

27 – 30 Jan. 2008



Press release

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October 2007

ispo winter 08 Completely Booked

- Huge demand especially in the Outdoor and Sportstyle areas
- Exhibitors express great satisfaction about the new offer areas
- Outdoor as independent area with separate access via East Entrance

Halls Occupied Completely

ispo winter 08 is opening his doors as the 68th ispo event in Munich from 27 to 30 January. It is already completely booked with an exhibition area of 180,000 sq. m. and will occupy all halls of the Munich trade fair grounds as well as all entrances.

In addition to the trade fair North Entrance with direct access to the performance area and the West Entrance, the East Entrance will be available to trade visitors as separate access to the Outdoor sector.

New Categorization of the Offer Areas

The offer areas have been categorized anew for the upcoming ispo. For the first time, the Outdoor Community will occupy Halls A5-A6 and B5-B6 and will have separate access via the East Entrance. With this new categorization and a separate entrance, the organizers are fulfilling a request of the outdoor sector for more independence.

The ski clothing companies will be in Halls B1 and B2, which are directly adjacent to the ski hardware exhibitors in Halls B3 and B4. The Performance suppliers in the areas of Running, Team Sports and Fitness will exhibit Halls C3 and C4 and can be found directly via the North Entrance. The purchasing associations Intersport and Sport 2000 will be in Hall C3. The Boardsports Community will be in Halls A1 to A3 as usual, and providers of Sportstyle collections will exhibit in Halls B1 and B2. ispo vision will present exciting novelties in the high-price and partially limited Sportstyle area in Hall A4.

International country exhibits and the ice hockey area will be located in Halls C1 and C2.

You can find more detailed information and updates at www.ispo.com

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