

# ISPO goes eSPORTS

Clipping & Figures ISPO Munich 2019



Messe München

Connecting Global Competence



# Quotes ISPO Munich 2019 – eSports Arena



**Stephan Herzog**

Generalsecretary Verband Deutscher Sportfachhandel

***„The rapid decision of ISPO pro eSports is a sign of market proximity. The VDS likes to support the activities, as the dealers also live from the impulses from the market. This activates a target group that we don't always clearly focus on.”***



**Michael Heina**

Head of Esports Europe at Nielsen Sports

***" From Nielsen Sports' point of view, ISPO offers the perfect platform to bring the topic of e-sports closer to the sporting goods industry - but also to point out the needs of the sporting goods industry to those involved in the e-sports industry.”***

# Quotes ISPO Munich 2019 – eSports Arena



**Stefan Zant**

Managing Director | COO 7Sports

***„ISPO Digitize is a very good opportunity for us to get in touch with the decision makers of the industry and to present our products.“***



**Ralf Bockstedte**

players' interests

***„eSports is simply the most inclusive sport. No matter which skin colour, which religion, whether man or woman, or disability... Everyone can play in a team on a professional level. Absolutely one world - (e)sport unites. The ISPO platform has shown this perfectly as well“.***

# First Case: ISPO Munich 2019 eSports Arena

At ISPO Munich 2019 there was a designated eSports Arena. On the stages, decision makers from the sports industry were able to see the relevant eSports titles in action. In special lectures and workshops the infrastructure of the eSports industry and best cases in marketing and brand positioning have been presented.

The decision makers from the international Sports industries had the chance to be in touch, position and understand eSports and had the opportunity to find their role in this booming sports topic





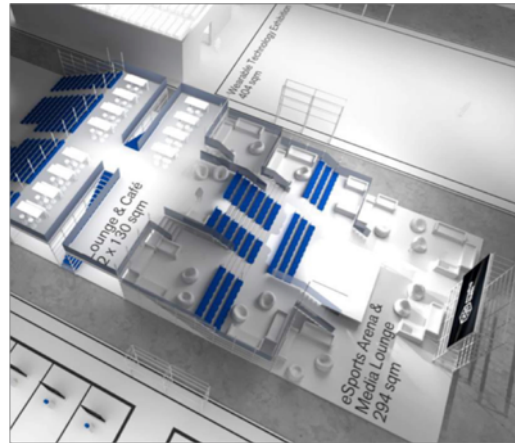
# The baseline for the Topic eSports in our mission: Accelerating the global Evolution of sports

## Enabling



**ISPO is the education partner for the sports industry**

## Reach



**ISPO creates moments to "touch" / "understand" / "position" Cross-media - online and offline  
365 days a year**

## Consulting



**ISPO supports brands with concept ideas the eSports market.**

# Globetrotter activation - ISPO Munich Sports Week



Link zum Video  
<http://bit.ly/2HJEv3W>

# Globetrotter Aktivierung - ISPO Munich Sports Week

Community FIFA Event

86 participants at turnier

Numerous visitors / viewers / interested parties

High interaction rate on Facebook and Instagram

Time spent in store: about 5 hours





# Globetrotter Aktivierung - ISPO Munich Sports Week

**Hologate VR platform**

**about 9.000 active players on three days on the Locations  
Globetrotter and ISPO Munich 2019**

**Globetrotter: 2.500 Player**

**ISPO Munich: 6.500 Player**

**high attention**

**Highly in innovation interested visitors**

**perfect position in the entrance area**





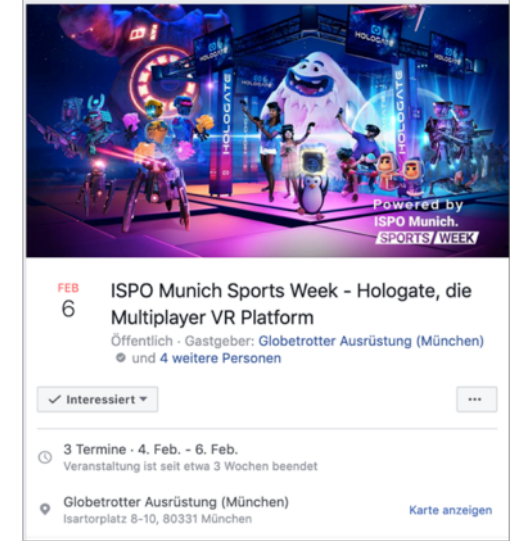
# Globetrotter ISPO Munich Sports Week

Event notes social Globetrotter and Partner:

Facebook:

Reach: **Page Impressions 35.639**

Interactions: **821**



# Globetrotter ISPO Munich Sports Week

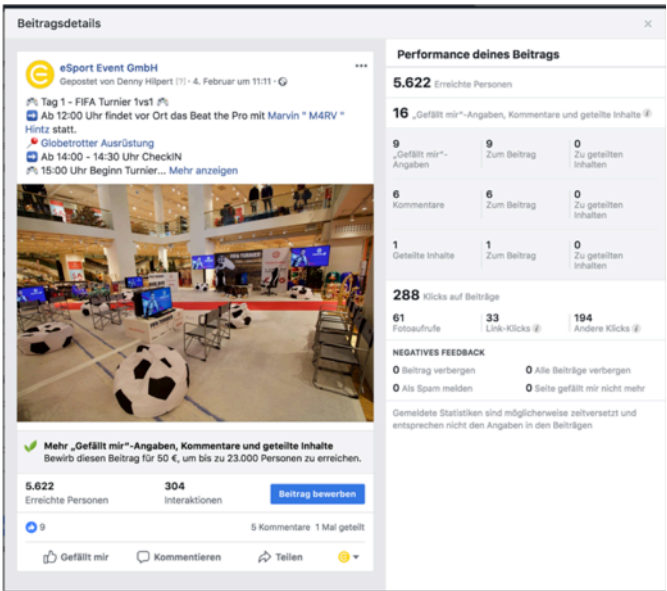
Social Channel (Twitter and Instagram, Facebook) eSports Event GmbH and eSportler:

