

DEADLINE FOR APPLICATION

15 OCTOBER 08



isponewcomers

The “isponewcomers” is a special exhibition area with young and upcoming brands. “isponewcomers” has evolved to being a true support platform for emerging brands emanating from ski, outdoor, fitness, sport-style, wellness and running sports. The brands will be placed in their according

communities. If you want to be part of the “isponewcomers” you have to be a new exhibitor at ispo. The objective of the company should be internationalization, expanding its sales network and increasing its degree of recognition. You have to be willing to sign an agreement for 3 shows.

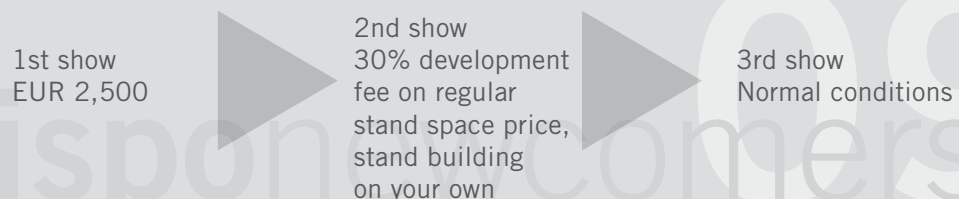
“Participating in ispo Greenhouse Project 2008 has created a unique opportunity to develop GOGGLE brand and its product visibility taking advantage over regular exhibitor display booths. It enabled us to learn about branch trends, gain competitor insights, make key export contacts, and further solidify relationships with business partners.” Marek Trzaskowki, Goggle – Poland

■ **For the first show, ispo provides you with a favourable isponewcomers package ...**

- **completely furnished booth** in open plan format with selected isponewcomers brands, carpet, electricity, lighting, product presentation cases and racks
- **specific brand-specific retail communication** (dedicated isponewcomers newsletter to more than 80,000 e-mail addresses worldwide)
- **PR/Marketing:** Editorial Coverage (international & business & consumer publications) & encompassing ispo communication (ispo news, ispo website, ispo Daily News, ispo newsletter)

■ **For the second show brand receives 30% development fee on regular stand space price and is responsible for stand building**

The package is based on a special ispo price quote for 3 consecutive shows ...



Please note that the package is available only on a three-show package. By accepting these terms you are obliged to exhibit at 3 consecutive ispo editions.

“Overall, the ispo Newcomers scheme is a great way for a new independent brand to get their foot in the door in terms of gaining exposure to a worldwide market and opening up relationships with distributors, media, production facilities and more. It's a lot of hard work, an intensive four days but a lot of fun as well. We'll be back!”
Tony McWilliam, THE FACTION COLLECTIVE SA – Switzerland

Please complete and return per post to: Messe München GmbH, Messengelände, 81823 München or fax: +49 (0)89 949 20 159, phone +49 (0)89 949 20 157, jose@ispo.com, www.ispo.com

your company address

company	
street/p.o.box	
postal code	town
country	www. homepage

contact

title: <input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	
first name	surname
position in the company: <input type="checkbox"/> managing director <input type="checkbox"/> sales director <input type="checkbox"/> marketing director <input type="checkbox"/> other:	
phone (country code + area code + phone no.)	fax (country code + area code + phone no.)
e-mail	
contact person in your PR department	contact person in your marketing department
official representative of your company (managing director, chairman, etc.)	
tax number (only for companies registered in Germany)	number and place of company registration

address for correspondence

(if different from above)

company	street/p.o.box
postal code	town
country	contact
phone (country code + area code + phone no.)	fax (country code + area code + phone no.)
e-mail	

invoice to be made out to
(if different from above)

company	street/p.o.box
postal code	town
country	contact
phone (country code + area code + phone no.)	fax (country code + area code + phone no.)
e-mail	

The package is available only on a three-show package. By accepting these terms you are obliged to exhibit at 3 consecutive ispo editions.

1st Showing at ispo

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|---|---|--|
| <ul style="list-style-type: none"> + furnished 20 m² in open plan format with selected ispo-newcomers brands, incl. carpet, electricity, lighting, product presentation cases & racks, cleaning & security | <ul style="list-style-type: none"> + PR/Marketing common advert in the official catalogue + AUMA and registration fee paid by ispo | <ul style="list-style-type: none"> + 3 exhibitor passes for free + free catalogue entry = EUR 2,500 <p>please mark to select <input type="checkbox"/></p> |
|---|---|--|

2nd Showing at ispo

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|---|---|--|
| <ul style="list-style-type: none"> + 30% off, brand is responsible for stand building | <ul style="list-style-type: none"> + PR/Marketing common advert in the official catalogue + AUMA and registration fee paid by ispo | <ul style="list-style-type: none"> + 3 exhibitor passes for free + free catalogue entry <p>please mark to select <input type="checkbox"/></p> |
|---|---|--|

3rd Showing at ispo

- | | |
|--|--|
| <ul style="list-style-type: none"> + Regular Price as a normal exhibitor | <p>please mark to select <input type="checkbox"/></p> |
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Please send in your logo, brand history, press info and product visuals in high resolution in time. ispo will need this for all PR/Marketing activities!

place and date / company stamp and legally binding signature / please print name

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