



EUROPEAN
OUTDOOR
WEEK®

MAY 14 - 19, 2026

RIVA DEL GARDA, ITALY



THE PARTNERSHIP

The European Outdoor Group (EOG) and MagNet Group have partnered to launch the first European Outdoor Week, a forward-looking initiative aimed at fostering collaboration, innovation, and growth across the European and international outdoor sectors.



The voice of the European outdoor sector, supporting, representing and promoting the industry at all levels, and through a programme of cooperative projects.

[CONTACT EOG](#)

MagNet

Magnet group operates across different sectors through its print and digital media, as well as through consulting, events, and trade fairs — including the Outdoor & Running Business Days in Riva del Garda.

[CONTACT MAGNET](#)





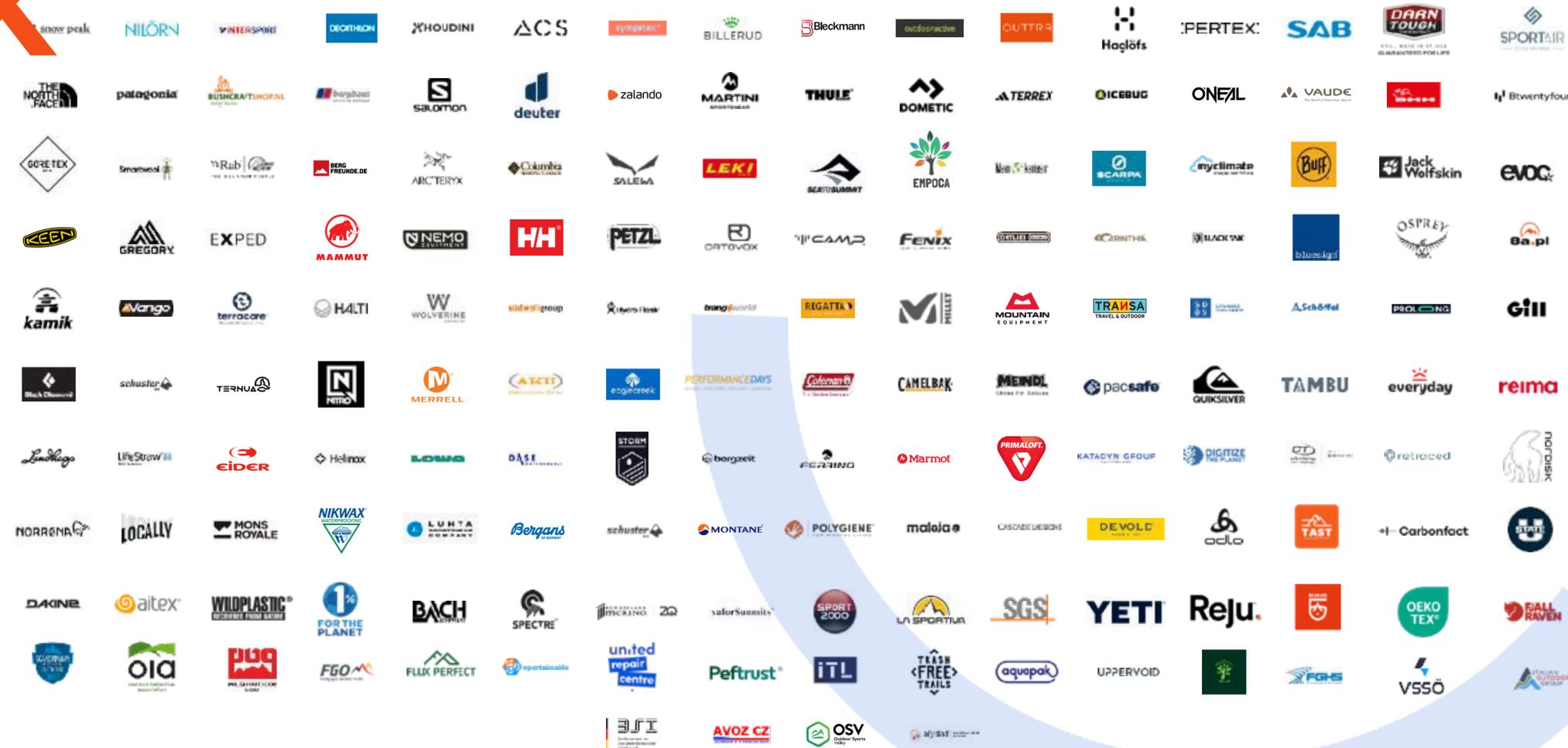
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European Outdoor Group™

