



Hardgoods 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 exhibition 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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Messe München

Connecting Global Competence

Product Criteria.

1. Innovation.

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

(max. 150 characters)

(13) What were the predominant reasons that led to the innovation of your product?

Describe the big idea. (max. 350 characters)

2. Design

(14) 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?

Please describe how the innovation mentioned above was implemented in the product's design.

(max. 350 characters)

3. Function

(15) What new opportunities will arise for the target group or what problems are solved by your development?

Describe it also in regards to direct competitors.

(max. 350 characters)

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