



# Apparel Products.

## Brand Basic Information.

### (1) ISPO Exhibitor

Is the brand you are applying for registered as exhibitor at OutDoor by ISPO and/or ISPO Shanghai?

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

## Product Basic Information.

### (2) Product Description - Short

Define your product in maximum 120 characters

### (3) Product Description - Long

Define your product in maximum 450 characters

### (4) Product range specifications

Please enter cut (Kids, Female, Male, Unisex or specific female and male), sizes (International sizes for Apparel (e.g. S,M,L) and UK sizes for Footwear (e.g. 8.5 to 12)), and colors of your product.

### (5) Retail price

Please enter the estimated retail price to consumers in EUR.

### (6) Target group and intended usage

Define this two key factors in maximum 150 characters.

### (7) Award viability

Define why your product deserves an award in maximum 150 characters.

### (8) Product Focus

Please choose the OutDoor by ISPO focus topic that fits the most for your product.

- Sustainability
- Women's Product
- Kids' Product
- Outdoor Lifestyle Product
- Digital Integration
- None of the above

### (9) Start of B2C communication

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

### (10) OutDoor Edition of ISPO Award exhibition at ISPO Shanghai

In case of being awarded would you agree with your product being shown at the OutDoor Edition of ISPO Award at ISPO Shanghai (July 5 - 7, 2019)?

- Yes
- No

### (11) Return of the product

Herewith we waive the return of this product after the prize-giving ceremony at OutDoor by ISPO 2019.

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

OutDoor Edition of ISPO Award  
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## Product Criteria.

### 1. Innovation.

**(12) CONCEPT:** What is the “big idea” and which technical, functional or aesthetic innovations distinguish this product?  
(max. 250 characters)

**(13) USED TECHNOLOGIES:** What are the reasons for the selected materials and production technologies?  
(max. 250 characters)

### 2. Design

**(14) DESIGN / HAPTIC / LOOK & FEEL:** What is the product’s design concept?  
(max. 250 characters)

**(15) ENGINEERING / MANUFACTURING:** What are the design criteria relating to engineering and manufacturing of this specific product?  
(max. 250 characters)

### 3. Function

**(16) FUNCTIONAL ASPECTS OF MATERIAL AND FIT:** What are the main features of the materials that ultimately define the final product (e.g. water resistance, breathability, durability, elasticity, etc...)?  
(max. 250 characters)

**(17) LEVEL OF IMPROVEMENT / BENEFICIAL ASPECTS:** What wellbeing and/or performance benefits does the product have for the user?  
(max. 250 characters)

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