

Munich, October 1, 2019

Press release

Who will get the gold? Application period for the ISPO Award 2020 has begun

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

- Seal of quality for the sporting goods industry with a strong external impact
- Registration deadline December 6, 2019

For the ninth time, ISPO honors outstanding products and services of the sports industry with the renowned [ISPO Award](#). Companies from the entire sporting goods industry can submit their new products until December 6, 2019. 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. David Badalec, responsible for the ISPO Award, explains: "It is the trendsetting, innovative products in particular that carry the sporting goods market forward – and they often find a special way to make sports more enjoyable. This is one aspect we pay special attention to." Companies from the entire sports industry can submit products – regardless whether they are exhibiting at the ISPO trade fairs.

A prize with a big impact

For many years, the [ISPO Award](#) has been the seal of quality for innovation, quality and functionality with a high external impact in various segments - from health & fitness to outdoor and snow sports. 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, 2019. Exhibitors at ISPO Munich and ISPO Beijing pay only an additional 125 Euro (instead of 325 Euro) per product submission with the early bird rate, and 200 Euro (instead of 450 Euro) with the regular rate.

Award ceremony at ISPO Munich

The ISPO Awards are presented at ISPO Munich from January 26 through 29, 2020. All "Products of the Year" and the "Gold Winner" from official ISPO Munich exhibitors will also be presented during ISPO Munich and ISPO Beijing (February 12 through 15, 2020).

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](https://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.