

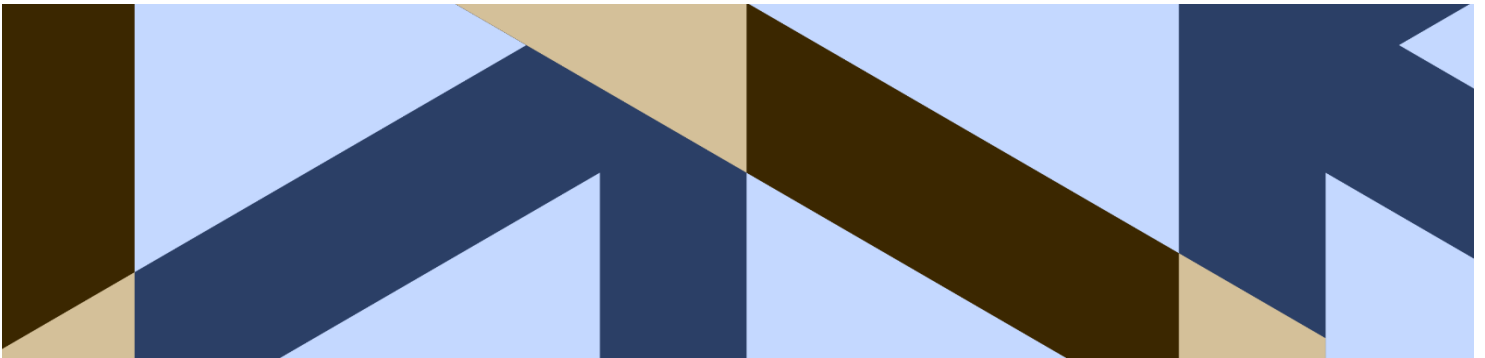


Messe München

Connecting Global Competence

Facts.

ISPO Brandnew 2024.



“ For Movmenta, a B2B sports-tech company, it's been an absolute pleasure being a part of the ISPO Brandnew event. Our experience at ISPO Brandnew 2023 was just great!

Movmenta, ISPO Brandnew Category Winner 2023

The platform provided unparalleled opportunities for networking, exposure, growth and good ideas. Participating in the Brandnew Award was a highlight, showcasing our innovation to an engaged audience that appreciates innovation and creativity in the sports industry. Overall, the value for the money and our time was excellent.

We look forward to continuing our journey with ISPO and are excited for the upcoming ISPO Munich 2024.

Participation	Participation is open to all brands in the sports business that are not older than ten years, do not have more than 50 employees and have never been listed as ISPO Munich/OutDoor by ISPO exhibitors before. Companies who have participated as startups and fulfil the first two requirements are also admitted.
Deadline	October 1st, 2024
Areas of application	<p>There will be 4 categories for which the companies can apply to have the chance to take part in the live pitches. The application is divided in the following four areas:</p> <p><u>Performance, Body & Mind (physical product):</u> new sports, sports fashion labels, sports equipment, Yoga, training tools, shoes, etc.</p> <p><u>Outdoor & Adventure & Snowsports:</u> clothes, mountain equipment, outdoor equipment</p> <p><u>Sports Technology & Platforms:</u> B2B solutions that help create, produce or distribute sporting goods. Sportstech, solutions that help to elevate the athlete's fitness, to track and measure improvement and to engage the customer. Services that elevate the sports experience on a personal or community level. Corporate health solutions, etc</p> <p><u>Sustainability Solutions for Sports:</u> recycling, circularity, etc.</p>
Process	<ul style="list-style-type: none"> • Fill in the online registration form on https://www.ispo.com/en/munich to secure your start-up booth at ISPO Munich 2024. With registration you will receive the participation link for ISPO Brandnew Award 2024. Upload your videos there. • The start-ups entering the live pitches will be informed 4 weeks before ISPO Munich • ISPO Munich takes place from Dec 3rd – Dec 5th, 2024

Benefits + Added values	<ul style="list-style-type: none"> • 4 sqm booth at ISPO Brandnew Village • Access to global ISPO network: contact & connections to distributors, retailers, investors and innovators • ISPO Brandnew Award Participation. The best startups of each category will have the chance to live pitch on stage during ISPO Munich 2024 • ISPO Brandnew Label • Free participation in speed dating and match making sessions • Benefits for the overall winner: The invoice already paid will be 100% reimbursed + media package on ispo.com worth 5000 € • Benefits for category winners: Trophy, ISPO Brandnew Label, media coverage on ispo.com • Co-hosting prominent webinars with 500+ startups and investors
Fees	<p>Start-up booth 4 sqm (everything included): EUR 2290</p> <p>The Overall Winner will get a refund of the already paid amount after the show.</p>
Judging	<p>Jury preselection for live pitches: mid of October 2024</p> <p>The Winners will be chosen during ISPO Munich via a live pitch event on stage.</p> <p>All startups joining OutDoor by ISPO 2024 can join the competition for ISPO Brandnew Award and will receive a 10% discount if booking a booth for ISPO Munich 2024</p>
Contact	<p>Christoph Rapp (rapp@ispo.com)</p> <p>Giuseppina Morza (giuseppina.morza@messe-muenchen.de)</p> <p>ISPO Brandnew Team (brandnew@ispo.com)</p>