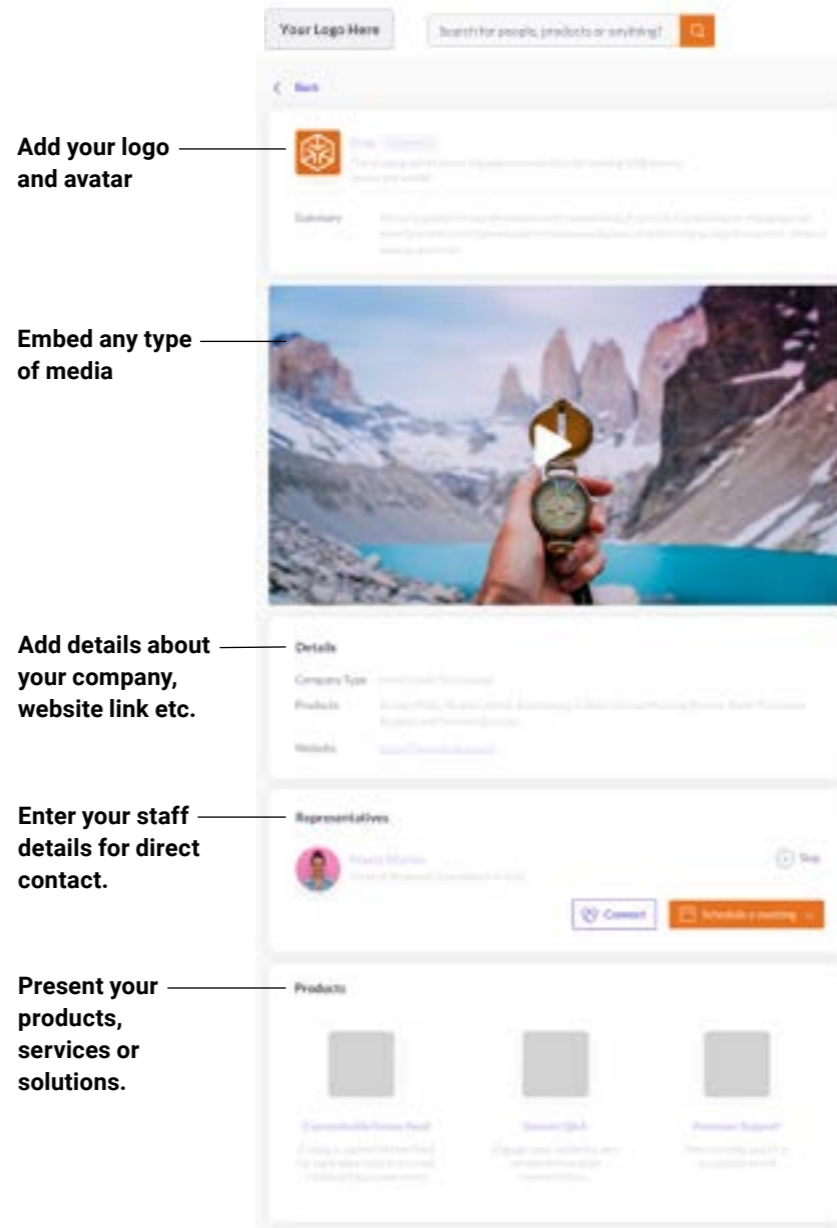
**20.000€**

# The content of the conference will be broadcast digitally to those who cannot be on site.

All brands, retailers and other contributors who are part of the physical show will have an exhibitor profile within the platform. Additionally, event sponsors & partners will be integrated with banners and logos.

All packages cover a digital, customizable exhibitor profile on the virtual conference platform.

Contact us for details.



# Make it count: Use the world's first and only megatrend-oriented sports & outdoor medium.

- 1 Native Advertising**  
**Our top storytelling tool for your topics**  
Editorial, video implementation, image gallery, CTA: You get tailor-made and topic-based storytelling, placed in the editorial content of ISPO.com and delivered on target. (Included in the middle and large presentation spaces.)
- 2 Brand Channel**  
**Communication all year round bundled on the ISPO.com partner site**  
The brand channel page bundles your native articles and editorial integrations and can be perfectly integrated into your communication under the umbrella of the ISPO brand.
- 3 Hero Athlete Page**  
**Present your products on the website of your ambassadors and athletes**  
Your opportunity to present your products in the immediate social spheres of your athletes, connect them to your shop and add a CTA.
- 4 Future Reach**  
**Our Google Page 1 promise for your SEO-optimized native article**  
Native advertising + separate SEO optimization with reach build-up: Long-term SEO traffic on Google page 1 in German after 6 m. guaranteed, plus long-term SEO traffic in English.
- 5 Conversion Teaser**  
**Our tool for lead generation. Placed in existing articles**  
We will place your teaser in the editorial content on ISPO.com or on our network "Outdoor Society". The duration is unlimited!
- 6 Listicle**  
**Lead generation and eShop connection**  
Perfect for end consumer communication or for market entry. 6-8 related products are combined into one article, including links to your shop. (Included in the OutDoor Showroom packages.)

