

The Q4 2026 trade show calendar: led by a reinvented ISPO in a new city

By SGI Europe Editorial Team | 28 September 2026

AT A GLANCE

Q4 2026 trade show calendar at a glance

Date	Event	Location
October		
Oct. 1–2	SVB Live Sports Venue Business	Liverpool, UK
Oct. 6–8	TITAS Taipei Innovative Textile Application Show	Taipei, Taiwan
Oct. 7–8	Leaders Week London	London, UK
Oct. 13–14	Performance Days Functional Fabric Fair	Munich, Germany
Oct. 15–16	LISTEX	London, UK
Oct. 17–18	Snow Show London	London, UK
November		
Nov. 3–5	ISPO Summit and Expo	Amsterdam, Netherlands
Nov. 4–5	The International Running Expo	Amsterdam, Netherlands
Nov. 5–10	China International Import Expo	Shanghai, China
Nov. 11	INDX Sport and Leisure Show	Solihull, UK
Nov. 13–14	Vertical Pro	Friedrichshafen, Germany
Nov. 14–15	Snowbound Expo	Connecticut, USA
Nov. 19–22	Kendal Mountain Festival	Kendal, UK
Nov. 21–22	Alpinmesse	Innsbruck, Austria
Nov. 24–25	DMWF Digital Marketing World Forum	Amsterdam, Netherlands
December		
Dec. 1–3	The Running Event / Switchback at TRE	San Antonio, USA
Dec. 8–9	Nordic Fabric Fair	Stockholm, Sweden

Sporting Goods Industry

ISPO Summit and Expo

Nov. 3–5, 2026 | RAI, Amsterdam

ISPO is among the world's leading trade fairs for the sporting goods, outdoor and winter sports industries, covering the value chain from materials and manufacturing through to brands, retail and customer experience. From Nov. 3–5, 2026, ISPO takes place at RAI Amsterdam for the first time.

The move ends a run of more than 50 years in Munich. In October 2025, organizer **Messe München** announced a new joint venture with UK-based **Raccoon Media Group**, which will run ISPO going forward, alongside a €3 million investment to reinvent the event's format.

The new dates, earlier in the calendar, are designed to better align with global buying cycles. Amsterdam's international transport links are also a draw for North American and Asian attendees.

The Leaders Summit. Nov. 3 sees the one-day ISPO Leaders Summit, a new element deliberately separate from the Expo: a limited-capacity gathering for senior decision-makers across the outdoor, winter sports and sporting goods industries. The Summit brings leaders together for a day of strategic dialogue on the three issues shaping the industry's next decade: participation, sustainability and fair trade.

The Expo. Nov. 4–5 is the ISPO Expo, with tickets also giving entry into the International Running Expo. **Intersport** became the first major retailer to confirm attendance at the new-look event, alongside more than 500 confirmed exhibitors. **Margit Gosau**, CEO of **Sport 2000**, is one of many confirmed speakers, alongside athlete **Allyson Felix**.

Three things not to miss. The Padel Village, where attendees can try the latest gear firsthand as players, brands and industry insiders come together to play, watch and connect over one of the fastest-growing sports in the world. For anyone who would rather test than talk, ISPO interACTIVE turns the show floor into an open-format playground of sunrise yoga, live brand showcases and skills challenges, with a leaderboard to track the top spot. And on Nov. 4, the ISPO After-Party takes the show into Amsterdam's Escape Nightclub for a night of community building, running from 8pm to midnight.

SVB Live Sports Venue Business

Oct. 1–2, 2026 | Hill Dickinson Stadium, UK

SVB Live is an annual B2B conference and exhibition organized by **Sports Venue Business** (SVB), dedicated to professionals who design, build and operate stadiums, arenas and entertainment venues.

Rather than focusing on what happens on the pitch, the event focuses entirely on venue infrastructure, design and operations, under the theme “elevating and innovating the live experience.” The event caters to C-suite executives, stadium architects, venue operators, tech innovators, brand strategists and procurement directors from major global sports teams and entertainment companies.

