

Company

founded

company name

'04
or earlier

'05

'06

'07

'08

'09

New Brand

since

brand name

'04
or earlier

'05

'06

'07

'08

'09

New Product

since

product name

'04
or earlier

'05

'06

'07

'08

'09

New Company, Brand or Product Group must have been introduced after January 1st, 2006**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

Contact Persons

name

position

name

position

name

position

> > > **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 2010 (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