



**INTERNATIONAL
SOURCING TRADE FAIR
FOR SPORTS EQUIPMENT
AND APPAREL**

**M,O,C,
MUNICH**

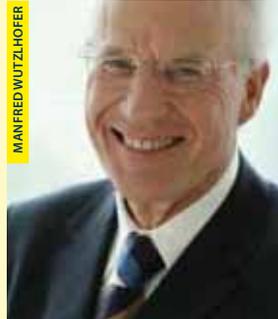
www.sports-source-europe.com | 29 June - 01 July 08

for trade visitors only

Sports Source Europe – taking place from 29 June to 01 July 08 in Munich, is the new sourcing platform for sporting goods in Europe for industry, trade and manufacturer.

– Manfred Wutzlhofer, Chairman & CEO Messe München GmbH

MANFRED WUTZLHOFER



Established Sourcing Platform

Sports Source Europe originates from sourcing_ispo – an already strongly established sourcing platform held previously during both ispo winter and ispo summer.

sourcing_ispo is a separate sourcing community – on prominent location in halls C1 and C2 (between the two main ispo entrances). It is fully integrated into the entire ispo trade show concept.

At ispo winter 09, the sourcing_ispo will be turned into the new sourcing platform for sports equipment and apparel – Sports Source Europe.



EUROPE'S BIGGEST SPORTS SOURCING SHOW

ACTION-PACKED SHOW



STRONGLY ESTABLISHED SOURCING PLATFORM

INSIDE M.O.C.



OUTSIDE M.O.C.



Sports Source Europe is the dynamic new sporting goods business platform, introduced to save time and travel when creating merchandise ranges. A wealth of sourcing resources from textiles to equipment, footwear, apparel and accessories featured all under one roof. It's the chance to talk manufacturing with the best – right here in Europe.

- 29 June - 01 July 08
- to be held at the Munich Order Center (M,O,C)
- supported by ispo group
- includes all sporting goods categories

No. of Exhibitors: **598***

Exhibiting Countries: **10***

International Pavilions: **6***

Exhibition Space: **3000 m²****

Visitors: **5082 from 42 Countries***

Visitors from within Europe: **78%***

Visitors from outside Europe: **22%***

* from ispo winter 08 / ** expected for SSE

M,O,C, is hosting the Running Order Show simultaneously from 29 June - 01 July 08.

PERFORMANCE





More Information

The up to date website is the best way to find out all about Sports Source Europe. It includes special separate areas for exhibitors, visitors and the press.

To find more information about exhibitors, products and more, please visit:
www.sports-source-europe.com



OVER 18 DIFFERENT EXHIBITION CATEGORIES



MORE INFORMATION ONLINE

www.sports-source-europe.com

- Ball Game Equipment
- Cycling
- Fabrics & Material for Sportswear
- Fitness & Gymnastic Training Equipment
- Golf Equipment & Supplies
- Indoor Sports
- Outdoor Sports
- Publications & Services
- Racket Sports
- Skating & Skateboarding Supplies
- Sports Safety & Protection Gear
- Sports Shoes
- Sports Shop Fittings & Equipment
- Sportswear & Accessories
- Track & Field Sports
- Water Sports
- Winter Sports



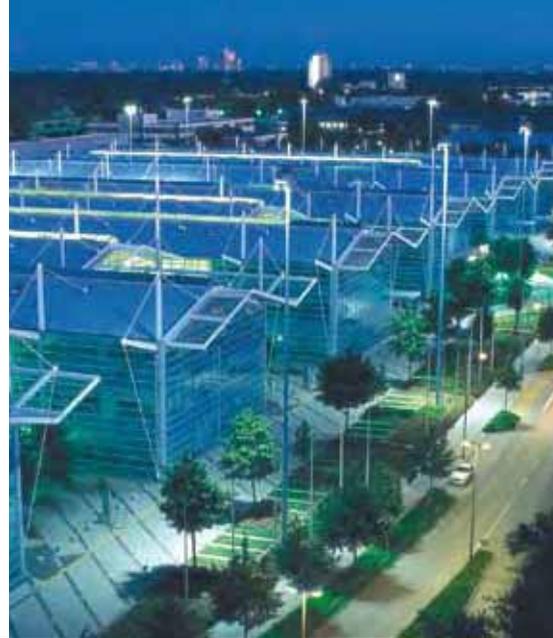


Free Ticket – Fast Entry

To save valuable time and avoid waiting at the registration counters, please pre-register online at:

www.sports-source-europe.com

The printout of your registration will contain your personal barcode, which is the voucher for your Sports Source Europe badge. In the registration area you will find the counters for "Pre-registered Visitors" which are equipped with barcode readers. By scanning the barcode from your registration, your entrance ticket will be printed right away. This is the fastest way to get admission to the trade fair.



International Connections

More than 1,100 flights arrive at the Munich Airport every day from all over the world and within 15 minutes you can get from the airport to the M,O,C.

Munich is connected to the ICE train system, a superfast train which runs up to 330 km/h, and is linked to all major cities.

By car it is possible to get to Munich on the Autobahn from six different directions. Follow the signs to the Football Arena and then turn towards Munich at the Autobahnkreuz North, exit at Freimann and follow the signs to M,O,C.

ONLINE TICKET PRE-REGISTRATION



SSE TICKETS

GETTING TO THE TRADESHOW



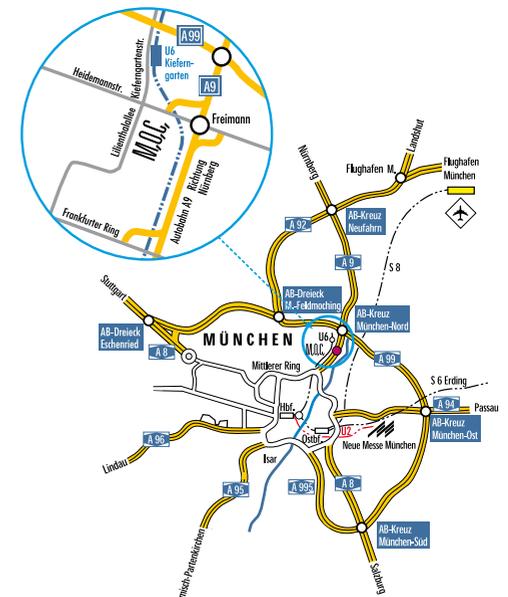
LONG DISTANCE CONNECTION



Local Connections

- From the A9 Autobahn take the München-Freimann exit and follow the M,O,C, street signs
- From within the city of Munich follow the M,O,C, street signs.
- If you enter the underground train U6 towards Garching-Forschungszentrum you will reach the M,O,C, after a short 5 min walk.

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ORGANIZER

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