

The ISPO Award-

Expanded, improved and more international!

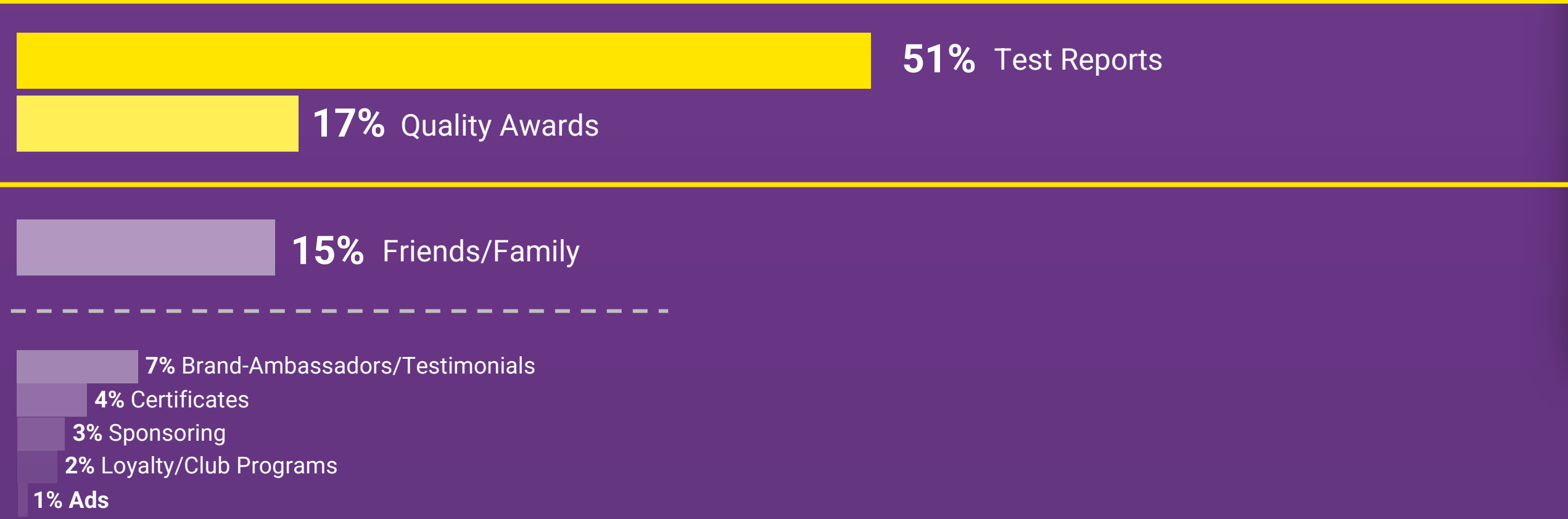
One of the most established awards in sports, the "ISPO Award", has been re-worked from the ground up and is now based at ISPO.com all year round. Due to this strategic positioning, the award will be communicated directly through the wide-ranging, mega-trend-oriented sports medium.



The most important innovation. The ISPO Award now unites an editorial product review article and a seal of quality in one.

How do you generate enthusiasm for a product?

Most consumers are inspired by test reports and credible quality awards. We combine these two driving forces with the revised ISPO Award.



**ISPO
Award**

68%
Source of Inspiration

All year round, easier and with presence at trade fairs.

1



Sign In

Submission and content provision
(possible all year round)

2



Jurymeeeting Part 1 / Preselection

First independent jury meeting:
pre-selection. (4 times a year / no sample
necessary yet / selection only based on the
information from the application
documents)

3



Sample submission

Submission of samples (for
products) or test access or
similar for digital services,
only after a notification.

4



Jurymeeeting Part 2 / Final Decision

Second independent jury
meeting (four times a year)

7



Exhibition at the trade fair

All awarded products and services will be presented
at the trade fair of choice (ISPO MUNICH or OutDoor
by ISPO). Additionally, the award-winning product will
be presented in the accompanying Award Magazine,
which every trade fair visitors receives.



6



Editorial implementation and communication timeline

Our specialized editors will implement the digital
review article (native advertising article) and the full-
page integration in the printed award magazine. The
award winner decides when the communication shall
begin and at which of the two trade fairs the
exhibition should take place.



