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PRESS RELEASE

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Political green light given: FitnessConnected takes place for sure

As already communicated two weeks ago, due to the vaccination rate in Germany and Europe respectively and the resulting politically created framework conditions, the "FitnessConnected - part of the ISPO-Network" can and will take place as planned from November 18 to 20, 2021 in Munich. Yesterday's decisions of the Ministerial Conference of the Federal States and additional public statements of e.g. the Bavarian Prime Minister, Dr. Markus Söder, also confirmed that a further, comprehensive lockdown would not be constitutionally enforceable even with an increasing incidence situation.

Long called for, now they are here: the key political statements that were necessary to be able to plan and implement the coming months in detail. This also clarifies many framework conditions for the implementation of trade show events. However, there are also areas where adjustments may still be necessary at short notice in the coming weeks. But even for these, the following applies: With appropriate forward planning, these adjustments are feasible.

"The decisions of the Ministerial Conference of the Federal States and the statements of the politicians are an extremely important and very positive signal: now is the right time to think about business again and to start catching up," emphasizes Ralph Scholz, CEO of FitnessConnected.

Crucial to the economic development of the fitness industry in particular, he said, is the clear statement that there will no longer be a lockdown for everyone in 2021. "Our decision to stick to holding the face-to-face event in November has thus proven to be correct and forward-looking. After all, with our eco system, we are the only industry trade show this year to offer the fitness industry the opportunity to generate much-needed revenue at our event for the remainder of this year and for the first quarter of next year. "

The following key measures take account of developments:

Number of trade visitors - congress capacities expanded

FitnessConnected is designed in such a way that - according to current standards, i.e. the strictest specifications - at least 3,000 visitors are likely to be on the exhibition grounds at the same time.

All in all, we expect around 7,500 trade visitors on the three days of the trade show, so there is no fundamental need to change the hall layout.

As FitnessConnected will be the only international physical trade show for the fitness and sports sector in Europe this year due to the cancellation of other events, the congress capacities were adapted. For this purpose, it was necessary to detach the rear part of Hall C6 from the exhibition area and convert it into a congress area. This will allow the holding of the fringe events with up to 500 participants even under the strictest Covid regulations.

The now valid hall plan will be viewable online from 18.08.2021.

In the entrance area: fast lane planned for vaccinated and recovered persons

Due to FitnessConnected's modern registration system, it is possible to upload the vaccination or proof of recovery certificate online before the show and assign it to the ticket. This makes it possible to set up a fast lane for vaccinated and recovered persons. Since Covid tests cannot be older than 24 hours, an additional on-site check is required for data matching. To avoid waiting times at the entrance, we recommend using the service tool in the ticket store.

Rapid tests still free of charge - on-site PCR tests not possible

At present, it is not yet possible to assess whether the practice applied to date will still apply in November, i.e. that rapid tests are sufficient to allow unrestricted movement in restaurants, gyms or even on exhibition grounds - or whether the PCR tests, which involve more effort and time, will be necessary in order to be considered tested.

If rapid tests are sufficient, we will continue to offer them free of charge. Unfortunately, it is not possible to offer PCR tests free of charge on site due to logistics and time criteria. Regardless, we recommend that all visitors who are not vaccinated or recovered come to the site with a current test to avoid waiting times in the entrance area.

Mandatory masks and distance regulations

In recent weeks, trade shows have already been held in individual German states at which the wearing of masks and compliance with minimum distances could be dispensed with due to the incidence situation. Which regulations will be legally or officially binding in November in Munich has not yet been determined.

Part of the forward-looking pandemic concept is minimum aisle widths of 3 meters, so that the minimum distance can be maintained in the aisles in any case. And we continue to recommend wearing a medical mask and maintaining minimum distances, even if this would not be required by law.

No distinction on site between vaccinated and tested

For fundamental considerations and data protection reasons, there will be no different rules of conduct for vaccinated and unvaccinated visitors/exhibitors at FitnessConnected on the exhibition grounds themselves.

More info at www.fitness-connected.com