THE NETWORK

- The EOG has a global network of over 150 members
- 11 national associations
- Important international partners
- Advocacy and Policy groups
- Educational institutions and charitable foundations



EUROPEAN OUTDOOR WEEK

MAY 14 - 19 2026

From 14-19 May, Riva del Garda and the Garda Trentino area will become the European and international outdoor and running capital, attracting both industry professionals and a large and diverse community of enthusiasts.

The dedicated days for the Outdoor trade show (17-19 May) will be at the heart of the first European Outdoor Week (14-19 May), which will also incorporate the Outdoor Impact Summit (14-15 May), the EOG Assembly (16 May), the European Outdoor Awards (16 May) ceremony, as well as events and initiatives to test product and enjoy the local area.





MAY 2026

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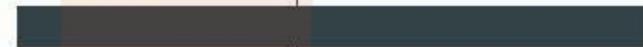
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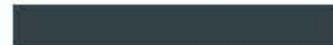
TUES
19



OUTDOOR IMPACT SUMMIT



EUROPEAN OUTDOOR AWARD



EOG GENERAL ASSEMBLY



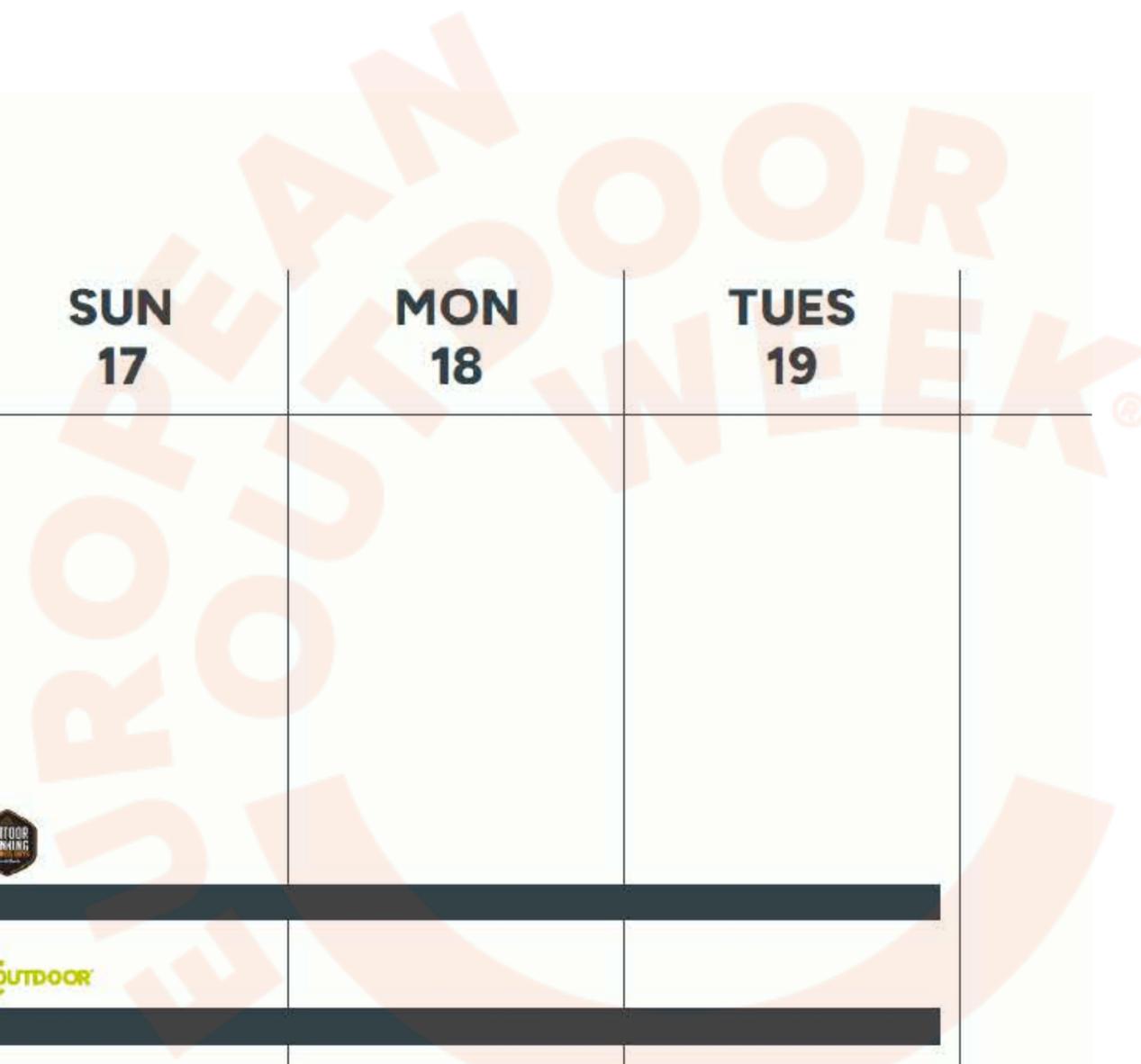
ORBDAYS



OUTDOOR TRADE SHOW



ACTIVATION DAYS





LOCATION

RIVA DEL GARDA

Garda Trentino is a unique destination, where the lake and the mountains meet to offer a wide range of outdoor activities: trekking, trail running, climbing, camping, bike and water sports.

A few steps away lies Arco, world capital of climbing and the location of Rock Master, which completes the offer with excellence outdoor shops. Riva del Garda is a location that combines sport, nature, and lifestyle in an extraordinary setting.

- **OVER 1000 KMS OF TRAILS**
- **24 CRAGS BELONGING TO THE GARDA TRENTINO OUTDOOR PARK**





RIVA DEL GARDA

A STRATEGIC LOCATION