Nominee-Package

If you don't win an award,
you can book the nominee
package. Find more
information [here](#)

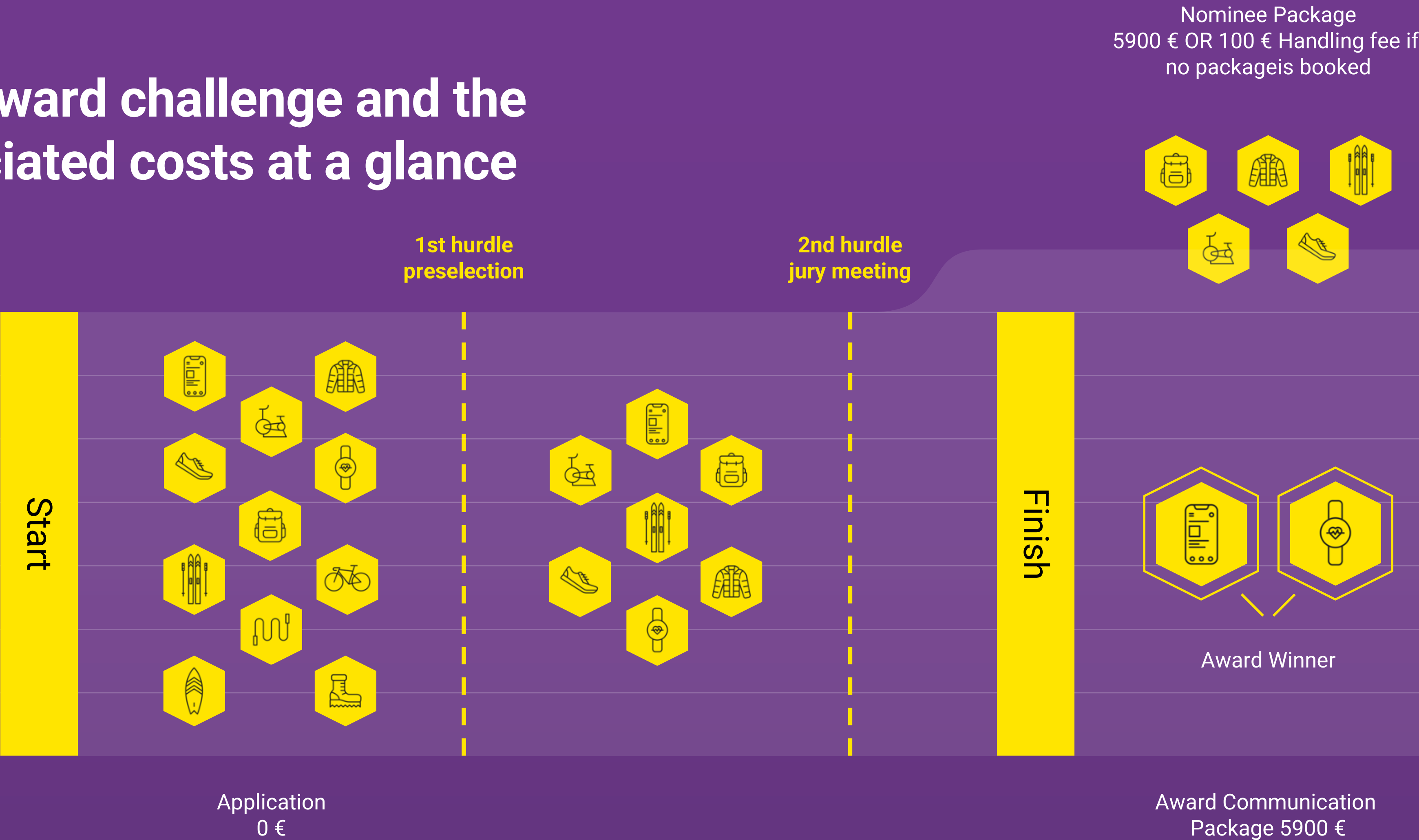
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Notification of Applicants

Shipping of hangtags,
award logo and trophy to
the award winner.

The award challenge and the associated costs at a glance



Timings at a glance

	Application deadline	1. Judging	Jury Meeting	Exhibition
Q2 / 2023	14.04.2023	17.04.2023	05.05.2023	Outdoor by ISPO 2023
Q3 / 2023	08.09.2023	11.09.2023	22.09.2023	ISPO Munich 2023
Q4 / 2023	20.10.2023	23.10.2023	03.11.2023	ISPO Munich 2023

The new judging procedure makes the ISPO Award more credible.

