



ISPO 2026

**SWISS SPORTS RETAIL FEDERATION
(ASMAS)**

ISPO 2026

ISPO, the world's most influential trade event for the sporting goods, outdoor and winter sports industries, representing the entire value chain from materials and manufacturing, brands and products to trade and customer experience, will move to Amsterdam RAI for the first time on 3-5 November 2026.

It will bring a renewed sense of purpose: to unite the global sports and outdoor industries, inspire meaningful connections and reignite the passion that makes this community extraordinary.

Led by Raccoon Media Group, in partnership with Messe München, the event will combine insight, innovation and heart to set a new standard for the global trade fair and be co-located with the **International Running Expo**.

ISPO

3-5 NOV 2026. RAI, AMSTERDAM

2,500+

Exhibiting brands
& businesses

50,000+

Business
visitors

ABOUT US

RACCOON MEDIA GROUP IS A MULTI-AWARD-WINNING GLOBAL EVENTS & MEDIA COMPANY FOCUSED ON PASSION-LED B2B AND B2C COMMUNITIES.

Winner of 30 major industry awards in the last 7 years including four AEO 2025 awards:

- Best Independent Organiser
- ESG Initiative of the Year
- Consumer Show Marketing
- Best Consumer Show

We have a strong track record of launching events and developing acquisitions.



MAKING ISPO A GLOBAL LEADER AGAIN

THE LANDSCAPE

The Sports and Outdoor market in Europe has fragmented and needs a cohesive platform

In the USA we have seen the reduction in trade shows and the subsequent effects on the industry and associations

Trade shows are regionalising

A single galvanising event that brings together the entire Sports and Outdoor ecosystem in one place at one time

We need to build ISPO to an event that is necessary and needed by the Sports and Outdoor Community

ISPO should help to protect the places we play, unite the industry and inspire the next generation of brands, leaders and businesses.



WHO IS ISPO FOR?

A GLOBAL AUDIENCE INCLUDING:

MANUFACTURING AND PRODUCT INGREDIENTS

- BRANDS - Sourcing specialists, designers and product developers

RETAIL AND BRANDS

- RETAILERS (buyers and leadership)
- DISTRIBUTORS (buyers and leadership)

COMMERCE AND EXPERIENCE

- RETAILERS – technology, merchandising, leadership, supply chain, logistics, business services
- DISTRIBUTORS – technology, leadership, supply chain, logistics, business services

OTHER KEY AUDIENCE GROUPS

- Influencers – new focus
- Media
- Industry Professionals (consultants, service providers)



WHAT'S DIFFERENT?

Investing €1million in a full-service Hosted Buyer programme

This will result in retailers from around the globe meeting with brands and product development leads meeting with the manufacturing and ingredients companies. A new app will help facilitate meaningful 121 conversations.

Investing €1million in an enhanced but focused Content programme

Kicking off with a 'ISPO Leaders Summit' on the first day. This is a unique future-focused content programme that brings together c-suite executives from across the Outdoor, Winter Sports and Sports ecosystem to debate pressing issues such as fair trade, participation, and ESG.

Investing €1million in good causes

Through our Impact Council, managed independently from the organisers with participation from leading brands across the three industries, we will commit €1million every year, to causes that affect the three industries we serve, from grassroots and participation initiatives to protecting the places we play.

New venue and new timeline

We are moving to the RAI, Amsterdam on 3-5 November

An earlier date line steers us away from the Thanksgiving holiday

Amsterdam offers better international connections to America, a market that has moved away from ISPO over the last few years, and further afield

The move allows us to address the cost base and make it more affordable for everyone to engage

A lot of brand HQs are in Amsterdam

ISPO LEADERS' SUMMIT - SPEAKERS



Pia Heidenmark Cook
Former Chief Sustainability
Officer at Ingka/IKEA



Andy Rubin
Deputy Chair, Pentland
Group



Jimmy Chin
Filmmaker



Prof. Laura McAllister
Vice President, UEFA



Tom Foley
CEO, Intersport



John Lacy
CEO, Burton



Hap Klopp
Founder, The North Face



Lindsey Vonn



ISPO & IRX RETAILER FOCUS

Global Approach & Dedicated Programme

Working with retailers from around the globe to ensure the key buyers from Europe, USA, Canada, Middle East and Asia are all at the event. Buyer led meetings for the brands with key retailers based on speciality and/or geography.

