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Press release

ISPO BRANDNEW

Newcomer Platform seeks Innovative Sports Start-ups

- Application phase for 2017 is open
- The Award Helps Newcomers Break into the Market

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As of now, ISPO is launching the search for the Top 50 newcomers within the sports industry. Brands that are newer than four years old and have never been exhibitors before at ISPO can apply up until the 4th of October at www.brandnew.ispo.com. The honor, according to the countless success stories of companies like GoPro, POC, Maloja, On, Naish Kites and Nixon, has proven itself to be highly valuable. All prize winners will be awarded a coveted stand in the ISPO BRANDNEW Village.

Currently, the 2016 winners are experiencing the full effect ISPO BRANDNEW can have when breaking into a market. Philip Osband, founder of Boot Banana and a finalist in the accessories category had this to say regarding his nomination: "For us ISPO BRANDNEW changed everything. At ISPO MUNICH we made so many new business contacts and the media coverage was excellent! I recommend that every sports start-up registers for ISPO BRANDNEW."

The registration for ISPO BRANDNEW 2017 closes on the 4th of October. After which, the independent judging panel - which is comprised of past winners - meets in Munich to determine their successors. Visitors can see which newcomers win from February 5th–8th at ISPO MUNICH 2017 in the BRANDNEW Village.

More information about ISPO BRANDNEW is available at

www.brandnew.ispo.com and on [Facebook](#).

Messe München

Messe München is one of the world's leading trade fair companies. It organizes more than 40 trade fairs for capital and consumer goods and new technologies in Munich and overseas. 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 fairs in China, India, Turkey, Russia, and South Africa. Messe München has a global presence with a network of affiliates in Europe, Asia, and Africa, and more than 60 representative offices abroad serving more than 100 countries.

About ISPO

SPORTS. BUSINESS. CONNECTED. As a global sports business platform, ISPO acts as a partner to the sports industry. The ISPO family of brands includes the largest multi-segment trade fairs for sports business professionals in the world, encompassing ISPO MUNICH, ISPO BEIJING, and ISPO SHANGHAI, the ISPO.COM online news portal together with its own editorial team, and the ISPO ACADEMY, ISPO OPEN INNOVATION, ISPO BRANDNEW, ISPO AWARD, ISPO JOB MARKET and ISPO TEXTRENDS services. By bringing together all of these strands, ISPO is able to offer companies support at every stage of development on the global sports markets all year round—identifying relevant market developments, driving forward innovation, and pooling specialized consumer experts so that guidance on the international markets can be provided.