



Messe München
International

Connecting Global Competence

ISPO AWARD 2015 PRODUCTS FACTS



"For us, ISPO AWARD is an important sales tool. In every sales conversation the award is a valuable asset which we are proud of. We communicate the ISPO AWARD by using it in our adverts and on our homepage, in mailings, on all product hangtags, etc. Within the sporting goods industry, we see the ISPO AWARD as a kind of benchmark and it gives the winning brand competence and authenticity."

– Melanie Pieringer, Komperdell, Executive Assistant

THE MAIN FACTS

ISPO AWARD PRODUCTS honoring the most exceptional products in the sports industry.

1. WHO CAN PARTICIPATE

All sports brands and companies (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 PRODUCT OF THE YEAR AWARD is subsequently chosen from all GOLD WINNERS.

4. BENEFITS

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



ISPO AWARD 2014 Jury Meeting



ISPO MUNICH 2014



ISPO AWARD 2014 Exhibition