Why attend. A major draw is behind-the-scenes access to iconic venues. The 2026 edition includes VIP tours of Everton's new Hill Dickinson Stadium, Liverpool FC's Anfield and the M&S Bank Arena.

Leaders Week London

Oct. 7–8, 2026 | Stamford Bridge, London

Leaders Week London returns Oct. 7–8, 2026 with a new home, Stamford Bridge, Chelsea FC's stadium, bringing thousands of senior sport business executives together for two days of dealmaking, dialogue and networking in partnership with host **Chelsea FC**.

The 2026 agenda spans eight themes: fan personalization, international expansion, sponsorship strategy, content and media, where smart money is flowing (from women's sport to private equity), venues and major

events, AI's commercial impact and leadership.

Who should attend. Anyone in sponsorship, media rights, venues or investment gains direct access to decision-makers from more than 70 countries, alongside forums, masterclasses and awards designed to turn high-level trends into practical takeaways.

China International Import Expo

Nov. 5–10, 2026 | National Exhibition and Convention Center, Shanghai

CIIE, the China International Import Expo, is organized by China's Ministry of Commerce and the Shanghai Municipal People's Government to support trade liberalization and open the Chinese market to the world. An estimated 150,000 domestic and foreign purchasers are expected to attend.

Why it matters for sporting goods. Three “Consumer Goods” halls are relevant to the industry, alongside a series of supporting events including policy interpretation and investment promotion sessions.

INDX Sport and Leisure Show

Nov. 11, 2026 | Cranmore Park Conference & Event Centre, UK

INDX Sport and Leisure is a B2B trade show for the UK's independent retail sector, curated by **AIS**, the UK's largest non-food buying group.

The floor covers apparel, footwear, equipment and nutrition, with exhibitors ranging from HOKA, Brooks and New Balance to specialist and emerging brands.

Why attend. Unlike large international events, it is a fast-paced, one-day pop-up held twice yearly, in June and November, letting independent buyers meet brands, test products and write orders within half a day. Entry is free for registered trade attendees.

DMWF Digital Marketing World Forum

Nov. 24–25, 2026 | RAI, Amsterdam

DMWF Europe returns Nov. 24–25, 2026 at RAI Amsterdam, bringing together more than 150 speakers and 80 exhibitors, CMOs, marketing directors and senior leaders to explore AI, agentic marketing and the future of digital strategy.

The two-day event spans more than 10 conference tracks, covering AI and hyper-personalization, social and community marketing, data and CRM, brand strategy, content and video, influencer marketing and digital transformation.

Who should attend. Anyone in brand, content or performance marketing, including sporting goods brands navigating AI-driven personalization and creator economy shifts, gains dense access to senior marketing decision-makers across industries.

Mountain Sports

Vertical Pro

Nov. 13–14, 2026 | Messe Friedrichshafen, Lake Constance

Vertical Pro combines the sport and professional climbing worlds, covering climbing sport as well as industrial climbing, tree care, rescue services and operators of climbing halls and high ropes courses. Taking place Nov. 13–14, 2026 in Friedrichshafen, Germany, on Lake Constance, the event brings together more than 200 exhibitors from 30 countries across 18,610 sqm of exhibition space.

The show includes dedicated areas such as a Science + Research Hub for R&D, a Start-Up Area for emerging companies and a Demo + Test Area where visitors can trial the latest products firsthand.

What to expect. The 2025 edition drew 2,430 trade visitors from 46 countries and around 200 exhibitors from 29 nations. The German Alpine Club's "Halls & Walls" anchored the sports segment, while exhibitors including Edelrid, Béal and DMM praised the event's networking value despite a crowded autumn calendar. More than 100 hours of live demonstrations and workshops rounded out the program.

Kendal Mountain Festival

Nov. 19–22, 2026 | Kendal, UK

Kendal Mountain Festival bills itself as the world's largest outdoor cultural festival. Taking place Nov. 19–22, 2026 in Cumbria, UK, it will bring together more than 25,000 outdoor enthusiasts for a program spanning film, speakers, books, art, activities and parties.

