ALTRACOM · PROWINTER AWARD

Prowinter Award 2027

Guidelines for entrant companies

Who it is for	Companies and brands entering a product in the 2027 edition
Prepared by	Altracom - Alfredo Tradati, for Fiera Bolzano
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Related documents	Prowinter Award 2027 Regulations — ski and snowboard segment · Prowinter Award 2027 Regulations — outdoor segment

The document opens with the three steps of an entry, then continues in two parts. The first explains how to build an effective entry: these are recommendations, not obligations. The second sets out the rules of the 2027 edition, including the three novelties that generate the most questions — the eligibility check, the physical sample and confidentiality.

How to submit an entry

Three steps, in this order. The first two are compulsory, the third is optional. They are repeated for every product you enter.

1. Complete the entry form

- In English: https://www.fierabolzano.it/en/prowinter/entries-prowinter-award/#entry
- In Italian: https://www.fierabolzano.it/it/prowinter/candidature-prowinter-award/#candida
- The German page leads to the English form: https://www.fierabolzano.it/de/prowinter/bewerbungen-prowinter-award/#bewerbung

One form for each product. It takes about fifteen minutes. Have the technical data sheet ready in PDF: it is uploaded inside the form.

2. Upload the photographs and the video

Photographs do not go through the form. They are uploaded with the link for your segment: open it, drag in all the files in one go, and you are done. You do not need a Dropbox account.

Segment	Upload link
Ski and snowboard	https://www.dropbox.com/request/frfd835plqw5nruvvgj2
Outdoor	https://www.dropbox.com/request/hy1ye56nhzvpz75grzn0
ITAS Safety Award — helmets	https://www.dropbox.com/request/bolf21qtroav3t8cz70j

The links stay open until Friday 6 November 2026 at 11 pm and you can come back to them more than once, including after submitting the form. Three to five photographs in JPEG or PNG, minimum 2000 px on the long side; the video, optional, within one minute.

How to name the files

It is the only thing we ask of you in exchange for the simplicity of a single upload. The file name starts with the number of the category you chose in the form, followed by an underscore. What you write after that is up to you.

> 4_Nordica_Speedmachine.jpg · 4_Nordica_boot_detail.jpg · 4_Nordica_video.mp4

- Only the opening number matters: it is what takes your photographs to the right jury table. If you enter products in different categories, change the number.
- For helmets entered for the ITAS Safety Award only, the prefix is ITAS instead of the number.
- No sequence numbers are needed: if two files have the same name, Dropbox renames them itself. And do not write your company name: Dropbox adds it.

The category numbers:

No.	Ski and snowboard	No.	Outdoor
1	Top Performance Piste Skis	9	Winter Active Footwear
2	All Mountain Piste Skis	10	Winter Expert Footwear
3	Ski Mountaineering Skis (Freetouring)	11	Winter Backpack
4	Top Performance Piste Boots	12	Second Layer
5	Mid Performance Piste Boots	13	Hiking Sunglasses
6	Women's Ski Boot		
7	Ski Mountaineering Boots (Freetouring)		
8	Snowboards		

3. If you wish, complete the environmental responsibility form

- In English: https://www.fierabolzano.it/en/prowinter/entries-prowinter-award
- In Italian: https://www.fierabolzano.it/it/prowinter/candidature-prowinter-award
- The German page leads to the English form: https://www.fierabolzano.it/de/prowinter/bewerbungen-prowinter-award

Optional, one for each product entered, from the same page. It is the condition for accessing the score of the environmental criterion, which carries 10% of the evaluation: those who do not complete it compete normally on all the other criteria.

Part one — How to build a good entry

The jury evaluates every product with the greatest care, but the quality of the evaluation depends directly on the quality of the materials provided. Every element — technical, visual or narrative — serves to convey the value of the product and to give it the same chance to stand out as the others.

These pages are for whoever handles the entry within the company: to avoid involuntary underrating, to give the jury a complete and clear basis for evaluation, and to turn the entry into an opportunity for qualified communication.

1. Detailed and consistent technical content

- Use the technical data sheet as a basis, but add the information relevant to the specific features of your product.
- Describe materials, technologies, structure, functionality and compatibility.
- Always indicate the recommended retail price, as close as possible to the list price: the information QR code displayed next to the product at the fair then shows the price bracket, not the exact figure.

2. Clear, precise texts, focused on use

- Avoid vague, self-congratulatory sentences: the jury recognises them and does not reward them.
- Explain what need the product solves, which user it is intended for and what distinguishes it from what already exists.
- The text on innovation must be between 1,000 and 2,000 characters; the USP and the design text up to 1,000 characters each.

3. Storytelling and USP

- Tell why the product was created and what inspiration guides it.
- The USP is the unique feature on which the commercial strategy rests: one, stated clearly, is worth more than a list.

4. Professional quality images

- Three to five high-resolution photographs, on a neutral background and in use.
- The images must show shape, construction, constructional details and context of use.
- A short demonstration video, not compulsory, helps a great deal in the digital phase: one minute maximum.

5. Substance on environmental responsibility

The environmental responsibility form is optional, but completing it is the condition for accessing the score of the environmental criterion, which is worth 10% in both segments. Those who do not complete it compete normally in all the other criteria.

- Provide concrete data and verifiable practices: certified materials, production processes, packaging, durability, repairability.
- Avoid generic claims not supported by facts: the evaluation is supported by an ESG consultant, and undocumented statements do not produce any score.
- The assessment concerns the entered product, not the company or the supply chain as a whole.