Our independent editors meet quarterly with selected consumer experts from the ISPO Collaborators Club. The probably most desirable title "**Approved by Consumer**" is thus secured through the participation of our community. This helps with the sell-in.

The award procedure is standardized and enables an objective evaluation.



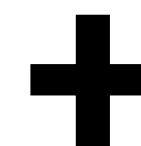
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Author



Dr. Regina Henkel
Author



Dr. Martina Wengenmeir
Author and coordinator



The consumer award „Public Choice“

The entire community of the ISPO Collaborators Club selects the most outstanding in the run-up to the two trade fairs and thus bestows the coveted "Public Choice Award".

Approved by Consumer

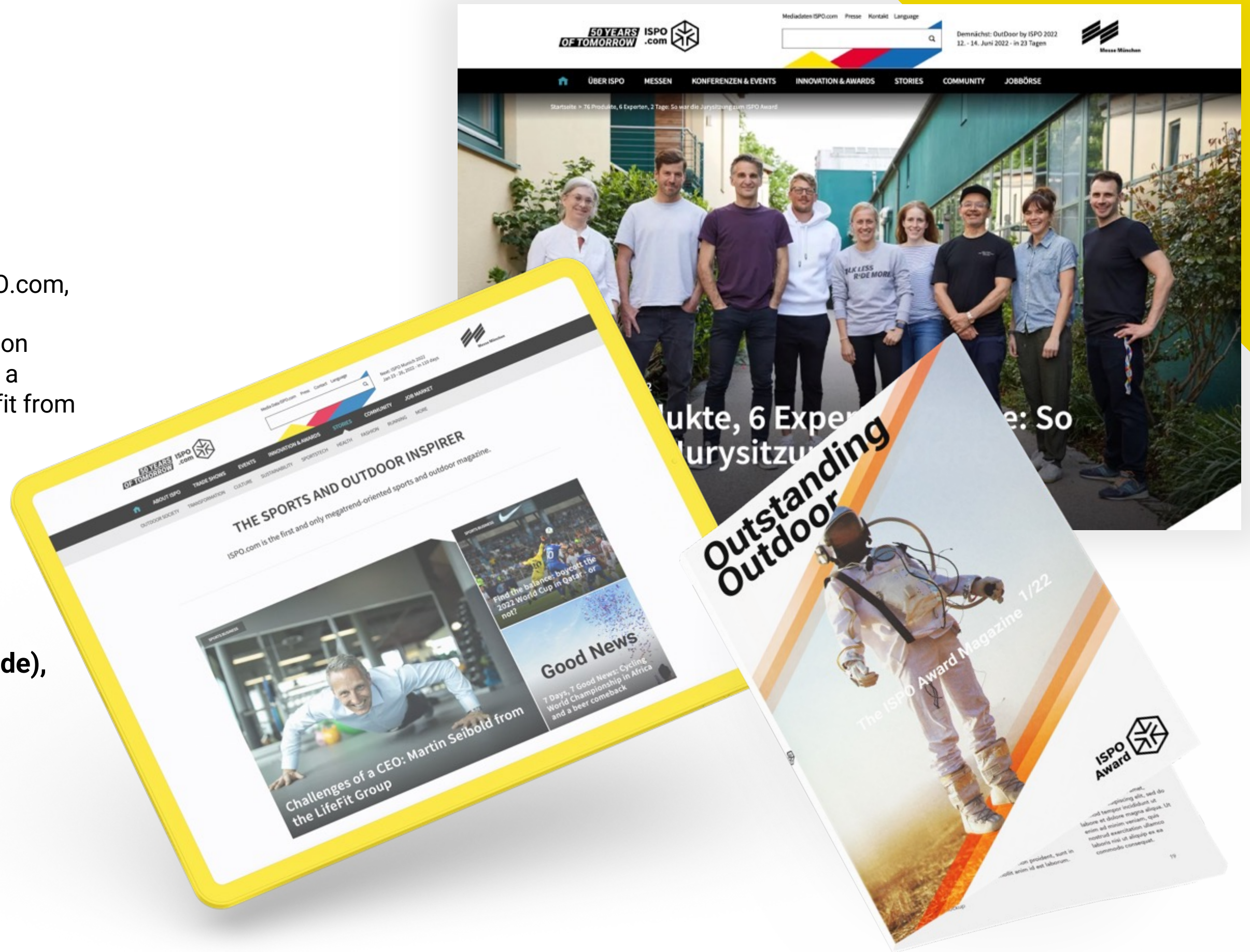


Der ISPO Award has a bigger reach

Each award product receives its own product review article on ISPO.com, which, in addition to the organic reach of ISPO.com (over 300,000 uniques per month), is amplified in reach through content distribution close to the target group. All ISPO Award winners will be shown on a landing page on ISPO.com for a whole year. Additionally, you benefit from our active press work and a high level of media interest, as well as special attention from retailers and consumers.

- **Over 300.000 Unique Users in a month**
- **Additional reach close to the target group through integrated content distribution**
- **Showcase in the new ISPO Award Magazine (Buyer's Guide), which i.a. every trade fair visitor at ISPO Munich and OutDoor by ISPO receives.**

Top 5 countries by traffic



One package – all inclusive

All award winners receive a wide-ranging communication package which must be accepted in a binding agreement for 5,900 euros.

Alternatively, non-winners can book the nominee package.

Application for the ISPO Award	free
Handling fee for applicants who do not receive an award after participating in the second judging procedure and do not book a nominee package	100€
Promotion fee for awarded products Winners receive an extensive communications package and reach	5.900€ **
Nominee Package	5.900€

** Important: If you don't win, you only pay the handling fee of 100 euros.
This does not apply when booking the nominee package.



Your benefits as an award winner



Award Label

