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### **ispo Awards 08 honor trends and innovations from the ski, board, and outdoor segments**

ispo not only is the world's largest sporting goods trade show, but also a stage for trends as well as an innovation driver. As in prior years many exciting new products are expected to be unveiled at the ispo winter 2008.

The ispo honors the most innovative new developments with a number of awards. The Ispo Outdoor Awards, European Ski Awards, and the ispo Boardsports Awards are divided into several categories, such as Outerwear, Hardware, Safety Equipment, or Accessories. The submitted products are judged by an international jury according to the criteria Function/Quality, Innovation, User Friendliness, and Design.

The winning products are introduced to the international press at the ispo on snow Preview, as well as exhibited at the ispo winter 08 from January 27th to the 30th, 2008.

More details as well as all entry forms are available for download on the internet pages of each of the different sports communities.

### **Runner's World ispo Award presents the latest running innovations**

The running\_ispo covers one of the largest product segments in sports. Since summer of 2002 the Running Community has shown the world what is happening - and since summer 06 the same applies for the Triathlon segment. In cooperation with the ispo, Runner's World Magazine, an official media partner of the ispo winter 08, will once again present the Runner's World-ispo-Award for extraordinary products from the running segment. The award will be presented in the following categories: Running Footwear, Running Apparel, and Running Accessories.

The editors of Runner's World asked a jury of professionals, consisting of sports retailers, material experts, and athletes, to make their selection. The award will be handed out during a presentation at the Runner's World Action Point at the ispo.

The jury will make its selection according to criteria such as extraordinary innovation of the product, high degree of practical application, high potential for successful sales, relationship with successful product lines, or the product is in itself a advancement of a tried and true concept, positive cost-performance ration for consumers, extraordinary design, innovative use of materials and manufacturing method, as well as high durability and high quality finish.

More information is available from Jose Moreno-Tapia, e-mail: [jose@ispo.com](mailto:jose@ispo.com)

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### ispo Metropolis - where Boardsports blend with Music, Art & Lifestyle

At the heart of Boardsports is the desire to push creative limits within specific environments. Whether that is taking on the challenge of steep mountains, taking in the spirit of the surf, or taking apart the rules of an urban concrete maze. A world where there are no limits to the imagination. To reflect that fusion of energy and individuality, ispo has created a new brand platform - **Metropolis**, that echoes the beat of the Boardsports lifestyles emerging from influential cities around the world.

Covering more than 2000sqm, **Metropolis** combines the urban influences of established & to-be-discovered, cutting edge brands from Boardsports culture with relevant artists and music in an interactive and inspiring area. Participating brands profit from the clean and low-cut booth systems in the centre of hall A2 that put an emphasis on product display and authentic brand presentation.

All-inclusive packages starting already at 2000 Euro, to make exhibiting as easy and effective as never before. The package price includes everything you need to start your ispo presentation in front of 60.000+ visitors: walls, storage rooms, apparel racks, electricity socket and light are all included. You are even provided a fridge to share a cold drink with your visitors!

To completely showcase the spirit of the Boardsport Streetwear segment, **Metropolis** partners with famous Spacejunk Gallery. This widely known Board Artist Gallery with branches in Sydney, Bayonne & Grenoble showcases some of the most outstanding international artists emerging from Boardsports culture. Painting, graphics, photography & sculpture - Boardsports artists have always been a creative hub, inspiring the whole industry. A joint music system creates a relaxed, yet professional and natural work atmosphere.

Throwing in just the right amount of action and engagement is a nice Miniramp contest organized by Volcom, including its infamous life gigs at the flat of the ramp.

There is only limited space available to participate at **Metropolis**. Join today the list of cool brands at the first-ever **Metropolis** at board\_ispo and maximize your exhibit benefits without the challenges of having to organize every element of exhibit set-up yourself. There's no more convenient and cost-effective way to reach your target customers.

**To receive more information on the Metropolis platform, please visit [www.ispo.com](http://www.ispo.com) or get in direct touch with David Badalec: [david@ispo.com](mailto:david@ispo.com).**

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**snow ice & rock summit 08: industry meeting for the outdoor, ski, and backcountry scene**

Following a successful premiere at the ispo winter 07, the snow ice & rock summit will rings in its second round at the ispo winter 08. Next January, an area of more than 1,700 square meters will be set aside for the industry's largest meeting place for the outdoor, ski, and backcountry segments. During the four days of the trade show, hall A6 will host presentations and discussions of the associated trends and issues; an attractive event program will round out the summit.

Among the many program highlights of the snow ice & rock summit 2008 are the DAV Boulder Cup, the Outdoor Fashion Show, as well as industry-related presentations and panel discussions on the topics of outdoor navigation, production of long-lasting outdoor products, trail running, SkiYo, and Wearable Technologies. Three times daily at the Outdoor Fashion Show, visitors will be treated to a presentation of the latest trends and styles for the ski and outdoor scene. Like last year, media partners bergundsteigen and SkiPresse will be on location to report on the show. We are also pleased to welcome a new partner, Fri Flyt Magazine.

**Here is a list of topics:**

**SkiYo - feel the flow:** Sonnia Höffken will present trend sport "SkiYo - feel the flow", creating common denominators between the seemingly unrelated sports of skiing and yoga.

**Wearable Technologies:** The latest issues regarding "Wearable Technologies"

**Trailrunning:** A panel discussion will provide information on future outlooks, opportunities, and planned retailer programs for trail running.

**Fairness counts - more sales with the help of long-lasting products:** A panel discussion will deal with the production of long-lasting products as a means of profiting from new target groups.

**Outdoor Navigation:** What is the best way to sell Outdoor Navigation in a retail setting; which equipment is available; and how will customers benefit from it?

**ispo Trend Barometer:** The fourth issue of the ispo Trend Barometer, a professional study conducted among more than 20,000 specialty retailers in Germany, Austria, and Switzerland. The first results concerning upcoming industry trends will be presented exclusively at the snow ice & rock summit.

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The Volvo logo, consisting of a circular emblem with a diagonal slash and the word 'VOLVO' written across it.



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### Target group Best Ager - the best time to get involved is now!

With the establishment of the Best Ager Platform the ispo is paying homage to the mega trend created by an aging society. ispo Best Ager is a unique opportunity for marketing and promotion of products and services for the most growth-intensive target group in the sports industry. The products and services for this extremely interesting target group are presented in a centralized environment for maximum exposure.

Register now and ensure your leading position in the most promising market for the next decade. A limited amount of exhibition space is still available. The contact for exhibitors, partners, and other interested parties is **Claudia Bieker (cb@generation-sport.de)**.

### "Retracking" Service for ispo winter 08 exhibitors

Exhibitors at the upcoming ispo winter 08 are invited to take advantage of the practical Lead Management/Retracking Service launched at the past summer's show. Visitors to your booth are electronically tracked and registered.

#### How does it work?

Simply scan the barcode on your visitor's show ID/ticket. Later - usually at the end of the day - stop by at the service counter near the West Entrance. In a few seconds you will receive the day's data in Excel format on a USB stick. The leads include name and company address, as well as other, informative data.

#### Where can I get a scanner?

The simple-to-use scanner is available upon request from [retracking@ispo.com](mailto:retracking@ispo.com). Please include number of scanners required, company, hall and booth number, contact name and cell phone number, citing "ispo winter 08 retracking" in the subject line of your e-mail. The cordless scanner does not require internet access or WLAN. Each scanner collects up to 400 leads and is available at a cost of 199 Euro for the first unit, and 149 Euro for each additional unit.

More information can be found at [www.ispo-winter.com](http://www.ispo-winter.com).

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