



Hardgoods Product.

Product Basic Information.

(1) Is the brand you are applying for registered as exhibitor at an ISPO trade show?

- No
- Yes (please provide hall and booth number)

Have you applied for the ISPO Brandnew competition as well for 2018?

- No
- Yes

(2) Product description - short
(120 characters)

(3) Product description - long
(450 characters)

(4) Retail price to consumers in eur (estimated)- enter a number with two digits behind the point e.g. 1000.00

(5) Target group and intended usage
(100 characters)

(6) Why does your product deserve an award?
(150 characters)

(7) In order to avoid early communication measures after ISPO Munich from our side, please tell us which month your brand will start the B2C communication for the submitted product?

- B2C communication will start in:
- B2C communication already started as product is already available

(8) In case of being awarded would you agree with your product being shown at the ISPO Award exhibition at ISPO Beijing (January 24 - 27, 2018)?

- Yes
- No

(9) In case of being awarded would you agree with your product being included in the ISPO Award roadshow (B2B trade shows) in China?

- Yes
- No

(10) Herewith we waive the return of this product after the prize-giving ceremony. If you agree, your product(s) will become the property of Messe München after the prize-giving ceremony.

- No, we like to have the product(s) back.
- Yes, you can keep the product(s).

Product criteria.

1. Innovation.

(11) Please describe the main innovation(s) of the product in one simple sentence.

(100 characters)

(12) What were the predominant reasons that led to the innovation of your product (big idea)?

(350 characters)

2. Design.

(13) Please describe how the innovation mentioned above was implemented in the product's design. (What is the design concept in general, the effect on selected materials and the design criteria relating to engineering and manufacturing of this specific product?)

(350 characters)

3. Function.

(14) What new opportunities will arise for the target group or what problems are solved by your development (also in regards to direct competitors)?

(350 characters)