



Visitor Information



EXPLORE THE GLOBAL SHOW

July 14 – 17, 2011
Friedrichshafen, Germany

**Welcome outside!
Welcome to the
OutDoor 2011!**



The OutDoor is the world's leading trade fair for the world's biggest market – the market outside your front door!

The OutDoor Friedrichshafen is the traditional meeting place for manufacturers, buyers and media devoted to the world's biggest adventure playground – the great outdoors!

The industry sets up camp on an exhibition area covering 85,000 m². It is from here that 890 exhibitors from 39 countries take turnover to new heights. This is where the course for sustainable growth in the industry is determined. And it is here that friends, colleagues and business partners from the big, fascinating world of outdoors come together.

Great that you can make it too!



Back: OutDoor app

Available from the end of June. Contains all exhibitors, events, shuttle buses, etc.

Free download at:

www.outdoor-show.com





Everything you need for outside adventures

Clothing, shoes, equipment, trends, inspiration and know-how for the great outdoor business – you will find all that and more at the OutDoor Friedrichshafen: as a general view of the entire industry, or as a special topic right down to the nitty-gritty.

The OutDoor displays the market in its entirety. Whether you go for the new urban outdoor style or prefer outdoor in its purest form. Whether you wear a mainstream jacket or need expedition equipment. Whether you are attracted more to the function or the fashion aspect: the OutDoor Friedrichshafen is a showpiece for outdoor topics.

The same applies to the OutDoor conferences: international experts from various areas of expertise examine the boom subject of the great outdoors.



Big business with major differences

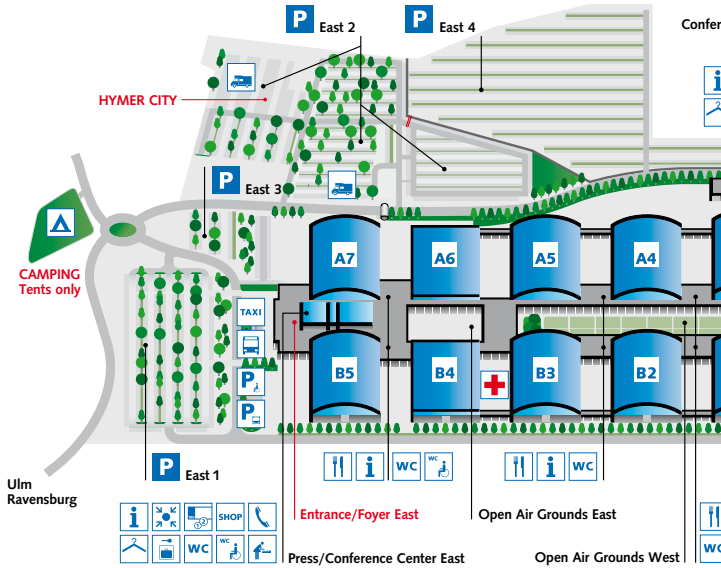
Even experts are continually amazed at the laid-back way in which professional business is done at the OutDoor.

Is it the success of recent years? Or the dazzling perspectives for the future? Is the outdoor industry simply more relaxed by nature? Or is it the natural charm of the Messe Friedrichshafen?

It is probably a combination of all these factors! On the other hand, one thing is for sure: in this unique climate, successful partnerships, long-term friendships and trusting business relationships flourish really well.

The OutDoor is more than just a trade fair. It is the platform for everyone with a say in the outdoor business – worldwide!

Hall allocation OutDoor 2011



Foyer West

Trade visitor registration, climbing and bouldering wall, camp3: DAV/OeAV/SAV, Intersport, merchandising systems, shop furnishings, software, publishers, job and business relationships market, specialist literature, service center, aquatic sport

Rothaus

Hall A1

Tent City

Hall A2

Tent City, Fashion Show

Hall A3

Clothes, backpacks, shoes, sleeping bags, tents, travel food, climbing equipment, impregnation, first aid kit, water preparation, accessories