eSports Event GmbH

Reach: 28.000 Page Impressions

Bayer Leverkusen eSports & Borussia Mönchengladbach eSports

Reach: 20.000 Page Impressions



# Globetrotter ISPO Munich Sports Week plus ISPO Munich 2019

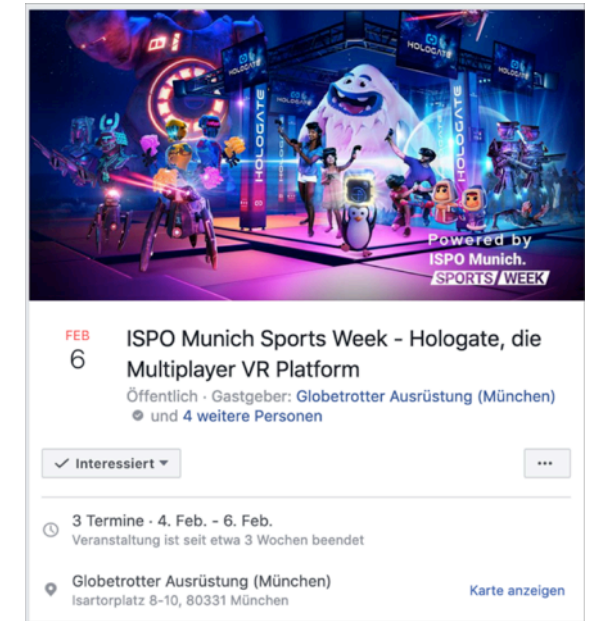
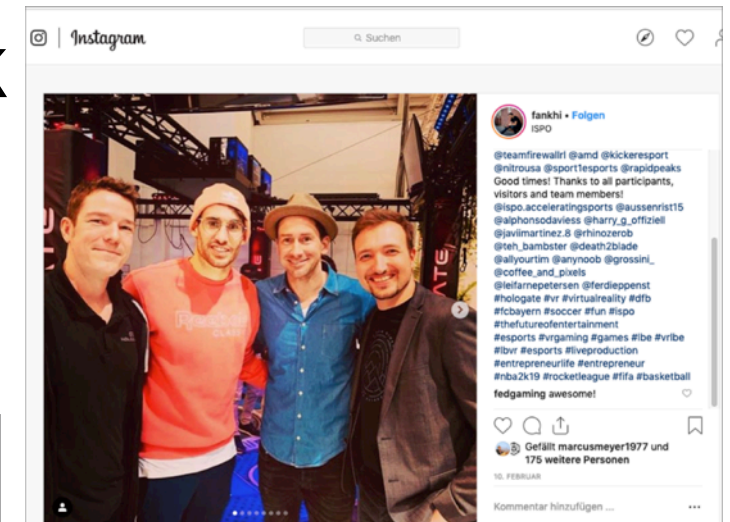
Social Channel (Twitter / Instagram, Facebook)  
Hologate:

Instagram:

Reach: **15.000 Page Impressions**

Facebook:

Reach: **4.000 Page Impressions**





# Business Channels partners

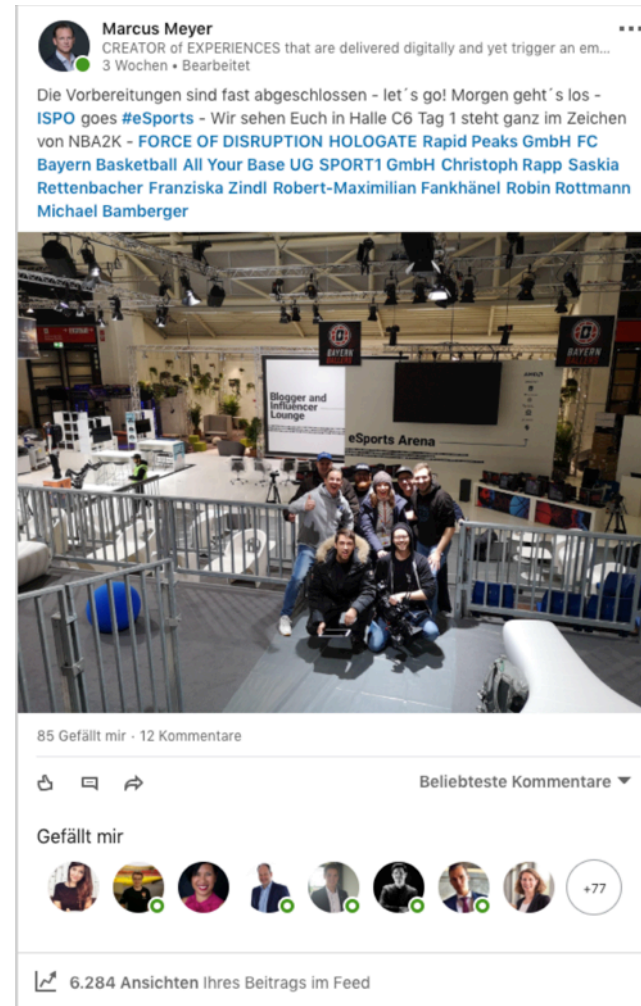
LinkedIn:

Hologate:

Reach: **15.000 Page Impressions**

Force of Disruption

Reach: **9.000 Page Impressions**



**To accelerate the global evolution of sports.  
Together.**

