

Nr. 06
Munich, October 15, 2015
Press Release

ISPO AWARD

ISPO Wants Your Best Sports Products

- Entry phase for 2016/2017 has started
- The quality seal for the year's best innovations

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Every year, the ISPO AWARD nominates the best sports products for the coming season. The award acts as a seal of quality providing retailers and consumers with an exciting overview of the most innovative new products from the ACTION, OUTDOOR, SKI, PERFORMANCE, as well as HEALTH&FITNESS segments. Businesses can enter their products in the ISPO AWARD competition effective immediately. The winners will be selected by an independent jury and will receive a number of services. In addition, their products will benefit from exposure to the entire ISPO network with the help of a variety of communication channels.

In mid-January a group of international experts, among them athletes, retailers, designers, journalists as well as consumers, travels to Munich for the ISPO AWARD jury meeting. Their task is to review and evaluate several hundreds of entries and filter out the most exciting innovations.

The coming season's best products are presented to the global ISPO network prior to, during and after ISPO MUNICH. ISPO AWARD winners are included in the official exhibition, receive special exhibit booth identification, are displayed on the ISPO website, included in the press booklet and year book, incorporated into all of ISPO's social media channels and much more.

ISPO established the ISPO AWARD as a seal of quality, identifying the most significant innovations from the wide range of offers available in the ACTION, OUTDOOR, SKI, PERFORMANCE and HEALTH & FITNESS segments.

Effective immediately, businesses can enter their products in the [ISPO AWARD](#) competition. The entry deadline is January 7, 2016. Early bird entry fees expire on November 27, 2015.

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

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

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.