



Invitation "TREND & INNOVATION GALLERY"

Bolzano, 10th – 12th February 2008

To participate in the TREND & INNOVATION GALLERY, please fill in the forms on the next pages and send them to the fax number +39 0471 516111 **by the 14th December 2007**. The participation fee is 600,00€ for each exhibition cube.

For further information, please contact Mr. Fabio Da Col: dacol@fierabolzano.it, Phone +39 0471 516023.

The Commission

COMPOSITION

The commission that will select the products to be exhibit in the gallery is made up of the product manager of the most important Italian retailer:

- CISALFA
- INTERSPORT
- SPORT ALLIANCE
- SPORTLER
- SPORT SPECIALIST
- TWINNER
- UNIVERSO SPORT

CRITERIA

The criteria for the selection of the products will be as follow:

For the TREND category

- Stile and originality of the product
- PR investment for the promotion of the product
- Aspettativa di presenza sul mercato dei consumatori (sell out)

For the INNOVATION category

- Technological research
- Functionality in sports
- Consumer's information



TREND CATEGORY

| | | | |
|----------------------------------|---|----|----|
| COMPANY | | | |
| BRAND(S) | | | |
| CONTACT PERSON Phone & E-mail | | | |
| NUMBER OF EXHIBITION CUBES | #1 | #2 | #3 |
| PRODUCT #1 | Description: please specify the characteristics with reference to the trend | | |
| PRODUCT #2 | Description: please specify the characteristics with reference to the trend | | |
| PRODUCT #3 | Description: please specify the characteristics with reference to the trend | | |

Please send some information material with pictures (if available).

--> E-mail: dacol@fierabolzano.it

--> FAX +39 0471 516111



INNOVATION CATEGORY

| | | | |
|---|---|-----------|-----------|
| COMPANY | | | |
| BRAND(S) | | | |
| CONTACT PERSON Phone & E-mail | | | |
| NUMBER OF EXHIBITION CUBES | #1 | #2 | #3 |
| PRODUCT #1 | Description: please specify the innovation and technical characteristics | | |
| PRODUCT #2 | Description: please specify the innovation and technical characteristics | | |
| PRODUCT #3 | Description: please specify the innovation and technical characteristics | | |

Please send some information material with pictures (if available).

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TREND
GALLERY

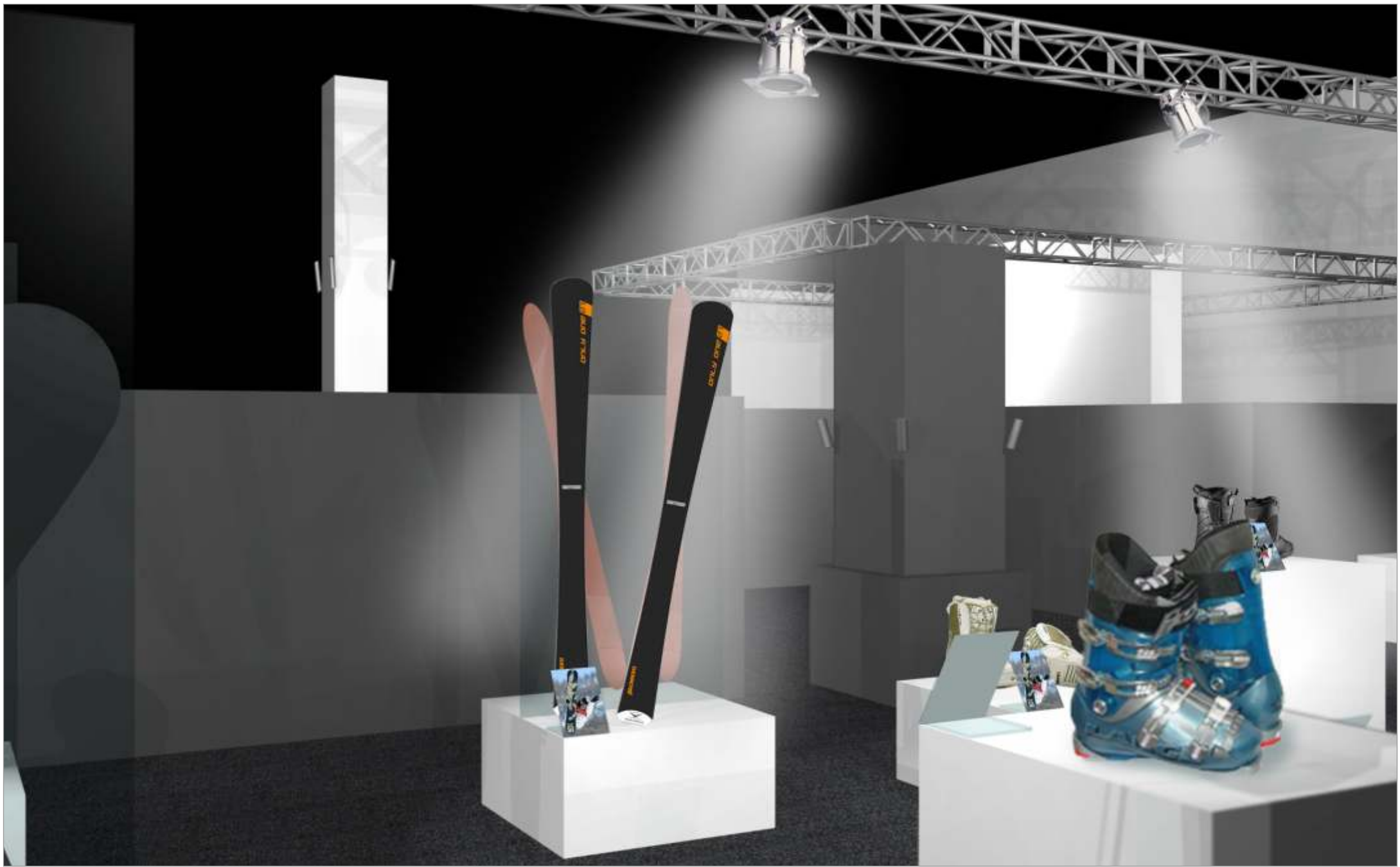




TREND
GALLERY



GI
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NET



TREND
GALLERY





TREND
GALLERY



D23/64
ANZI BESSON

D22/64
MICO SPORT Spa
MICO TOOLS ON

C21/02
DEPROC

D23/62
ARC TERYX

D23/56
HELLY
HANSEN

C21/04
INTERSPORT
ITALIA

D23/52
SPORT ALLIANCE
INTERNATIONAL


C21/14
TIMBERLAND
GOLITE
MION

C21/18
GITEX POINT
SPYDER
GOODE
INFINITO

D23/42
THINK PINK

C21/22
DOLOMITE
ELAN

SPORTITALY
FASHION

FIERABOLZANO  **MESSEBOZEN**