Hall A4

Clothes, fabrics and fibres, textile accessories

Hall A5

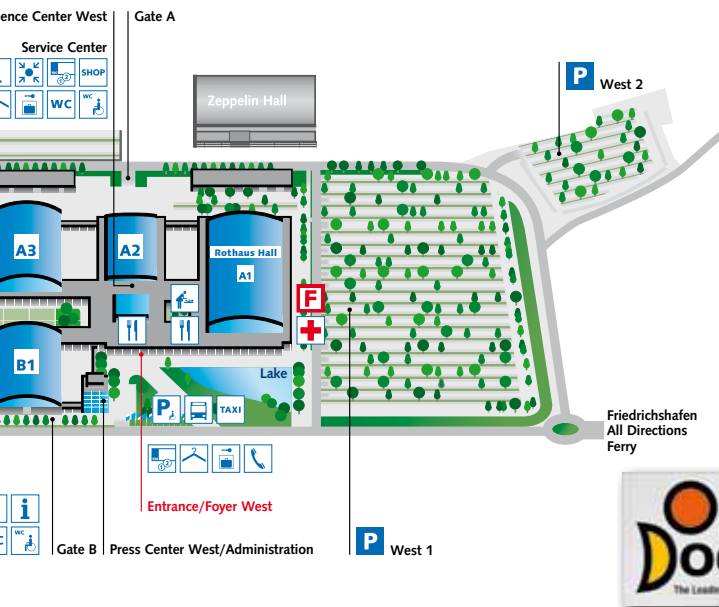
Clothes, tents, backpacks, sleeping bags, climbing equipment, navigation equipment, textile accessories, accessories, Scandinavian Village, Scandinavian Outdoor Group

Hall A6

Shoes and shoe accessories, socks

Hall A7

Clothes, shoes, backpacks, camping equipment, sleeping bags, tents, accessories, climbing equipment



- Passage East** Sport 2000/Outdoor Profis, others
- Foyer East** Trade visitor registration, service center, publishers, OutDoor INDUSTRY AWARD, EOCA European Outdoor Conservation Association, project management
- Hall B1** Backpacks, sleeping bags, clothes, first aid kit, globe-trotter equipment, rescue technologies, care products, impregnation, navigation systems, accessories
- Hall B2** Mountaineering/climbing equipment, backpacks, sleeping bags, rescue technologies, shoes, clothes, tents
- Hall B3** Mountaineering/climbing equipment, camping gear, backpacks, tents, clothes, accessories
- Hall B4** Clothes, fabrics and fibres, textile accessories
- Hall B5** Clothes, shoes, backpacks, camping equipment, tents, accessories, sleeping bags
- Open Air Grounds West** Clothes, camping equipment, climbing equipment, accessories, GORE Trail Running Course, OutDoor Party
- Open Air Grounds East** Slackline, climbing, rope course and accessories



Infos, Trends & Action

Outdoor Conferences

The perfect start to a day at the trade fair: a thrilling lecture and breakfast sponsored by the OutDoor. The experts holding the lectures and discussion-provoking rounds of talks take up the latest topics, and report on the latest trends.

Lectures held in the "Berlin" room are simultaneously interpreted.

Conference Center Foyer East,
1st floor

Thu 14 to Sat 16 July
8, 8.30 and 11 a.m., 1 p.m.

Outdoor Tent City Rothaus Hall A1 and Hall A2

The unique tent exhibition for an extensive overview of the market. 32 exhibitors present their new products on an area greater than 10,000 m².

EOCA – European Outdoor Conservation Association



Conservation Fundraiser: Choose some great gear, make a donation, and help support conservation!

At the exhibition stand of the European Outdoor Conservation Association (EOCA), Foyer East.
14 to 16 July 2 to 3 p.m.
Sun 17 July 10.30 to 11.30 a.m.

Outdoor Fashion Show

The world's most comprehensive fashion show on the topic of outdoor fashion presents the latest trends for 2012 with Berghaus, Haglöfs, Icepeak, Nordblanc, Regatta, Trespass, Zweibrüder Optoelectronics, Eberhard Göbel, Gelert, etc.



Hall A2

Daily, 11 a.m., 2 and 4 p.m.

Late Night Fashion Show

Saturday 16 July at 9 p.m.

OutDoor Movie Nights

Conference Center Foyer East,
1st floor, "Berlin" room

Reel Rock Film Tour

Thursday 14 July, 6.30 p.m.

The legendary film programme
by climbers, for climbers, in
English, presented by



"The Challenge"

Friday 15 July, 6.30 p.m.

Rivalry over the first ascent of the
Matterhorn, with Luis Trenker,
in English

OutDoor INDUSTRY AWARD



INDUSTRY
AWARD 2011

Be a winner in this competition,
and you can certainly be a market
winner! The competition awarded
by the OutDoor and organised by
iF is a much-coveted seal of quality
for manufacturers and designers.

Presentation of all award-winning
products in Foyer East.

