

## PROWINTER AWARD RETAIL 2025

### Application Form

The Prowinter Award Retail reaches its third edition: an award dedicated to ski and boot manufacturers in order select the **most "sellable products" for the 2025/26 season**. The award was born to give visibility, space and voice to innovation and quality, the two cornerstones on which the market recovery rests and gains momentum. In the third edition, the slope category will be divided into two sub-categories (race and allround), while the categories skitouring skis and boots will be maintained. This year we will launch the "Prowinter Award Retail Special Prize" category, this year dedicated to women slope skis (see details in the rules).

Finally, in response to the evolution of the market and the growing focus on **winter outdoor activities**, the 2025 edition introduces within the Award four categories dedicated to **footwear** (for medium and high intensity winter activities) and **backpacks** (for ski mountaineering/freeride and intense winter activities).

Fill in the information requested in the next steps and submit it to [anna.crosignani@fieramesse.com](mailto:anna.crosignani@fieramesse.com)

Application materials must be submitted **by November 11th, 2024**.

*We specify that all material submitted will be treated by the jury under a confidentiality clause for the purpose of identifying the Award-winning product and will not be disclosed unless expressly granted by the company (see point on the press conference).*

#### CONTACT DATA

Company Name

Contact person

Telephone number

E-mail address

**PRODUCT DESCRIPTION**

Product name

Category of the product

- Ski
- Ski-Boot
- Outdoor footwear
- Outdoor backpack

Discipline

- Slope - top
- Slope - allround
- Skitouring
- Slope - women (*Special Prize*)
- Dynamic equipment (Winter Easy shoes – multifunctional backpack)
- Advanced equipment (Winter Expert Shoes– airbag backpack)

Status of the product

- New
- Carryover
- Restyling

You can add eventual notes here

We require the following material, that should be sent together with this form:

- Complete technical product data sheet
- Product pictures (max 5 pics)



# Prowinter

## Award Retail

- design sketches (non-mandatory, but highly recommended)

### **PRICE RANGE**

Please indicate the price range of the product

- Up to 100€
- 100€ - 200€
- 200€ - 400€
- 400€ - 600€
- 600€ - 800€
- 800€ - 1000€
- Above 1000€

### **PROWINTER PRESS CONFERENCE**

At the beginning of December 2024, the Prowinter 2025 online press conference will take place. During the conference, the novelties of the upcoming fair will be presented, and the finalists of the Prowinter Award Retail 2025 will be announced. Should your product be selected among the 3 finalists, what information can be shared with the press?

- Company name
- Company name + product name
- Company name + product name + image of the product

### **INNOVATION & STORYTELLING**

What is the innovation of this product in comparison with former products and other products on the market? *max. 1500 characters, including spaces*

What is the **Unique Selling Proposition** of the product-that is, what is the unique feature of the product that differentiates it from other products in the market and on which the sales campaign will

be based? *(max. 1000 characters)*

What inspired the design of the product candidate? *(max. 1000 characters)*

