

# APPLICATION FORM 2021



## I TAKE PART IN THE FOLLOWING CATEGORIES (MAX. 2)

- Digital Fitness
- Health & Prevention
- Lifestyle, Life-Balance & Wellness
- Performance
- Start-up
- Ecology & Sustainability
- Healthy Nutrition

EXHIBITOR	<input type="text"/>
CONTACT PERSON	<input type="text"/>
PHONE	<input type="text"/>
EMAIL	<input type="text"/>
LINK TO THE WEBSITE	<input type="text"/>
YOUTUBE CHANNEL	<input type="text"/>
SOCIAL MEDIA CHANNEL	<input type="text"/>
PRODUCT NAME	<input type="text"/>
PRODUCT DESCRIPTION (max. 600 signs incl. blank spaces)	<input type="text"/>

## EVALUATION CRITERIA

### Degree of innovation & unique selling proposition

Why is your product unique and a novelty with trend character?

Category 1

Category 2

### Relevance for the fitness & health industry

Does your product effectively help the fitness and health of its users or supports prevention or rehabilitation?

Category 1

Category 2

#### User motivation

Does your product motivate the user to take part in sports, to change his behavior or his attitude to life?

Category 1

Category 2

#### Quality & design

Does your product stand for a design concept that also does justice to the area of application and your target group?

Category 1

Category 2

#### Usability & functionality

Is your product easy to use and creates efficient added value at the same time?

Category 1

Category 2

#### Price & performance ratio / economic efficiency

Is the price of your product balanced with the benefits for the user? Why is the use of your product profitable for the buyer?

Category 1

Category 2

## ADDITIONAL CRITERION CATEGORY ECOLOGY & SUSTAINABILITY

Is your product produced sustainably and fairly or does your product have a long service life? Does your product enable a sustainable change in behaviour and can therefore be permanently integrated into the everyday life of the user?

# Category 1

HOW DID YOU HEAR ABOUT THE FIBO INNOVATION & TREND AWARD?

- Internet
- Email / newsletter
- Articles / reports
- FIBO Sales Team

### PRIVACY NOTICE

The data provided including your surname, first name, telephone number and e-mail address will be transmitted to Reed Exhibitions Deutschland GmbH, Völklinger Str. 4, 40219 Düsseldorf, Germany, telephone: +49211 - 90191 0, fax: +49211 - 90191 123, [www.reedexpo.de](http://www.reedexpo.de) for the purpose of the contractual relationship. The company data protection officer of Reed Exhibitions Deutschland GmbH can be contacted at the above-mentioned contact details and at [datenschutz@reedexpo.de](mailto:datenschutz@reedexpo.de). Reed Exhibitions Deutschland GmbH uses your surname and first name, your telephone number and your e-mail address to inform you about events organised by Reed Exhibitions Deutschland GmbH by telephone or e-mail. You are entitled at any time to object to the use of your data for advertising purposes. You can contact [datenschutz@reedexpo.de](mailto:datenschutz@reedexpo.de) for this purpose. No further costs will be incurred except for those for transmission according to basic tariffs. Further information can be found in the data protection declaration of Reed Exhibitions Deutschland GmbH at [www.reedexpo.de/datenschutz](http://www.reedexpo.de/datenschutz).

- I have taken note of the data protection notice above and agree to it.
- I have taken note of the terms and conditions of the FIBO INNOVATION & TREND AWARD 2021 and I declare myself in agreement. With this form I register bindingly for the award.

**Please fill out the form completely and send it incl. company logo and product picture (max. 10240 KB as .JPG or .PNG) by February 7th 2021 to [award@fibo.de](mailto:award@fibo.de).**

**Do you have any questions or need help? Please contact us! We will be pleased to help.**

Eva-Maria Geef: **+49 2161 937 4483 or [emg@7divisions.de](mailto:emg@7divisions.de)**

Carolin Eichler: **+49 211 90191 359 or [carolin.eichler@reedexpo.de](mailto:carolin.eichler@reedexpo.de)**

# CONDITIONS OF PARTICIPATION

## FIBO INNOVATION & TREND AWARD 2021



### 1. ORGANIZER AND OBJECTIVES

- a. Reed Exhibitions Deutschland GmbH is the organizer of the FIBO INNOVATION & TREND AWARD 2021 as part of the FIBO 2021, the world's leading trade fair for fitness, wellness and health.
- b. The aim of the award is to provide an appropriate presentation platform for the numerous excellent products from the fitness, wellness and health industry.

### 2. ELIGIBILITY

- a. Participation is limited to products from companies that are exhibiting at FIBO 2021.
- b. All submitted products, which are approved for the FIBO INNOVATION & TREND AWARD 2021, have to be safely entered in the use.
- c. Participation in the category Start-up is limited to companies, that are performing on the market for no longer than two years.

### 3. REQUIRED REGISTRATION DOCUMENTS / CLOSING DATE FOR ENTRIES

- a. Fully completed application form, company logo and product image (max. 10240 KB as .JPG or .PNG).
- b. The required documents must be sent to [award@fibo.de](mailto:award@fibo.de) by February 7th 2021. Later submissions will unfortunately not be considered.

### 4. AWARD CATEGORIES

- a. Participation in the FIBO INNOVATION & TREND AWARD is possible with a maximum of two products. Each product can be used for up to two categories.
- b. The FIBO INNOVATION & TREND AWARD is presented in the following categories:
  - Digital Fitness
  - Health & Prevention
  - Lifestyle, Life-Balance & Wellness
  - Performance
  - Start-up
  - Ecology & Sustainability
  - Healthy Nutrition

### 5. JURY/EVALUATION CRITERIA

- a. The jury of the FIBO INNOVATION & TREND AWARD 2021 consists of various industry representatives from associations, universities and media.
- b. Each individual product is evaluated by the jury on the basis of a points system. The following criteria are taken into account in the product evaluation:
  - Degree of innovation & unique selling proposition
  - Relevance for the fitness & health industry
  - User motivation
  - Quality & design
  - Usability & functionality
  - Price & performance ratio / economic efficiency
  - Additional criterion category Ecology & Sustainability
- c. Companies submitting a food product will be contacted prior to the jury meeting and asked to provide one or more product samples for tasting.

### 6. BENEFITS FOR NOMINEES AND WINNERS

- a. Free participation in THE FIBO INNOVATION & TREND AWARD for all exhibitors at FIBO 2021.
- b. Online product presentation of all award nominees at [fibo.com/award](http://fibo.com/award).
- c. Marking of the nominees in the FIBO show guide and hall folding plan.
- d. Participation of the winners in the award ceremony on Wednesday, April 7th 2021 at the European Health & Fitness Forum (EHFF) in the Congress Center East. Honoring of the innovation in front of international representatives from the fitness industry.
- e. Use of the award seal for nominees and winners.
- f. Presentation of the award winners in the FIBO trade visitor newsletter and selected trade magazines.

### 7. LEGAL CLAIM

The assertion of claims relating to the FIBO INNOVATION & TREND AWARD and in particular the decision of the jury is excluded. The decision of the jury is made at its own discretion.