

**Company**

founded

company name

'03  
or earlier

'04

'05

'06

'07

'08

**New Brand**

since

brand name

'03  
or earlier

'04

'05

'06

'07

'08

**New Product**

since

product name

'03  
or earlier

'04

'05

'06

'07

'08

**New Company, Brand or Product Group must have been introduced after July 1st, 2004****Category**

Hardware Accessories

Hardware winter

Hardware summer

Style

Sportswear

Accessories

Others

# Application questionnaire

Please complete this form and send it/fax it to ispo BrandNew Awards Pascher+Heinz GmbH SportsMarketing, Sigmund-Riefler-Bogen 2, 81829 München, Germany, Fax: +49 89 944 196 29. ispo and the jury of experts guarantee to treat all personal information confidentially. Please fill out the questionnaire completely.

**Address**

street

contact person

zip code, city, country

phone, mobile phone

**Website/E-mail**

homepage

E-mail

**Shareholders**

name

share

name

share

name

share

> > > **New Idea**

describe what's new and special about your idea in one sentence.



> > > **Function**

tell us the three main functional benefits of your brand, product, idea or media concept.

1



2



3



> > > **Style**

choose three typical expressions for your style, design and fashion.

1



2



3



> > > **Key Product**  enclosed

Item Name



Description



Sales Target 2008 (quantity)

Retail Price

US\$

Euro

> > > **Marketing**

Website

Catalogue

CD enclosed

Sample enclosed

Video

Others

> > > **Patents**

1



Protection / Patent for

pending

registered

2



Protection / Patent for

pending

registered

3



Protection / Patent for

pending

registered

Awards



received for/at