Accessibility and natural beauty: located in the extraordinary Garda Trentino region, Riva del Garda is a strategic location.

This unique destination can be easily reached from cities such as Milan, Verona, Cortina d'Ampezzo and Venice, and is perfectly connected through airports, train stations, and an efficient highway network.





OUTDOOR & ORBDAYS

17-19 MAY 2026

After the Outdoor pause, the EOG has been actively listening to the market's voices: brands, retailers, media, and stakeholders asked for an event closer to the industry's actual needs, which could offer value, emotions, and true connections at the right moment in the calendar (start and middle of May). The focus will not just be limited to product, but will show innovations, previews, and feature storytelling.

Outdoor & Running Business Days has already proved capable of meeting the needs of the Italian outdoor industry. For this reason, it felt natural to build the new International Outdoor trade show starting on this solid platform.

OUTDOOR





OUTDOOR & ORBDAYS

AN INTERNATIONAL SHOW

The format is a combination of product testing, workshops, networking, and training — a dynamic ecosystem where professionals and companies meet to do business, but also to share ideas, projects, and insights on trends and strategies.

The 2025 ORBDAYS concluded with record results, over 3,000 registered professionals, 130 exhibitors and 200 brands, 1,600 retailers representing 600 stores. 80 international buyers participated, from over 10 countries, including Germany, France, the United States, Mexico, Japan, Romania, Slovenia, Austria, Moldova, Ukraine, Spain, the Czech Republic, Croatia, Greece, and Brazil.

The international aspect of the show is further strengthened thanks to the strategic alliance between ORBDAYS and EOG and through ongoing collaboration with national and international associations.





