

Munich, September 20, 2018

Press Release

ISPO Award: application deadline brought forward to December 2018

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The phase for the submission of applications for the ISPO Award 2019 will start on October 1, 2018. The process is designed to uncover the world's most outstanding products and services in the sports industry. An independent panel of international experts will assess several hundreds of entries against strict criteria. There are some changes compared to previous years, including the fact that this year the application process will end on December 7, 2018.

ISPO will be honoring the best innovative developments in the sports industry for the eighth time with the ISPO Award 2019. The phase for the submission of applications will start on October 1. Companies from the sports industry can submit their applications for their products up until December 7. The award is open to the entire sports industry. The selection criteria are subdivided into the following categories: Innovation, Design, Function, and Sustainability. "The emphasis is on innovation. New ideas and innovative products are what drive the sports market," says David Badalec, responsible for the ISPO Award.

Winners benefit from "label effect" and receive communication services

ISPO Award winners benefit in a number of ways. The award serves as an external quality label for products: it helps sports retailers to keep up-to-date on the latest products each year, journalists get a concise overview of innovative developments worth reporting on and consumers see the ISPO Award as an impartial recommendation from independent experts. The world's leading international sports business network also provides award winners with an extensive package including sales promotion and communication measures.

New: earlier application deadline and jury field tests

"We are constantly working on further developing the concept, picking up on the latest trends and doing everything we can to execute the award process in the

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best possible way for the industry,” Badalec continues. The following changes apply to the ISPO Award for 2019:

- **Deadline:** This year applications can be submitted until December 7, 2018. As such, award winners will be able to start preparing communications earlier once they have been announced at the end of December.
- **Field tests:** a test weekend will also be held in addition to the regular jury meetings. During the two days, the members of the jury will test out products, which cannot otherwise be assessed in a meeting context, for example skiing-related products.

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 chose 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.

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

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 leading exhibitors and organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria,

Press Release | September 20, 2018 | 3/3

Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.