For 2027, the festival is launching a sibling event, the North Downs Mountain Festival, bringing the format to Guildford for the first time.

What to expect. More than 200 live sessions, 300-plus speakers, 150-plus films, 60-plus activities and workshops, and 10-plus parties across the weekend.

Alpinmesse

Nov. 21–22, 2026 | Messe Innsbruck, Austria

Alpinmesse with Alpinforum is Europe's largest mountain sports trade fair and conference, taking place Nov. 21–22 at Messe Innsbruck, Austria. It brings together more than 200 exhibitors with mountain sports enthusiasts, leading organizations, institutions, experts and brand manufacturers.

For the sporting goods industry, the topics of most interest include mountaineering, skiing, ski touring, freeriding, climbing, bouldering, trail running, biking and alpine travel. The 2025 edition drew more than 220 exhibitors and more than 13,000 visitors.

What to expect. Workshops, competitions and presentations, including the Alpinforum, an annual conference on specialist alpine issues organized by the Austrian Board of Trustees for Alpine Safety (ÖKAS).

Winter Sports

LISTEX

Oct. 15–16, 2026 | Hilton Kensington, London

LISTEX, the London International Snowsports Trade Exchange, is a B2B networking event dedicated to winter sports and mountain destination travel, connecting suppliers (tourist boards, ski lift companies, accommodation providers and airlines) with specialist tour operators and travel agents.

Unlike gear-focused events such as Switchback, LISTEX leans into the travel and destination side of the mountain economy. The 2026 edition runs Oct. 15–16 at Hilton Kensington, London, scheduled just before the consumer-facing Snow Show London (Oct. 17–18), letting brands combine B2B and B2C activity in a single trip.

Why attend. The event centers on pre-scheduled one-on-one trade meetings, alongside the annual State of the Snowsports Market consumer survey, industry forums covering sustainability and climate resilience, and dedicated press networking for editorial pitching.

Snow Show London

Oct. 17–18, 2026 | Olympia London, UK

The 50th edition of the UK's biggest snow show takes place Oct. 17–18 at Olympia London. **Snow Show London** is a consumer-facing event bringing together ski resorts and destinations from around the world, alongside travel specialists, media partners and industry bodies. Exhibitors span global ski destinations including Andorra, Cortina and Colorado Ski Country USA.

With the show scheduled directly after the trade-focused LISTEX event, brands can combine B2B and consumer activity in one trip to London.

What to expect. The 2026 agenda spans seven themed stages: the Mountain Theatre for headline talks with elite athletes and adventurers; the Destinations Theatre showcasing resorts from Europe, North America and Japan; the Fitness & Mindset Stage covering ski fitness, injury prevention and recovery; the Equipment & Instruction Theatre for practical gear advice and technique; the Fashion Show Stage highlighting alpine apparel and technical innovation; and the Protect Our Winters Theatre focusing on climate and sustainability. There is also the Alpine Bar for socializing.

Snowbound Expo

Nov. 14–15, 2026 | Mohegan Sun, USA

Snowbound Expo is the Northeast US's premier ski and snowboard event, taking place in Connecticut. Now in its 40-plus year, the consumer-facing show is billed as the unofficial start of winter for snow sports enthusiasts across New England, drawing skiers, snowboarders, resorts and brands from Massachusetts, New York, Vermont, New Hampshire, Maine and beyond.

The 2026 edition features more than 200 brands and exhibitors including Patagonia, Armada, Nordica and Lib Tech, alongside resort and destination partners.

What to expect. Headline speakers on the Inspiration Stage include pro snowboarder Travis Rice, Olympic cross-country skier Jessie Diggins and freeride snowboarder Kimmy Fasani. The Snowboard Zone, Alpine Runway fashion show, trampoline show and an après-party after-hours event round out the weekend.

Running

The International Running Expo

Nov. 4–5, 2026 | RAI, Amsterdam

The International Running Expo (IRX) is a dedicated business event for the running industry, taking place Nov. 4–5, 2026 at RAI Amsterdam. Organized by Raccoon Media Group, also behind the UK's National Running Show, IRX brings together more than 200 international brands, retailers, distributors and industry leaders to showcase the latest footwear, apparel, technology, nutrition and recovery products.

