



Again in 2009 the ispo Boardsports Award will be presented at ispo winter for the third time. This year the manufacturers and brands of the boardsports industry are once again invited to send us their most innovative products for the 2009/10 winter season. In the last few years and months many brands have put much effort into exciting developments and we would like to award the best ones with the ispo Boardsports Award 2009. This trophy will be awarded in five categories. Due to the growing importance in the boardriding industry, the category Kids' Products is now a regular element of the award. The special focus this year is on the category with the topic 'Travel'.

The winners of these categories will automatically be nominated for the ispo Product of the Year, which will be awarded at the EuroSIMA Mountain Division Gala Event in Garmisch Partenkirchen. The winning products will be presented to the visitors of the ispo winter 2009 at the Shop Summit area in hall A1.333.

## **Categories**

### 1. Hardgoods

Due to the permanent developments in the hardgoods sector riding gradually becomes safer, more controllable and thus more fun. Small adjustments and fine-tuning for certain parts or complete new technologies improve and stabilize riding. We are looking for smart innovations with unique functions, technical solutions or quality in detail never seen before in the hardgoods market.

### 2. Outerwear/ Technical Apparel

From the very first day snowboarders took advantage of outerwear and apparel to clearly distinguish themselves from traditional winter sports. Adding today's high requirements in functionality and fit, it becomes obvious that snowboard outerwear and apparel is the main trendsetter when it comes to blend style, function and comfort. The Boardsports Award Jury is searching for new designs and developments which are more functional, have improved user friendliness and serviceability. The design aspect should always be kept in mind.

### 3. Safety Gear

Enjoying huge airtime or steep descents both makes safety gear a mandatory issue to consider. Helmets, spine protection, avalanche transceivers or backpacks: 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 receive the award.

### 4. Kids' Products

Kids are our future. Not just in every day life, but in particular in the youth-driven boardsports industry. A growing number of brands and industry leaders now understand the importance of connecting young kids with the spirit of the boardriding industry. The ispo Boardsports Award supports this development and highlights products, materials and campaigns geared towards kids on slopes. Be it hardgoods, apparel, accessories or safety gear, all products considered for this awards need to reflect the specific requirements for the young riders.

### 5. Special Award of the Jury: Travel

Travel is keeping the dream alive. Whether weekend warriors hitting the close slope or pros travelling the globe for those magic moments, travel gear is our constant companion. This year's special category is asking for those products that assist us in chasing our dream. No matter if it's a super-size backpack to fit a months luggage, a boardbag protecting our gear of choice or that super-comfy application that makes travelling the ease it should be. All products will be evaluated after the juries' criteria and will get us motivated to hit the road again.

## **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

**Sebastian Gogl**, Editor in chief Snowboarder MBM

**Danny Burrows**, Editor in Chief Onboard

**Anke Eberhart**, Product Editor Pleasure Mag & Spare  
Magazin

**Remi Forsans**, Vice-President EuroSIMA

**Florian 'Cepten' Bauer**, Munchie Konsilium

**Sven Horstmann**, General Manager Planet Sports

**Jens Gramer**, 58 – Fifty-Eight

**David Badalec**, board\_ispo community manager

**Please send the filled out application form, a press release, product photo and product sample to:**

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**Deadline for delivery is on Friday, January 16th, 2009.**

The jury will meet on Monday, January 19th.



**1. Innovations**

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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 on Friday January 23rd 2009.**

The participant bears all costs for the delivery of the products to the jury meeting and the exhibition.

**New:** Additionally there is an participation fee of 60€ per participant to cover the arising expenses!

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). You will get a confirmation for your product that we receive.

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Date/ Signature/ Company stamp