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Press release

ISPO Award OutDoor Edition

Amrei Kommer
PR Manager
Tel. +49 89 949 21406
kommer@ispo.com

New quality seal for outdoor products

- Adapting the ISPO Award for the outdoor industry
- Initial nomination period: April 1 to May 17, 2019

The ISPO Award has become a highly respected quality seal for the sporting goods industry. It helps specialist retailers put together their product ranges and customers make their buying decisions. In connection with OutDoor by ISPO, the coveted award is being adapted specifically for the outdoor industry and its needs. The nomination period for the first ISPO Award OutDoor Edition will run from April 1 to May 17, 2019.

Like the ISPO Award, the new OutDoor Edition will serve as a guide for retailers, consumers and media representatives. The award will recognize the inventiveness of products as well as the conceptual idea and craftsmanship behind them.

Products from all outdoor segments are eligible for the award. The award's categories will extend far beyond classic mountaineering and climbing equipment. Products from other areas that consumers have viewed for years as "outdoor" can also be nominated – including things like camping, trail running, urban outdoor or water sports.

"With the OutDoor Edition, we are systematically refining the concept of the ISPO Award and are moving in the direction of contemporary, consumer-focused communications," said David Badalec, Head of ISPO Business Solutions. "This idea applies to the categorization of the nominated products from the perspective of the future purchaser, judging based on practical criteria and detailed evaluation of the results."

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





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All nominations will be judged on the basis of innovation, design, function and quality. A Gold Winner will be selected in each category according to these criteria. One to two Winners will be named as well. Products that are both exceptional and pacesetting will also be awarded the Outstanding label across all categories. The world's leading international sports business network ISPO provides award winners with an extensive package including sales promotion and communication measures.

The award winners will be selected by an independent international jury made up of specialist retailers, designers, market specialists, journalists, consumers and athletes. The jury will meet for the first time in Annecy, France, after the nomination deadline passes. In addition to a fact-based, technical evaluation, the jury meeting will involve an experience-focused practical test of the products.

The nomination period for the ISPO Award OutDoor Edition will begin on April 1, 2019. The nomination deadline will be May 17, 2019. Special early-bird conditions will apply through April 17.

All information about the award and registration in 2019 is now available [online](#).

About the ISPO Award OutDoor Edition

The ISPO Award has become a quality seal in the sporting goods industry during its long history. The award serves as a guide to products for the coming season and is aimed at specialist retailers, journalists and end customers. At specialist retailers, for example, the quality seal is identifiable as a label on the products and is visible in point-of-sale systems.

The ISPO Award OutDoor Edition will be the outdoor-specific adaptation of this coveted prize. The largest, market-shaping innovations will receive the Outstanding Outdoor label from the professional jury. Other products will be named Gold Winners and Winners. The award-winning products can be viewed all year round at [ispo.com](#). All information about the ISPO Award OutDoor Edition is available [online](#).



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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; 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 exhibition 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, 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.