



Authentic, hands-on, groundbreaking: New trade fair for the outdoor industry in Friedrichshafen – Focus on sale of goods to strengthen the retail trade – Modular stand construction and full catering at a favourable price

OUTDOOR Friedrichshafen offers true added value for specialist retailers and the industry

Friedrichshafen – Messe Friedrichshafen is opening the next chapter in its outdoor story right now with a completely revised event concept. From Tuesday 17 to Thursday 19 September 2019, the organisers will be offering a new trade fair format through OUTDOOR Friedrichshafen, which specifically shifts the focus onto the interests of specialist retailers and offers innovative opportunities for both brands and manufacturers to take part. “For more than 25 years, Friedrichshafen has been the home and driving force of the outdoor industry. Through our event OUTDOOR Friedrichshafen, we are now launching the next stage for a genuine and independent industry platform and adopting new approaches,” announced Klaus Wellmann, Chief Executive Officer of Messe Friedrichshafen.

Authentic, hands-on, groundbreaking: the new claim underlines the future direction of OUTDOOR Friedrichshafen. “We are bringing a trade fair format to the outdoor market that is different in many respects and is designed with a view towards maximum efficiency. We are convinced that, despite the increase in online sales, there is no way of avoiding brick-and-mortar retail – either in terms of sales and advice or community aspects. Innovative and product-driven brands devoted to the experts in the trade as well as independent retail specialists represent the backbone of the industry. Specialist retailers and the loyal brands that serve them are at the centre of our efforts, along with the key question: How can retailers sell at prices with which they can live or even survive? In an authentic setting with the right ambience and unique service, we are offering the real industry players a new, old home by Lake Constance,” explained Head of Outdoor Stefan Reisinger. “By scheduling the trade fair for mid-September, we have consciously selected a date for the event outside of the main sales season and the holiday period. Directed at visitors from the

markets of Germany, Austria and Switzerland, the focus is clearly on Europe's most important outdoor sales regions.

The exhibition team sees its core group among the small and medium-size enterprises (SMEs) on the producer and specialist retailer side. The main emphasis of the product range lies particularly in the hardware segment from the areas of mountaineering, camping and caravanning, water sports and the outdoor lifestyle – consequently, the scheduling of OUTDOOR Friedrichshafen fits within a timeframe when the specialist retailers are just aiming to make their final sales decisions on these products for the coming season.

Exhibiting companies will benefit especially from the innovative package offers, which, in addition to the pure exhibition space, also include the stand construction and catering. "A pragmatic approach to participation in the exhibition without the expensive competition of producing the grandest and most 'palatial' stand are key criteria for us. No brand need fear being underrepresented. The aim is to create price stability within the sales process but also to concentrate on product advice and the community aspect of outdoor and less on digital visions from the large corporations," said Project Manager Dirk Heidrich and announced a modular structure with 'full-board' at the trade fair for exhibitors' staff and trade visitors. Catering for exhibitors and trade visitors during the 2.5-day event is included. Large and differently designed lounge islands inside the halls will provide the central meeting place for networking and catering. In 2019, OUTDOOR Friedrichshafen will form a radial pattern in the eastern section of the exhibition grounds, occupying four halls (A6, A7, B4, B5), the Foyer and Open-Air Grounds as well as the Conference Centre.

Additional constituents of the concept are in the fields of 'further training' with talks and workshops, 'trends & innovations' with the presentation of product and retail awards, start-ups and institutes as well as 'networking' opportunities at events and parties in an authentic Lake Constance setting.

The premiere of OUTDOOR Friedrichshafen is taking place in 2019 from 17 to 19 September. It will be opening its gates on the first day of the trade fair from 12:00 to 18:00 and then from 09:00 to 18:00 on the following days. Access to the trade fair will be granted exclusively to the trade public. Further information is available on the new homepage www.OUTDOOR-Friedrichshafen.com and www.facebook.com/OUTDOOR.Friedrichshafen/.