Presentation of prizes for the 6th OutDoor INDUSTRY AWARD and presentation of the OutDoor Celebrity 2011

Thursday 14 July, 5.30 p.m.
Hall A2



Party 2011

The obligatory event for all fun-lovers. For the first time in 2011, the cult party is held in a total of three party zones.

sponsored by supporting the



The OutDoor Party admission fee (€ 15) includes the POLARTEC party shirt, all food and four drinks vouchers.

Tickets: Foyer West and East
Free shuttle bus, departure at 12.30 a.m. from Entrance West

NEW

Total of 3 party zones:

Open Air Grounds West, atrium and Hall A2
Saturday 16 July, 6.30 p.m.

GORE



Trail Running Course

The legendary competition to find "Europe's Fastest Trail Runner" has proven a huge success in recent years, and is set to delight everyone anew in 2011. For the fifth time, Gore is the official partner for the trend sport initiative trail running.

Qualification heats:

Friday 15 July, 11 a.m.

Saturday 16 July, 11 a.m., 2 p.m.

Final:

Saturday 16 July, 6 p.m.

Open Air Grounds West

Further highlights on the Gore Trail Running Course:

NEW

- Slack & waterline (slackline tools)
- Rope course with a Flying Fox – 140 m length (faszinatour, Edelrid)
- Barefoot test (Merrell)



Climbing/bouldering in Foyer West

Climbing wall sponsored by



Thursday 14 July

European Youth Speed Cup 2011

9 to 11 a.m. qualification heats

11.45 a.m. to 1.45 p.m. final

International OutDoor

Speed Cup 2011

3 to 4 p.m. qualification heats

5 to 5.45 p.m. final

Friday 15 July

Climbing for the audience,
whole-day event. Vertical Dance
– spectacular performance on
the speed climbing wall at 11.30
a.m., 1.30 and 3.30 p.m.

Saturday 16 July

German Youth Speed

Championships 2011

10 to 11 a.m. qualification heats

11.30 a.m. to 12.30 p.m. final

German Speed Cup 2011

3.30 to 4.15 p.m. qualification heats

4.45 to 5.30 p.m. final

Bouldering wall: Foyer East

sponsored by **EDELRID** 

Friday 15 July

Bouldering for the audience,
whole-day event

Sunday 17 July

From 12 p.m. high-jump contest

Open Air Grounds East:

Exhibitors of slackline and climbing
equipment, further outdoor activities

TO FRIEDRICHSHAFEN BY CAR



Airlines Zurich Airport www.zurich-airport.com

- www.swiss.com

Flight search engines

- www.ebookers.com
- www.opodo.com
- www.expedia.com
- www.swoodoo.com

Free rental bikes in Friedrichshafen

100 rental bikes are positioned in Friedrichshafen's most important locations and around the trade fair.

Camping

- Camping on the exhibition area, with camper/caravan, tent
- Camping Park, 10-minute walk to the OutDoor, with the option of renting a tent for free

Reservation & Travel Service

Julia Schratz

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Germany

Tel.: +49 7541 708-415

Fax: +49 7541 708-2415

reservation@messe-fn.de

All detailed information available at:

www.outdoor-show.com

in the area:

Travel & Accommodation



EXPLORE THE GLOBAL SHOW

July 14 – 17, 2011
Friedrichshafen, Germany

Opening times

Thu–Sat: 9 a.m. to 6 p.m.

Sun: 9 a.m. to 5 p.m.

Organiser

Messe Friedrichshafen GmbH
Neue Messe 1
88046 Friedrichshafen, Germany
Tel +49 7541 708-0
Fax +49 7541 708-110

In partnership with

European
Outdoor Group



Visitors' Service

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Fax +49 7541 708-2404
visitors@messe-fn.de

Prices

Advance sale

1-day ticket € 14
2-day ticket € 23
3-day ticket € 31
4-day ticket € 36

Ticket counter

1-day ticket € 21
2-day ticket € 33
3-day ticket € 43
4-day ticket € 52

Catalogue

“OutDoor HANDBOOK”
will be published for the
show and will be available
free of charge.



Back: OutDoor app

The interactive mobile guide. Contains all exhibitors, events, shuttle buses, etc.
Free download at

www.outdoor-show.com

Partner region of the OutDoor 2011

SARDEGNA

www.sardegnaturismo.it/en



REGIONE AUTONOMA DELLA SARDEGNA
ASSESSORATO DEL TURISMO, ARTIGIANATO E COMMERCIO

MESSE
FRIEDRICHSHAFEN