

MEDIA RELEASE

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The World's Largest Sports Business and Technology Event Confirmed as Sports Tech World Series Partners with ISPO

At a time that is proving difficult for the sports and events industry, Sports Tech World Series (STWS) is excited to announce the signing of a new event partnership for 2021 with ISPO, the world's leading sports business and trade show platform.

This partnership will see STWS bring its world-class sports tech conference series and industry knowledge to Munich, Germany, as a part of the 2021 ISPO Munich trade show, which will complement the existing ISPO Digitize summit hosted at ISPO Munich.

"We are very happy to collaborate with the Sports Tech World Series which will host a joint conference during ISPO Munich 2021 and perfectly complement our digital footprint so far driven by the ISPO Digitize summit." said Dr. Jeanette Loos, Global Head of ISPO Group.

"Thanks to their specific technological expertise in sports, we will be able to expand the offer for our visitors and contributors. We are looking forward to a long lasting cooperation with the goal to accelerate sports together." Dr. Loos added.

With around 80,000 visitors in 2020, ISPO Munich is the world's largest trade fair for sports business. In 2021 the event will run from January 31st to February 3rd, with the ISPO Digitize summit and STWS Conference running in conjunction with the trade fair on February 1st and 2nd.

"ISPO has been an integral part of the sports industry for a long time. We are excited to work in partnership with them, and to add our global sports technology brand, and expertise to their ISPO Munich event." said John Persico, Founder and Director, Sports Tech World Series.

"We think it's a great opportunity for our two audiences to come together; to learn from each other; and to realise the value that technology can play in all facets of sport, and the broader sport industry." he added.

Sports Tech World Series – STWS is the trusted resource in helping organisations, teams, and individuals excel in the global sports technology community. Working with the community, STWS brings people together through their global network of physical and digital activities including events, training, industry awards, online content, podcasts, market entry support and consulting.

ISPO Munich – The world’s largest international multi-segment exhibition for the sports industry. The annual four-day event has more than 80,000 attendees, with over 2,800 exhibitors, and helps to shape the future in the segments Snowsports, Outdoor, Health & Fitness, Urban, and Team Sports.

ISPO Digitize – ISPO Digitize summit is held in conjunction with ISPO Munich and offers speeches, workshops, and one-to-one meetings designed to exchange ideas and to evaluate solutions for the digitization of sports business.

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