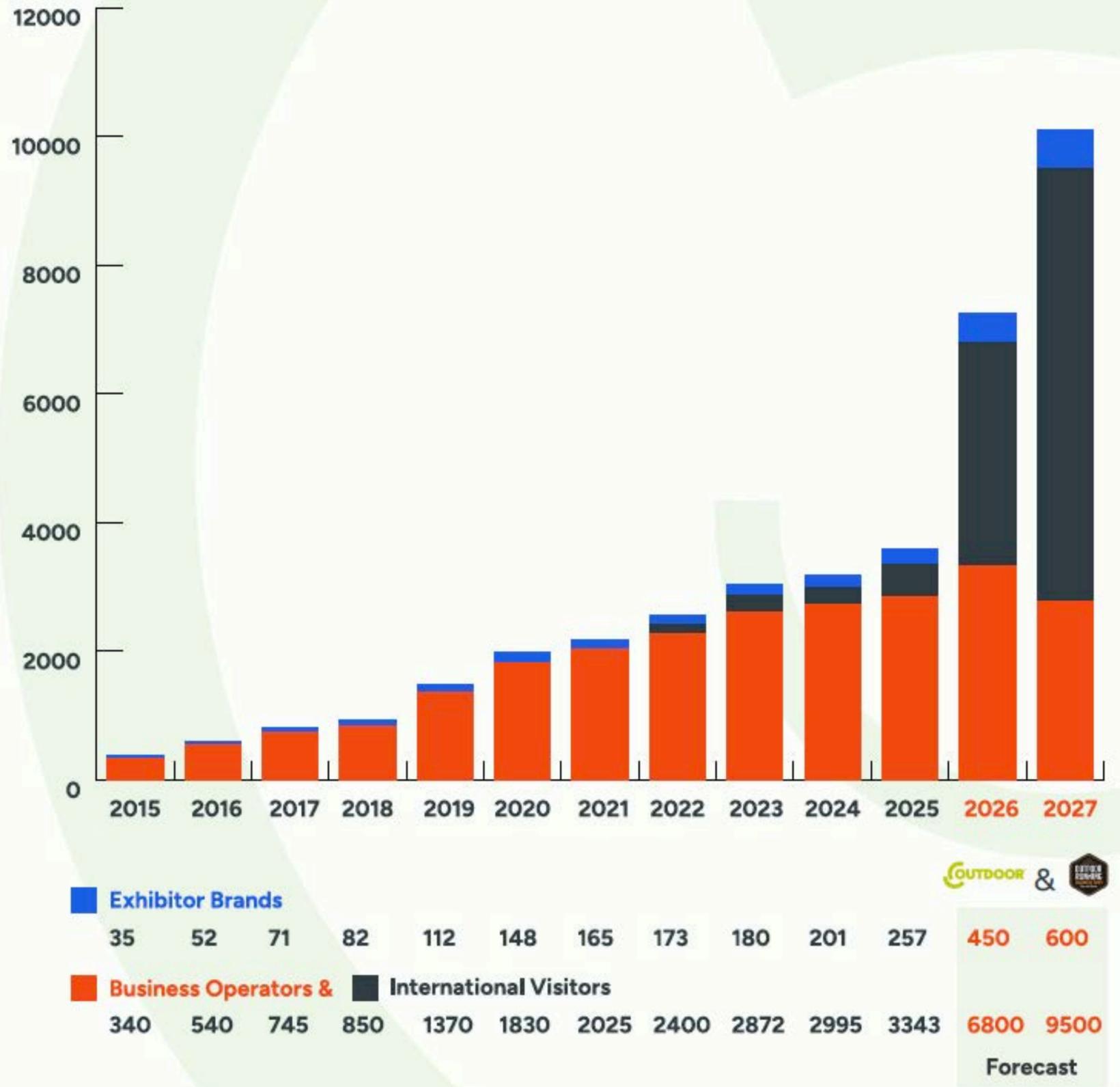
EVENT NUMBERS

CONSISTENT EVOLUTION

Born as a test event for outdoor business operators, ORBDAYS eventually built up as a real trade show, engaging the running industry too and merging business with experiences. It has grown consistently in terms of exhibitors and participants.

+15% - 20%

GROWTH YEAR ON YEAR



**EUROPEAN
OUTDOOR
WEEK®**

PROGRAMME OF EVENTS

RIVA DEL GARDA, ITALY



DAY 1-2

OUTDOOR IMPACT SUMMIT

MAY 14 - 15 2026

After the success of the first edition held in Munich in May 2025, the Outdoor Impact Summit returns on May 14-15 2026, co-organised by MagNet. The event is an international meeting point focused on sustainability, responsible innovation, and social impact, specifically targeted at the outdoor industry yet offering valuable insights and outlooks for any sector committed to responsible transformation.