Learn more: [ispo.com/en/about/media-and-editorial](https://ispo.com/en/about/media-and-editorial)

## Reasons to come

### Exhibitors join us to

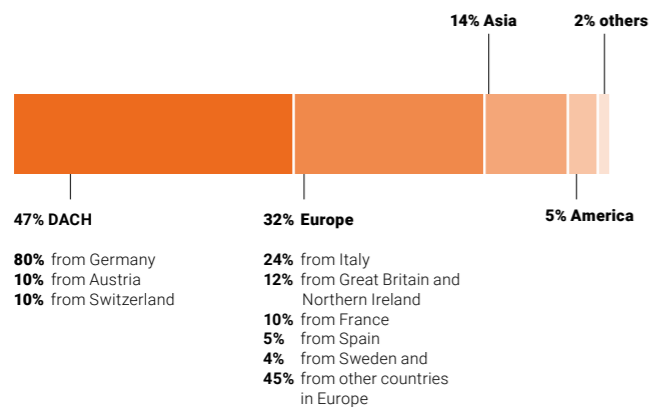
- » maintain business relationships.
- » present collections, products and innovations.
- » build their brand.
- » network, maintain and build up contacts.
- » observe "rivals" and analyse the market.
- » connect to consumers from all over the world.

### Visitors join us to

- » get a general picture of the market.
- » maintain existing business relationships
- » make actual purchases/orders.
- » extend their global network.
- » find new, innovative brands and suppliers.
- » be inspired by likeminded people.

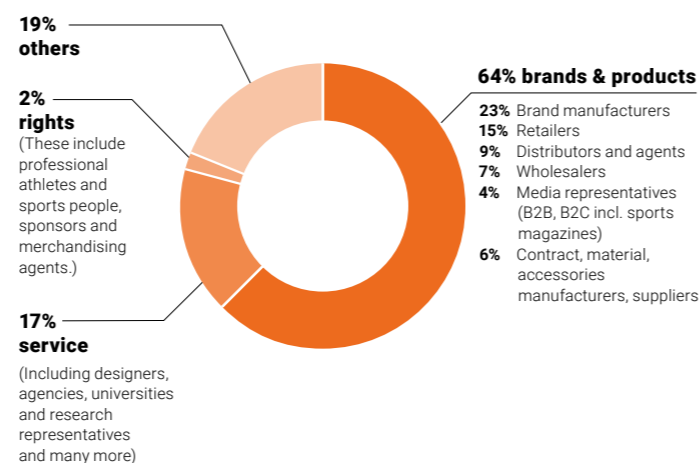
### Reach our global community:

The last time we met in Munich, this is where people came from:



### Experts from all fields:

Where OutDoor by ISPO visitors are active. 64% are product and innovation-oriented, 17% are in the service field and 2% deal with rights. 19% stated 'Other activity'.



## Our Team



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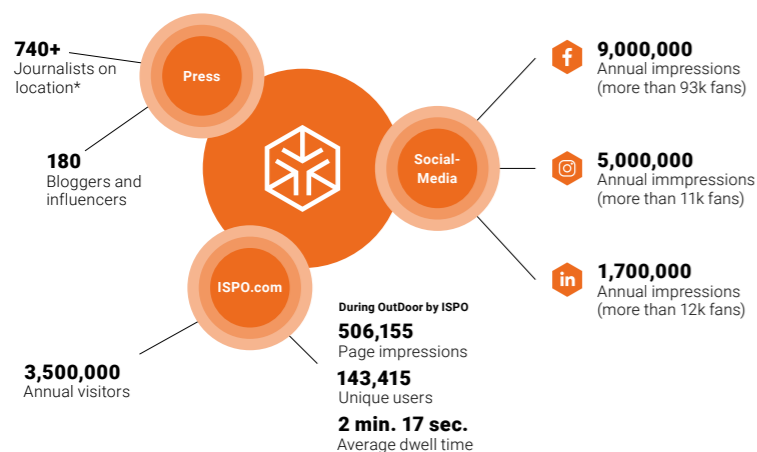


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## Media



## Visitors

### Participants work in the following areas:

#### Core OutDoor

- » Hiking
- » Trekking
- » Mountaineering
- » Climbing
- » Camping

#### OutDoor+

- » Urban outdoor
- » Outdoor & fitness nutrition
- » Adventure tourism
- » Surfing & water sports
- » Yoga, well-being & health

## Prices for exhibiting

Please contact us for further participation formats. We will be happy to advise you. See also pages 10 and 11.

Conference ticket On-site (2,5 days) – single	599€
Conference ticket On-site (2,5 days) – company package with 5 passes	2.899€
Conference ticket digital (2,5 days)	99€
Pre-Built Booth – Start-up	1.999€
Pre-Built Booth + ISPO.com native/listicle	starting at 9.999€
Sponsor & partner packages	starting at 20.000€

Register at: [ispo.com/en/outdoor/exhibitors/application](https://ispo.com/en/outdoor/exhibitors/application)



