



The European Ski Award is the international prize created to highlight the best ski innovations of winter 2008/09. The products are going to be judged by an international jury in **6 categories***:

Categories

1. Hardware
2. Ski Boots
3. Ski Bindings
4. Skiwear
5. Nordic
6. Others**

The jury's criteria

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

The jury will comprise the following members:

Presidents: Christof Schellhammer and Wolfgang Pohl
Rita Balon // Freelancer DSV Aktiv, Germany
Klaus Polzer // Chief editor Skiing, Germany
Toni Brey // Chief editor Bergstolz, Germany
Olaf Beck // Chief editor Planet Snow, Germany
Rainer Bommas // Chief editor Sport und Mode, Germany
Laurent Belluard // Skieur, France
Wolfgang Greiner // Chief editor Ski Presse, Germany
Florian Schlecht // Ski Presse, Germany
Erlend Sande // Chief editor Fri Flyt, Norway
Marten Pettersson // Aka Skidor, Sweden
Christoph Ebert // Research on functionality of sport equipment (TU Munich), Germany
Florian Schmidt // skiMAGAZIN, Germany
Petra Griesel // ski_ispo
Markus Hefter // ski_ispo

Please send filled in application form, press release, high resolution product photo, company's logo and product sample to:

**Ispo
European Ski Award
Herr Valentin Ramser
Messe München GmbH
Messegelände Tor 1
D-81823 München**

Deadline for delivery is Monday, January 7th, 2008.

The jury will meet on Thursday, January 10th, 2008.



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.**

Presence to the event will be mandatory for winners.

If you have any further questions, please do not hesitate to contact us at any time under phone +49 (0) 89 949 30167, Fax +49 (0) 89 949 97 30167, or e-mail

ramser@ispo.com

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. Furthermore, 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).

The participant bears all costs for the delivery of the products to the jury meeting and the exhibition. Please send the products in a reusable package. Products which are not in the final of the award will be returned during the trade fair directly at your booth if possible otherwise it's the participants responsibility to arrange a collection. Products from the final round will be returned on the last day of ispo winter 2008. Products that could not be returned during the show have to be collected from our office or will be sent back at the participant's expense after the show.

The participant is responsible for possible damages or additional costs. The organiser does not contract insurance for the sent in products. We propose the participants to contract a transport and exhibition insurance themselves - especially for transport, damage and theft.

* Please note that the jury reserves itself the right to modify these groups

** For products not matching to the other categories



- Application form

FAX: +49 (0) 89 949 97 30167

Please send us the completed form, a press release, a digital product photo, a digital company logo and product sample to:

Ispo, European Ski Award, Herr Valentin Ramser,
Messe München GmbH, Messengelände Tor 1, D-81823 München

Company: _____ **Contact:** _____

Address: _____

Phone: _____ **E-mail:** _____

Website: _____ **Booth's number:** _____

Product Name: _____

Product category: 1 2 3 4 5 6 **explain:** _____
(circle the one that applies)

Product description: _____

Innovations: _____

Function / Quality / Technical solutions: _____

User-friendliness / Serviceability: _____

Design: _____

Winners may communicate the European Ski Award success ONLY with that specific product which won the award.

Date/ Signature/ Company stamp