



- VALUE CHAIN
- UPSTREAM & SUPPLY
 - BRANDS & PRODUCTS
 - COMMERCE & EXPERIENCE

Entrance to Convention Area via Entrance West (EW)

Sport. Brand. Media. Sports Tech Nation and more

CONVENTION AREA

ICM

EW

Experience Hub connecting Exhibition and Convention

SELECTED INNOVATIONS

From Shopping Experiences to digital and retail-oriented Solutions

DIGITIZE & RETAIL

ISPO BRANDNEW

From Nutrition to Longevity and Health Tech

HEALTH & WELLBEING

B1

From Activewear to Indoor and Outdoor Training Equipment

TRAINING & PERFORMANCE

ISPO AWARD

B2

SOURCING & MANUFACTURING

C1

SOURCING & MANUFACTURING

SUPPLY CHAIN FORUM

SOURCING & MANUFACTURING

EN

From Urban Outdoor to Athleisure and Fashion

OUTDOOR LIFESTYLE

ZEITGEIST

A1

From Performance Wear to Gear and Equipment

OUTDOOR FUNCTIONAL

SUSTAINABILITY HUB

A2

From Materials to Fibers and Fabrics

TEXTRENDS

ISPO TEXTRENDS AWARD FORUM

B3

From Racket Sports to Ball and Trend Sports

TEAM SPORTS

A3

Already in use

Already in use