Over two days, companies, experts, and organisations will share experiences and strategies on key topics such as circularity, biodiversity, environmental policies, and regenerative business models. The programme includes workshops, master-classes, and roundtables designed to foster debate and the co-creation of tangible solutions. There will also be plenty of opportunities for networking and for establishing international collaborations aimed at building a fairer and more sustainable future.



**Outdoor
Impact
Summit™**





HIGHLIGHTS

- 1.5 day programme
- Fantastic location by the water, the Riva del Garda Fierecongressi
- Keynotes, workshops and panel discussions
- Essential for business leaders
- Sponsorship opportunities
- Discounted tickets for EOG members

OUTDOOR IMPACT SUMMIT

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**European
Outdoor
Group™**



**Outdoor
Impact
Summit™**





DAY 3

EUROPEAN OUTDOOR AWARDS

MAY 16 2026

As part of the EOW, the European Outdoor Awards return with a completely renewed format. The awards will stand as the industry's most prestigious recognition, celebrating innovation, research, and technological excellence. The initiative will highlight the most advanced products, materials, and solutions, promoting new frontiers in design, performance, functionality, and sustainability.

More than just an award ceremony, the European Outdoor Awards will also serve as a moment of engagement and inspiration for brands, retailers, technology providers, media, and other industry professionals.

The European Outdoor Awards offer a unique overview of emerging technologies and the trends shaping the future of the outdoor industry.





HIGHLIGHTS

- All new awards programme
- Awards Ceremony and networking evening
- Open to those who attend the European Outdoor Week and Outdoor Trade Show
- Sponsorship opportunities available- contact info@mag-net.it
- Full details coming soon.



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DAY 3

EOG ANNUAL GENERAL MEETING

MAY 16 2026

This gathering represents a unique opportunity for EOG members to engage in strategic discussions, exchange best practices, and collectively shape the future of the European outdoor industry. The EOG Members Meeting provides a structured forum to review organisational priorities, share insights on emerging trends, and strengthen the collaborative networks that underpin our sector.



**European
Outdoor
Group™**





HIGHLIGHTS

- EOG Members meeting
- Specifically for invited EOG members
- Networking opportunities
- Find out more about EOG plans for the year ahead

[CONTACT EOG](#)



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DAY 4-6

OUTDOOR

TRADE SHOW

MAY 17-19 2026

A historic European trade fair and long-standing reference point for the international outdoor industry, Outdoor has been the sector's leading summer-season meeting place for over 30 years. After a pause in 2025, the event returns with renewed energy and a refreshed format, joining forces with the Outdoor & Running Business Days in Riva del Garda to create an even more dynamic, experiential, and forward-looking event.

The relaunch of Outdoor marks the beginning of a new chapter for the European outdoor community — with the goal of building a true hub for connection, innovation, and collaboration that brings together companies, professionals, and enthusiasts in a unique international setting.





DAY 4-6 OUTDOOR & RUNNING BUSINESS DAYS

MAY 17-19 2026

The leading trade fair for the national and international outdoor and running industry has been around with growing success for 11 years (8 of them in Riva del Garda). In 2025 over 200 brands and 3,200 industry operators participated in the event, with a significant representation of international buyers coming from 22 countries.

POWERED BY **MagNet**





OUTDOOR & ORBDAYS

BUSINESS OPPORTUNITIES

SALES & PRODUCTS

An opportunity to kick-start the season and get an overview of what is to come.

A unique opportunity to meet and engage on a global level with brands, buyers, media, and business partners.

A chance to showcase new innovations, product, technologies and campaigns early in the sales cycle.

TEST & EXPERIENCE

Opportunity to test in advance next season's releases with guided tours in dedicated spaces.

Participation of athletes, ambassadors, and relevant people from the outdoors world.

An ideal location to practice any outdoor activity in a breathtaking setting.



WORKSHOP & PANELS

Panels with relevant industry entrepreneurs and representatives.

Workshops on innovative themes for business management.

Roundtables on the outdoor and fashion mix and new trends.

NETWORKING

Valuable opportunity to strengthen the relationship between brands and clients, building strong and long-lasting partnerships.

Possibility to discover new brands and widen one's own value chain.

Opportunity to attend the long-awaited Outdoor & ORBDAYS Party, to reinforce the relationship with the outdoor and running community.



