

Munich, September 21, 2020

Press release

All eyes on your product

Start of the ISPO Award 2021 application phase

- Wanted: New products and innovations of the sports industry
- Application phase: September 28 - December 4, 2020
- The ISPO Award is celebrating its tenth anniversary

Thomas Camsky
Brand Manager
Tel. +49 151 400 722 40
thomas.camsky@messe-muenchen.de

This is the tenth time that ISPO is distinguishing outstanding products and services in the sports industry with the prestigious ISPO Award. Companies from the entire sporting goods industry can submit their new products between September 28 and December 4, 2020. The internationally staffed expert jury judges the products according to a strictly defined catalog of criteria. The well-established seal of quality helps the featured companies attract special attention for their business.

ISPO, the leading international sports business network, presents the ISPO Award every year in recognition of the top products in the sports industry. In doing so, an international and neutral jury of experts made up of media representatives, retailers, athletes, consumers and material experts review several hundred submissions according to certain criteria, such as design, function, sustainability and innovation. Companies from the entire sports industry are welcome to participate, regardless of whether or not they are taking part in an ISPO trade fair.

Franziska Zindl, Head of Awards & Innovation at ISPO, expects a large turnout: "We are expecting more pioneering new products for the ISPO Award 2021 than ever, as many companies have reduced, postponed or even canceled their summer collections due to the coronavirus and are now focusing all of their efforts on the coming season."

In order to offer the innovations an even greater reach, the ISPO Munich 2021 award ceremony will be livestreamed for the first time. This will provide the excellent products with even more international visibility and enable a global audience to tune in live when the latest product innovations receive their awards.

A prize with a big impact

For ten years, the ISPO Award has been the seal of quality in many segments – from outdoors and snow sports to running through to fitness and team sports – signaling innovation, quality and functionality and creating a strong external impact. Winners benefit from the award in several ways: Specialized retailers focus on products that have been distinguished and add them to their upcoming product ranges. For consumers, the award serves as a reason for buying the product, and journalists use it as a source of information when covering the next season's highlights.

The winners also receive a comprehensive communications and benefits package. This includes the ISPO Award label, hangtags and stickers for the product award at the point of sale (POS) along with product features and extensive media presence on the ispo.com news platform, all of which generate additional marketing opportunities with greater external impact at sporting goods retailers and with consumers.

Application period with an early-bird bonus

Companies can benefit from special early-bird rates when submitting their products by November 6, 2020. Exhibitors at ISPO Munich and ISPO Beijing pay only an additional €125 (instead of €325) per product submission with the early bird rate, and €200 (instead of €450) with the regular rate.

Award ceremony at ISPO Munich

The ISPO Awards are presented at ISPO Munich from January 31 to February 3, 2021.

More information on the ISPO Award is available [online](#).

About the ISPO Award

Over the course of its long history, the ISPO Award has established itself as the seal of quality for the sporting goods industry. The award is a year-round guide to products for the coming season and is aimed at retailers, journalists and end customers. At specialist retailers, for example, the seal of quality is identifiable as a label on the products and visible via point-of-sale systems. The international jury is made up of athletes, retailers, journalists, designers and consumers who choose the best sports products after in-depth discussions and a secret vote. The best innovations in each segment are named "Product of the Year" by the specialist jury. The ISPO Award is presented across a total of 80 different categories, reflecting the wide variety of products of the sporting goods industry. The award-winning products can be viewed all year round at ispo.com.

About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai as well as OutDoor by ISPO, the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

Messe München

Messe München is one of the world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors. Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.