Alongside the show floor, IRX offers a content program featuring speakers from Parkrun, Brooks, Salomon and UTMB Group, plus networking opportunities and live activations. Strategically co-located and timed with ISPO, ISPO ticket holders get access to IRX with a single ticket.

Don't miss. "Follow the Beat," a silent-disco interval running session presented by Runners High, kicks off day two of IRX 2026. Runners register their current 5K personal best in advance, are sorted into pace groups accordingly, and run together through silent-disco headphones, with music and voice cues guiding every effort and recovery interval, led by a coach.

TRE The Running Event

Dec. 1–3, 2026 | Henry B. González Convention Center, San Antonio

The Running Event (TRE) is a three-day event combining education, a trade show floor and industry networking. Taking place Dec. 1–3 at the Henry B. González Convention Center in San Antonio, Texas, the 2026 event celebrates 20 years of TRE.

Retailers, brands, media and industry experts will connect across four core pillars: Learn, Discover, Connect (the Opening Party, daily runs and walks, and happy hours) and Celebrate (the Industry Awards Dinner honoring the best running stores and industry trailblazers).

Why attend. Switchback at TRE, now in its fifth year, is a dedicated space on the show floor for outdoor specialty retailers to discover products and build peer relationships alongside their run specialty counterparts, serving the growing crossover between run and outdoor specialty retail.

Textiles and Sourcing

TITAS Taipei Innovative Textile Application Show

Oct. 6–8, 2026 | Taipei Nangang Exhibition Center, Taipei

TITAS, the Taipei Innovative Textile Application Show, is Taiwan's only professional textile trade fair. The 30th edition will bring together around 400 exhibitors under the themes of sustainability, functional applications and intelligent manufacturing, spanning high-performance sport, outdoor and medical textiles alongside recycled and circular materials.

What to expect. A full schedule of seminars runs alongside the exhibits.

Performance Days Functional Fabric Fair

Oct. 13–14, 2026 | Messe München, Munich

Performance Days is a leading biannual B2B trade fair for sustainable sourcing and functional fabric innovation, widely regarded as the premier marketplace for activewear, workwear and athleisure. It is a specialized sourcing platform where technical textiles, yarns, membranes and accessories take center stage.

Held at Messe München in Munich, the fair connects textile suppliers and sustainable material innovators with designers and decision-makers from major sports and outdoor brands, timed to align with seasonal sourcing cycles.

Sustainability runs through the event's core, with a dedicated Circularity Zone showcasing recycling innovations, alongside a Trend Forum for new materials and colors, a Tech Hub covering AI and digital product passports and an expert talks program spanning legislation, EPR and biodiversity.

Why it's unmissable. Admission is free for industry professionals, and a digital marketplace, The Loop, offers year-round access to more than 23,000 curated products.

Nordic Fabric Fair

Dec. 8–9, 2026 | Nacka Strandsmässan, Stockholm

Nordic Fabric Fair returns with a new, expanded format: fashion and function. The relaunch is the result of a collaboration between the fair's founders, Stockholm Fashion District, and Huginbiz, partners of international trade fairs including ISPO and Performance Days.

The new concept, taking place Dec. 8–9 at Nacka Strandsmässan in Stockholm, brings fashion, sport, outdoor, fitness and workwear together for the first time.

Why attend. Organizers describe it as one of the first fairs of its kind, designed to create cross-industry collaboration around sourcing, trends, technology and sustainable innovation. The event is pitched at international textile producers and suppliers alongside designers, buying teams and product managers from across Northern Europe.

Disclosure

Based in Scandinavia, Huginbiz represents international trade fairs and industry platforms across the sport, outdoor, fitness and health sectors, including ISPO, Performance Days and Nordic Fabric Fair. Martin Kössler, Huginbiz founder and CEO, is also a minority shareholder of EDM Publications GmbH.

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