



Messe München
International

Connecting Global Competence

ISPO AWARD 2015 ASIAN PRODUCTS FACTS



"The win of an ISPO AWARD has had a very positive impact on sales and promotion of our product and, in turn, our brand. This prize gives the consumer confidence when purchasing the product and strengthens our product range in our goal to be "brand of choice" in the portable power category."

– Vicki Parlour, E-Commerce & Marketing Manager, Powertraveller Ltd

THE MAIN FACTS

ISPO AWARD ASIAN PRODUCTS honoring the most exceptional sports products from brands based in Asia.

1. WHO CAN PARTICIPATE

All sports brands and companies with their headquarter based on the Asian continent (with their product highlights of the season 2015/16).

2. CATEGORIES

In the segments Action, Outdoor, Ski and Performance all sports products can be entered, for example

- Hardware
- Footwear
- Apparel
- Accessories

3. JUDGING

An international jury panel from various sectors within the industry, such as consumers, retailers, designers, marketing, media and sports representatives, evaluate all entries following pre-defined criteria.

There is 1 jury panel per segment. Out of each category 1 GOLD WINNER as well as 2-3 follow-up WINNERS are selected. The ASIAN PRODUCT OF THE YEAR AWARD is subsequently chosen from all GOLD WINNERS.

4. BENEFITS

- ISPO AWARD label
- ISPO AWARD certificate for WINNERS
- ISPO AWARD hangtags or stickers
- ISPO AWARD ceremony
- ISPO AWARD pins
- PR, social media and web communication
- ISPO AWARD trophy for GOLD WINNERS
- Exhibition at ISPO MUNICH 2015
- Identification at ISPO MUNICH 2015
- ISPO AWARD yearbook

5. PARTICIPATION FEE

125 € per application (250 € for non ISPO trade show exhibitors)

75 € Early Bird until November 28th, 2014 (150 € for non ISPO trade show exhibitors)

6. PROMOTIONAL FEE

For the exclusive benefit package above, there will be an additional promotional fee for ASIAN PRODUCTS OF THE YEAR and GOLD WINNERS of 2,500 € (5,000 € for non ISPO trade show exhibitors), WINNERS 1,250 € (2,500 € for non ISPO trade show exhibitors).

7. APPLICATION

www.ispo.com/award

8. DEADLINE

January 9th, 2015

9. CONTACT

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ISPO AWARD 2014 Ceremony



ISPO AWARD 2014 Exhibition



ISPO AWARD 2014 Exhibition



Jury Meeting