HIGHLIGHTS

- Easy booking process and flexibility for all exhibitors
- A useful and transparent tool for pricing available options
- All inclusive model - no hidden costs
- Continuous and responsive support from the MagNet and RGFG team
- New portal for pre-built stand orders developed with Riva del Garda Fire

[CONTACT MAGNET](#)

OUTDOOR



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ALL INCLUSIVE SHOW MODEL

- Free admission for all visitors / no paid tickets
- No mandatory additional fees for communication, waste tax, or similar charge
- Free accommodation offer for retailers (1 night for 2 guests for every dealer)
- Outdoor & ORBDAYS Dinner and party for all participants (small charge maybe applicable)

Pre-register interest using the links below.

[EXHIBITOR REGISTRATION](#)

[RETAILER REGISTRATION](#)

OUTDOOR



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PRICE EXAMPLES

- Full service start up space mt 2x2 (backdrop + desk + graphics = € 2.000
- Full service stand mt 3x3 (space + walls + graphics) = € 6.500
- Stand 18sqm + pre-set up basic = € 9.270 (€ 7.830 for EOG members)
- Stand 27sqm + pre-set up basic = € 12.330 (€ 10.485 for EOG members)
- Stand 36sqm + pre-set up basic = € 15.390 (€ 13.140 for EOG members)
- Stand 40sqm + pre-set up basic = € 16.750 (€ 14.320 for EOG members)
- Stand 50sqm + pre-set up basic = € 20.150 (€ 17.270 for EOG members)

20% DISCOUNT ON FLOOR SPACE ONLY FOR EOG MEMBERS

[PRICE LIST & ORDER FORM](#)

