



Launched during ispo winter 2007, the ispo Boardsports Award aims to identify and honour the most innovative products in the boardsports industry and to acknowledge the company's efforts in advancing both sports and industry. All winning products will be exhibited in a designated area within the ispo winter 08 tradeshow to provide visitors with an overview of the most exciting and outstanding products for the selling season 2008/09. The winners of each category are automatically shortlisted for the European Snowboard Industry Awards presented by ispo, EuroSIMA Mountain Division and Boardsport SOURCE Magazine.

The 2008 edition of the ispo Boardsports Awards will see two new categories: Safety Gear & Kids Products. For further description of the categories & winning criteria, please see below.

Categories

1. Hardgoods

Thanks to constant developments in the hardgoods sector riding gradually becomes safer, more controllable and thus more fun. Small adjustments & finetuning for certain terrains or complete new technologies – the hardgoods industry has been and remains the driving force in advancing snowboarding year after year.

2. Outerwear/ Technical Apparel

Since day one snowboarders took advantage of outerwear & apparel to clearly distinguish themselves from traditional winter sports. Adding today's high requirements on functionality & fit, it gets clear that snowboard outerwear & apparel is the main trendsetter when it comes to blend style, function and comfort.

3. Accessories

Accessories are an essential, often multifunctional part of each rider's equipment, be it technical features assisting us in our mountain adventures or voguish gimmicks making off-piste life more colourful. The award is to honour the company providing the market with the most serviceable, innovative and stylish accessory of the selling season 08/09.

4. Safety Gear

Enjoying huge airtime or steep descents both makes safety gear a mandatory issue to consider. Helmets, spine protection, backpacks or avalanche transceivers – all have helped saving lives and pushing our limits further.

The winning product will need to unite protection, comfort and user friendliness with innovation and functionality to get hold of this trophy!

5. Special Award of the Jury: Kids' Products

Keeping in mind that kids are the foundation of future growth to our youth-driven industry, low sales numbers among kids' products signalize a need for action. The Best Kids' Product Award acknowledges the company with the most innovative kids' product for the selling season 08/09, matching the current needs of the kids' market in terms of functionality, design, pricing and marketing activities.

The jury's criteria

1. Function / Quality / Technical solutions
2. Innovation
3. User-friendliness / Serviceability
4. Design

Members of the jury

Tatjana Bruss, Owner Chicas
Trey Cook, Editor in Chief Boardsport SOURCE Magazine
Kay Plonka, Streetwear Today
Florian 'Cepten' Bauer, Munchie Konsilium

Elias Woolverton, Editor in chief Snowboarder MBM
Remy Forsans, Vice-President EuroSIMA
tba, Goodstuff
David Badalec, board_ispo community manager

Please send the filled out application form, a press release, product photo and product sample to:
Messe München GmbH - ispo Boardsports Award - Herr Andreas Ernst – Messengelände - 81823 München
ernst@ispo.com – Tel.: +49 (0) 89 949 30157 – Fax: +49 (0) 89 949 97 30157

Deadline is on Friday, January 11th, 2008. The jury will meet on Monday, January 14th

1. Innovation:

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2. Function / Quality / Technical solutions:

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3. User-friendliness / Serviceability:

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4. Design:

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Please note that the Awards are primarily based on innovation, items that have features that are already available on the market will be automatically disqualified. Winners may communicate their ispo Boardsports Award success ONLY with that specific product which won the award. The winning products and the prize giving ceremony will be presented to international media at the:

Ispo On Snow Preview in Garmisch Partenkirchen on Friday January 18th 2008. Furthermore, the five category winners will make up the shortlist for the **ispo Product Innovation of the Year** to be awarded at a glamorous ceremony during EuroSIMA's Mountain Division Gala Event. Please note that all products will be sent back Cash On Delivery after the ispo show. In order to standardize the applications, we ask you to insert all the information in the form itself, and to respect its format (i.e. number of lines).

Date/ Signature/ Company stamp