

Oberhausen in October 2020

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Press release

Sales start for FitnessConnected

Exhibitors benefit from First-Mover-Packages

From November 18 to 20, 2021 it will take place at the Munich trade fair grounds - the new international trade fair "FitnessConnected - part of the ISPO Network", for which stand sales have now begun. All exhibitors who would like to take part in the trade fair premiere with their own stand have the unique opportunity to benefit from the discounted first mover packages until 31 October 2020.

As a pure B2B trade fair, FitnessConnected redefines the self-image of the fitness industry, its opportunities and tasks. At the same time, FitnessConnected is an innovative platform that creates the interfaces to the sports segment, the health system, the municipal sector and the care sector and develops cross-divisional solutions.

"FitnessConnected will be more than just a 'new trade fair'," says Ralph Scholz, co-initiator of the new trade fair, explaining the objective. "The FitnessConnected is a sales and marketing oriented eco-system, which has set itself the task of positioning the fitness industry as health and socially relevant, helping innovations to break through more quickly and opening up new target markets".

FitnessConnected offers a wealth of advantages and benefits for exhibitors. Due to the limitation of the stand size to a maximum of 250 square meters and the numerous additional services, such as savings in incidental costs through inclusive catering and fewer overnight stays due to advantageous opening hours, etc., the participation investments remain within manageable, favorable limits. In addition to Germany, Austria and Switzerland, the fair focuses on key countries from Scandinavia to Southern Europe, thus underlining the international character of the event. The cross-divisional concept, which spans the spectrum from the sports and fitness industry to the health market, the hotel industry, public institutions and city-relevant infrastructures, addresses new buyer target groups for the first time. In addition, the website www.fitness-connected.com offers an all-year-round marketing platform that can be used as a marketing and sales tool beyond the trade fair.

FitnessConnected is also exemplary with regard to the uncertainties of the corona crisis. In addition to a forward-looking pandemic concept, which, for example, provides

FitnessConnected

part of the ISPO-Network

for a stand occupancy rate of only around 50 percent of the hall space and additional free meeting areas to prevent stand overcrowding, the organizers offer special cancellation options that take into account all pandemic-related eventualities.

And FitnessConnected has another decisive advantage: Thanks to the ISPO network, there will be additional touchpoints at both ISPO Munich 2021, which takes place from January 31 to February 3, 2021, and OutDoor by ISPO, where the international sports and outdoor industry will meet in Munich from June 20 to 23, 2021. For example, special FitnessConnected areas with lecture stages and networking areas will be offered. Furthermore, the event-related ISPO communication channels can be used. "Exhibitors who participate in two of the ISPO events or even in all three trade fairs benefit from significant combination discounts", says Ralph Scholz. "So it is definitely worthwhile to be there and help shape the future of the sports and fitness industry."

More informations at www.fitness-connected.com

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Visual material:



Ralph Scholz, Initiator of
FitnessConnected



Homeland of the new trade
fair FitnessConnected:
Fairground Munich

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