Each award winner receives their own award label for placement in print and web, e.g. B. Social Media, Advertising, POS/Displays, Website, Email Signature, Lookbook.



ISPO.com Review article

Each award winner receives their own review article on ISPO.com, the reach of which is increased in addition to the organic reach via target group-oriented content distribution. The article appears in three languages (DE, EN, FR).



The trophy

ISPO Award Winners will receive a trophy in a subtle but high-quality design with the inscription of the brand and the product name - a figurehead for every brand.



Hang tags and stickers

Winners will receive print files for product stickers and hang tags which may be attached to winning products.



ISPO Award Magazin

All award-winning products and services will be published in the new ISPO Award Magazine.



One communication package, no hidden costs

Registration is possible all year round and the jury meeting takes place four times a year.



Public Choice Award

Participation in the Public Choice Award is optional and without additional costs. It is possible at ISPO Munich and OutDoor at ISPO.



Award exhibition at the fair

You can choose whether your awarded product should be exhibited at Outdoor at ISPO or at the nominee area at ISPO Munich

[Learn more](#)

Benefits of the nominee package

Nice alternative for non-winners: the nominee package. If you have cleared the first jury stage and failed the second, you can book the nominee package, which has the following advantages:



**One communication package,
no hidden costs**



ISPO.com Review article

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[Learn more](#)

Overview of the ISPO Award benefits

Benefit	Winner	Nominee
ISPO Award Label	x	
Award ceremony in a ISPO.com Native Article With a review report (similar to test report) DE/EN/FR	x	As native advertising without award ceremony (only on request, for a fee)
ISPO Award Exhibition at the next ISPO event (ISPO Munich/OutDoor by ISPO)	x	x
ISPO Award Magazine Feature (distributed to visitors of ISPO Munich and OutDoor by ISPO)	x	x
Trophy	x	
Hang tags or Product Sticker (Layout only)	x	
Participation in the Public Choice Award (for ISPO Munich & OutDoor by ISPO)	x Additional Public Choice Award win possible	
PR measures (press release, etc.)	x	
Consideration for editorial specials (Editor's Choice, Buyer's Guide, etc.)	x	