Retailer Lounge

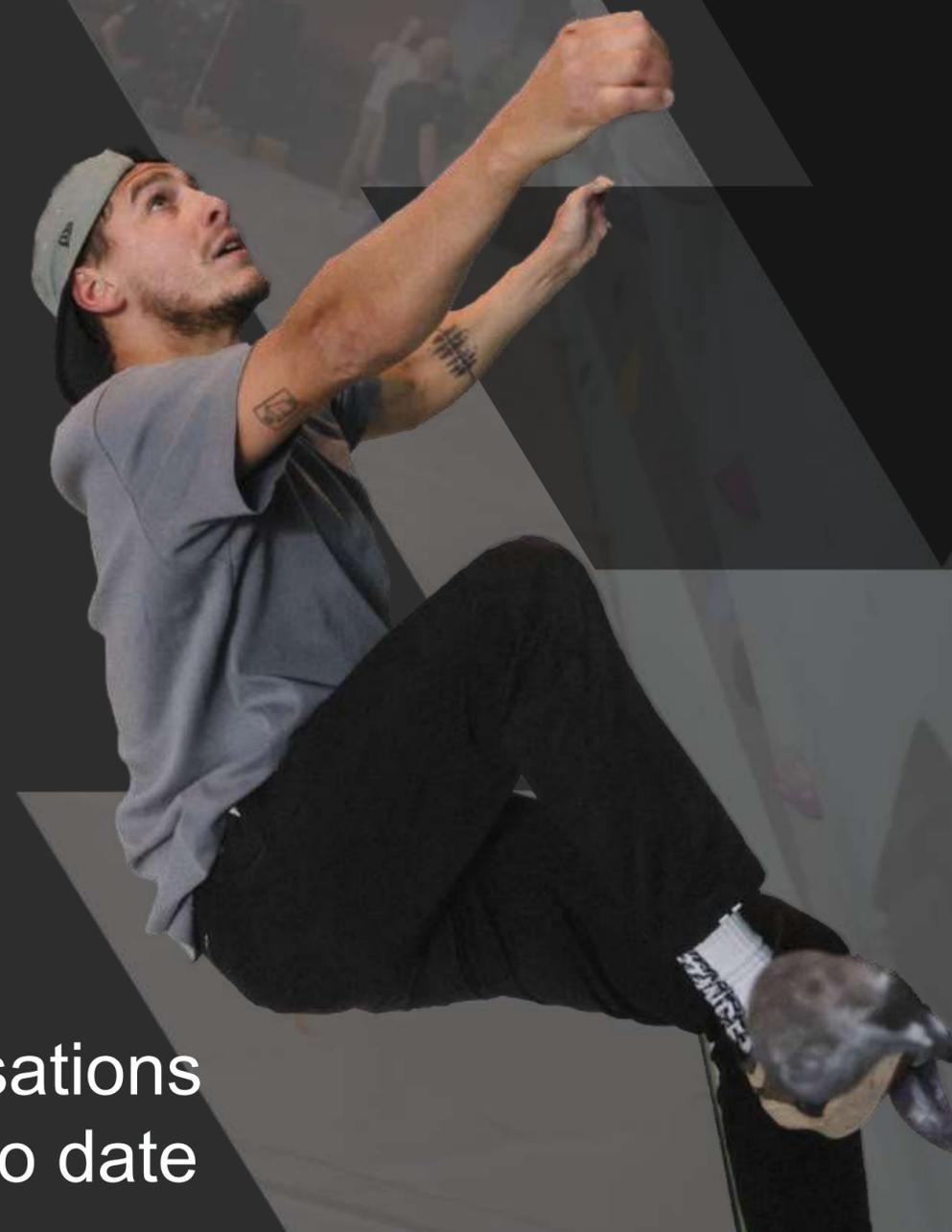
Dedicated space for all buyers to meet up with existing and new connections and network.

INTERSPORT

First major retail partner confirmed

250+

Retail Organisations contacted ... to date



HOSTED BUYER PROGRAMME

Who can apply?

Those who are actively involved in purchasing and sourcing decisions within the sporting goods, outdoor and winter sports market and are attending ISPO with business in mind

What's included in the programme?

- Reimbursed travel and 4-star accommodation
- Complimentary tradeshow entry
- Access to the retailer lounge
- Flexible, buyer led meeting schedule
- Complimentary access to the ISPO party on Wednesday night

What does ISPO ask in return?

- A genuine interest in purchasing or sourcing products at the show
- Attendance at ISPO for the 2 full days
- Participation in a minimum of 6 one-to-one pre-scheduled meetings per day with exhibitors of your choice

CONTACT THE TEAM



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THANK YOU