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DAY 3-6

ACTIVATION DAYS

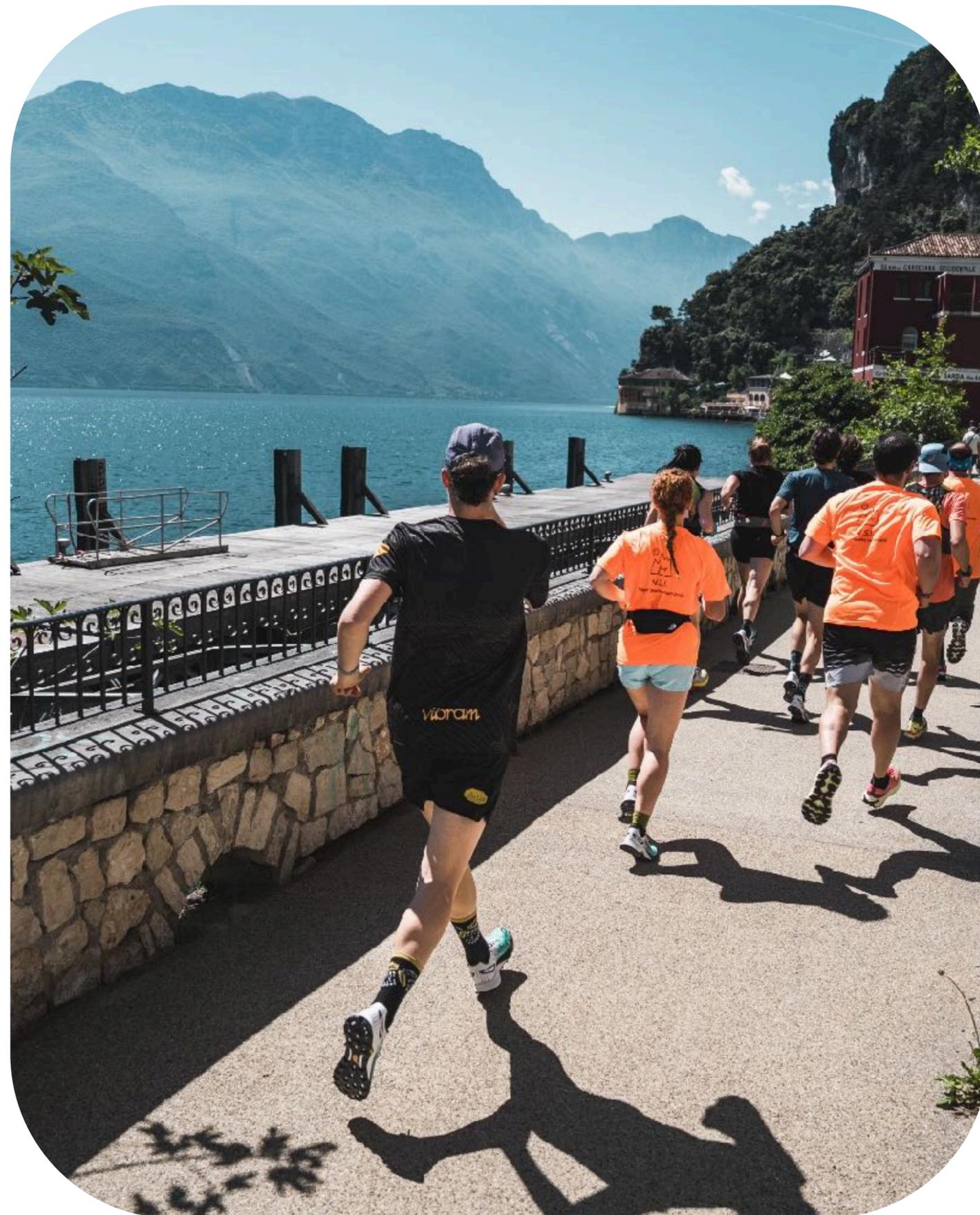
MAY 16-19 2026

Get ready to move, explore, and test the limits at ACTIVATION DAYS – a unique part of ORBDAYS and European Outdoor Week in the stunning surroundings of Riva del Garda.

Hands-On Product Testing: Step into the world of innovation and get first-hand experience with the latest outdoor gear and equipment. Test, showcase, compare, and discover products in real-world conditions.

Activity Sessions: Take part in guided outdoor activities led by experts, or host your own sessions. From Hiking to climbing, maybe even getting on the water... Riva del Garda is your playground.

Networking in Motion: Connect with brands, professionals, and outdoor enthusiasts in an active, energetic environment – where every step, paddle, or climb sparks conversation.





ACTIVATION DAYS SET UP & COSTS

The ACTIVATION DAYS are an opportunity for organisations to showcase new products and initiatives, to provide product for testing or to host activities in the beautiful surroundings of Riva del Garda. We are already collaborating with local organisations to host events — including trail running, trekking, climbing, and biking — that allow brands to connect with key communities, observe and understand consumers, and offer products best suited to their passions.

For European Outdoor Week the area close to the lake and the venue for the Outdoor Impact Summit will host an event village. Close to the centre of town, the lake and with access to the network of local trails this is the perfect location.

Exhibitors can take a space in this area for €1000 per 3mx3m gazebo/popup

For more details and to book space in the Activation Days event village contact MagNet: info@mag-net.it

CONTACT MAGNET





ITALIAN NATIONAL ASSOCIATION PARTNERSHIPS

Building on the long-standing partnership with the Italian Outdoor Group and Assosport and with the invaluable support of other national outdoor associations the European Outdoor Week is dedicated to fostering active collaboration across Europe and internationally.

At the trade fair, dedicated spaces will showcase and highlight the contributions of these associations, recognizing their expertise and input. The event will also offer structured opportunities for meetings and discussions, providing a platform to strengthen dialogue, share strategies, and align visions.



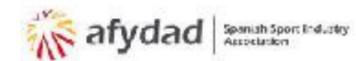
ASSOSPORT
ASSOCIAZIONE NAZIONALE
FRA I PRODUTTORI DI ARTICOLI SPORTIVI





NATIONAL ASSOCIATION PARTNERSHIPS

As an international show for the Outdoor industry we look forward to welcoming and working closely with National Associations from across Europe.





European
Outdoor
Group™

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REGISTER NOW

Registration for the European Outdoor Week 2026 is now open.

EXHIBITORS

Please complete the pre-registration form below for more information and to book space at the show.

[EXHIBITOR REGISTRATION](#)

RETAILERS

Outdoor and running retailers are welcomed to pre-register for the Outdoor and ORBDAYS trade show.

[RETAILER REGISTRATION](#)





**EUROPEAN
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14-19 MAY 2026