

Nr. 06

Munich, August 29, 2014

Press Release

Corinna Feicht
Projekt-PR Referentin
Tel. +49 89 949-21477
corinna.feicht@
messe-muenchen.de

ISPO AWARD COMMUNICATION

ISPO Wants Your Best Communication Projects

The ISPO AWARD COMMUNICATION is the annual prize awarded by ISPO to sports-related communication projects with a significant impact on the market. This award provides a bundled overview of the best sports marketing to date.

Effective immediately until October 6, 2014, agencies, companies and creative professionals may enter the competition at

<http://applicationaward.ispo.com/Authentication>.

ISPO is well known as the network for innovations in the sports sector. The ISPO AWARD COMMUNICATION is a platform for creative professionals where they can enter their projects for evaluation, gain new inspiration and meet competent partners for collaboration.

A jury consisting of international design and marketing experts will assess all entries at the end of October. The jury will apply criteria such as idea, concept and effect. Successful sports-related campaigns need to attract and excite their target groups, the message has to be target-focused. A very important factor is a goal-oriented selection of communication channels.

Sascha Liebhardt, Dean of the European Business College Munich and member of the ISPO AWARD COMMUNICATION jury, believes that one of the major challenges is clear differentiation: "The interchangeability of sports campaigns complicates clear positioning. The large companies, in particular, have to service a lot of customers at the same time. This is where the smaller companies benefit – the stronger the common denominator, the more excitement can be infused into the campaign design."



Messe München GmbH
Messegelände
81823 München
Deutschland
www.messe-muenchen.de



We are eager to find out whether the ISPO AWARD COMMUNICATION 2015 will go to one of the big players or a niche company. Thanks to the ISPO's communication channels the winners will be able to reach a wide bandwidth of decision makers in the sports industry.

Companies, photographers, agencies or freelancers wishing to have their projects evaluated may register effective immediately. The deadline for entries is October 6, 2014.

For more information on the ISPO AWARD COMMUNICATION please refer to <http://award.ispo.com> and www.facebook.com/ISPOAward.

Messe München International

Messe München International is one of the world's leading trade show companies. It manages around 40 trade shows for capital and consumer goods, and key high tech industries in Munich alone. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade shows by Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in Asia, Russia, Turkey and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role in regards to sustainability: It is the first trade show company to be awarded energy-efficiency certification by the technical inspection authorities TÜV SÜD.

About ISPO

Under its ISPO brand Messe München International offers events and year-round services to the international sports business. The goal of the full-service provider is to offer its customers added value for successful positioning within the international competition. The provided services help customers increase their profitability as well as strengthen personal contacts and business relationships. The services currently include ISPO ACADEMY, ISPO AWARD, ISPO COMMUNITY, ISPO TEXTRENDS, ISPO BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH, ISPO BEIJING and ISPO SHANGHAI offer a comprehensive overview of their respective markets.

