



APPAREL QUESTIONNAIRE

(1) Is the Brand you are applying for registered as exhibitor at an ISPO Trade Show?

in which hall will you be?

HAVE YOU APPLIED FOR THE ISPO BRANDNEW COMPETITION AS WELL FOR 2016?

(2) PRODUCT DESCRIPTION - SHORT

120 characters

(3) PRODUCT DESCRIPTION - LONG

450 characters

(4) Retail price to consumers in EUR (estimated)

(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?

1. Innovation

(8) CONCEPT

What is the "big idea" and which technical, functional or aesthetic innovations distinguish this product?

250 characters

(9) USED TECHNOLOGIES

What are the reasons for the selected materials and production technologies?

250 characters

2. Design

(10) DESIGN/HAPTIC/LOOK & FEEL

What is the product's design concept?

250 characters

(11) ENGINEERING/MANUFACTURING

What are the design criteria relating to engineering and manufacturing of this specific product?

250 characters

3. Function

(12) 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...)

250 characters

(13) LEVEL OF IMPROVEMENT/BENEFICIAL ASPECTS

What wellbeing and/or performance benefits does the product have for the user?

250 characters

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If you have any questions, please contact the ISPO AWARD organisation.