Best case example „Ortovox Litric“

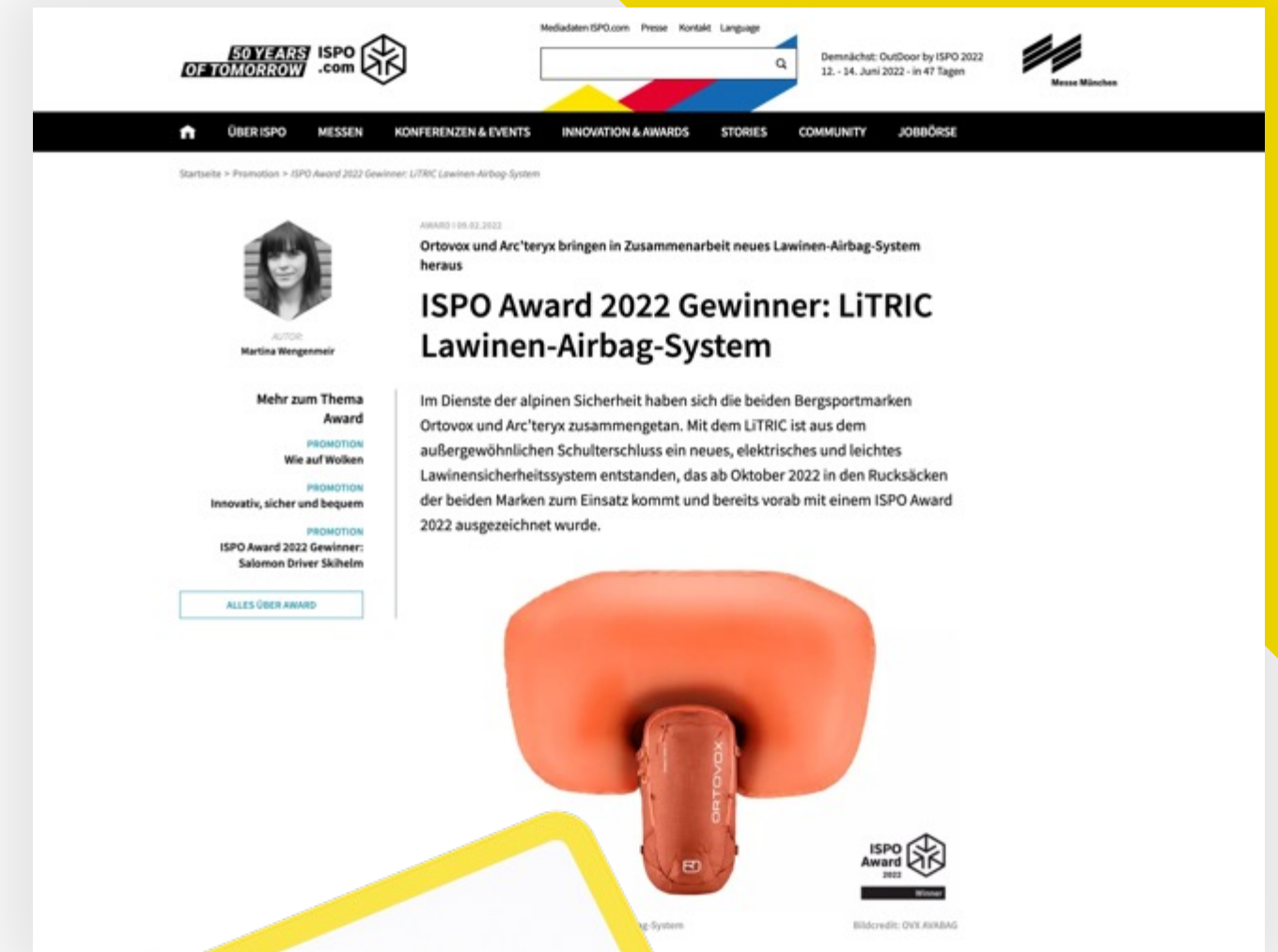
This is how you can optimally use the revised ISPO Award and the associated high flexibility and reach.

- ✓ Innovative product wins award
- ✓ After the expiration of the embargo and in time for the global launch event, the digital and perfectly prepared article will be published (Sell In Support))
- ✓ Inclusion of the award win in the customer's own communication.
- ✓ Top Google Visibility. The first 4 days on Google page 1 position 1.
- ✓ Magazine and trade fair presence at ISPO Munich 22 as an additional boost.

Our tip: Use the award purposefully with all its communicational components for sell-in and sell-out support.

High reach

**More than 5000
readers of the target
group in the article
after the first
2 weeks**



Learn more

Contact

If you have any further questions, please do not hesitate to contact us.



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