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## **New ispo winter 08 Website Online**

- Start of the new website of ispo winter, which takes place in Munich from January 27 to 30, 2008
- Easier and clearer navigation customized for exhibitors, visitors and the media
- ispo Online Travel Service makes easy and quick reservations possible

The new website of ispo winter 08, which will take place in Munich from January 27 to 30, 2008, is clearly structured and designed specifically for our user groups. Exhibitors, retailers and the media can access areas created specifically for their needs in the future. In addition, you can find information about the core segments outdoor, ski, board, performance, sportstyle and ispovision with a correspondingly new classification of the categories. The launch of the new website starts on Nov. 14, 2007 and provides exhibitors, retailers and media with a wide-range of services and information at [www.ispo-winter.com](http://www.ispo-winter.com).

The content management system displayed and continually updated in the website provides, among other things:

Sustainability with its own section:

The topic of sustainability, which is a focal point at ispo winter 08, will be given its due with a separate section on the website. Among other things, the ecology concept is explained there, which is the basis for the construction and operation of the trade fair grounds of Messe München.

Online Ticket Sales:

In addition to general information about dates and facts, tickets can be purchased online in advance and guest tickets and ispcards for the industry and retailers can be ordered.

ispo Online Travel Service:

A new interactive reservation tool provides convenient and fast access to a flight and hotel reservation service, a detailed Munich guide as well as suburban railway and subway schedules.

#### Communication Tools:

Various communication tools are available for the media such as TV reports, press articles, trade fair newsletter and – also available as downloads – radio reports and photo material as well as information about the presence of athletes and VIPs.

#### Electronic Press Boxes for Exhibitors:

National and international media use the press area for their advance reporting, research and trade fair planning. Exhibitors can make their novelties known there.

#### Product Novelties:

Exhibitors can already publish information about their product novelties in advance of the trade fair and until approx. one month after it at [www.ispo-winter.com](http://www.ispo-winter.com). Presentation of these product novelties is available to the media as a functional research tool.

#### Event Program:

The complete four-day program is available with detailed information about seminars, forums, award shows, fashion shows and parties starting at the end of November at [www.ispo-winter.com](http://www.ispo-winter.com).

#### Exhibitor Data

Detailed exhibitor data are updated continually. The detailed search function makes it possible to search for brands, product groups, novelties, special offers and countries.

ispo winter 08 is gaining increasing significance as a virtual marketing and business platform with the launch of the new website.