Minimum requirements and format of the materials

Material	Requirement
Entry form	Compulsory, complete in every part
Photographs	3 to 5, JPEG or PNG, minimum 2000 px on the long side
Technical data sheet	Compulsory, with the recommended retail price
Video	Optional, MP4, maximum 100 MB, recommended length within one minute
Design sketches or concepts	Optional, but strongly recommended
Environmental responsibility form	Optional, on a dedicated form
Documents	PDF with a readable file name, for example ProductName_TechnicalSheet.pdf. Photographs follow the convention described in «How to name the files»
Language	Italian or English

Practical tips

- Entrust the entry to someone who really knows the product: product manager, R&D, technical sales. It shows, in the quality of the answers.
- Prepare the materials in advance: the entry window is seven weeks long and closes on 6 November.
- Read it again with an outside eye: is everything clear even to someone who does not know your brand?
- Think of the entry as a qualified showcase, useful at the fair and in the communication that follows.

Part two — The rules of the 2027 edition

Who may take part, and how many entries

Participation is reserved for Prowinter 2027 exhibiting companies.

The entry limit refers to the brand, not to the company: each brand may enter one product per category. A company that represents or distributes several brands may therefore submit one entry per category for each of the brands it represents, provided the brand is exhibited at Prowinter 2027 through the entrant company.

Admitted products

Products from the 2027/28 collection are admitted. Carry over products — identical to those of the previous season — are admitted only if they have never been entered in a previous edition of the Award, in any category.

The ITAS Safety Award

It is the novelty of the 2027 edition: a special prize dedicated to safety on snow, promoted with ITAS and reserved for helmets for skiing, snowboarding, ski mountaineering and mountaineering. It is awarded to a single product overall, by the two juries meeting in joint session.

- It is cross-segment: companies exhibiting in both the ski and snowboard segment and the outdoor segment may enter.
- In the entry form, at the category question, choose «ITAS · Helmet — entry for the ITAS Safety Award only».
- You will be asked for the declaration of helmet certifications, to be completed and signed on the dedicated form: it replaces sending the certificates, of which the secretariat may still request full copies.

- Certification must be consistent with the declared use: EN 1077 for skiing and snowboarding, EN 12492 for mountaineering. Dual certification is not an admission requirement, but the jury values it as a distinguishing element.
- Photographs are uploaded with the ITAS link and the files start with the code ITAS instead of the category number.

After submitting: adding, correcting, removing

Answers submitted with the form cannot be edited: Typeform does not allow it. This is why the form must never be filled in a second time. A second submission does not correct the first one, it adds another entry, and the product ends up entered twice.

Photos and videos are the only thing you handle on your own. The upload link for your segment stays open until 6 November 2026, 11 pm: just open it again and upload the missing files, using the same naming convention. Files already uploaded cannot be deleted from there.

For everything else write to prowinteraward@altracom.eu, stating company, product and category: a technical data sheet to replace, declarations that arrive late, a wrong detail, a file to remove, the withdrawal of an entry. An email is enough, and every change is logged by the secretariat.

Do not fill in the form again. A second submission creates a duplicate entry for the same product. For a different product, on the other hand, a new form is exactly what is needed.

The eligibility check

This is the 2027 novelty worth dwelling on. Before the evaluations begin, every entry undergoes a check. It is not a judgement on the product: it serves only to establish that it falls within the category in which it was entered and that the documentation allows the jury to evaluate it.

What is checked	Who decides	Can it be remedied?
Formal eligibility — complete documentation, exhibiting company, limit of one entry per category for each brand, carry over rule	Organising secretariat	Yes
Category conformity — the product meets the technical parameters and requirements of the category in which it was entered	Two jurors in agreement	No
Completeness of the presentation — the information provided is sufficient to evaluate the product	Two jurors in agreement	Yes, once

No exclusion may concern merit. The quality, the strength or the positioning of the product do not come into this stage: they are the exclusive subject of the jury's evaluation. If your product is excluded, the reason is always formal or related to category conformity, and it is communicated to you.

The secretariat contacts you during the entry period itself if the documentation is insufficient, so that you can complete it or replace the product before entries close. Outcomes are sent by 10 November 2026 and exclusions are final.

Excluded products do not access the digital phase and must not be shipped to Bolzano.

The physical sample

All admitted products must be accompanied by a physical sample: the juries examine them one by one in the session of 2 December and they remain on display at the fair. Without a sample the entry lapses.

Delivery deadline	Friday 27 November 2026, final, no extensions
Where	Lisa Marcon — Reception Fiera Bolzano, Piazza Fiera 1, 39100 Bolzano (BZ), Italy
How	Courier or by hand
What to deliver	The complete product, as it is judged: skis and snowboards with the binding mounted. If your sample range has only one piece, a single ski with its binding and a single boot are accepted
Pre-series	Fully representative working prototypes admitted, with a declaration of substantial conformity on the dedicated form
Display	Award Area, from 10 to 12 January 2027
Return	Collection in person on Tuesday 12 January 2027 from 4.00 p.m.; those unable to collect agree an alternative with the secretariat beforehand

It is the greatest effort the 2027 edition asks of companies, and there is a reason for it: the award moves into the December–January window, when specialist retail is thinking about re-orders and pre-orders, instead of arriving mid-fair when buying decisions have already been made.

How the evaluation works

1. Eligibility check, on 9 November.
2. Digital phase, in November: each juror evaluates the admitted products remotely on the basis of the entry materials. The scores are provisional and are not communicated to the companies.
3. Wednesday 2 December, in Bolzano: the juries physically examine all admitted products and review their own evaluations. From this come the nominated products, three per category, five in categories with at least twelve admitted entries.
4. Thursday 3 December: the juries examine the nominees in depth and vote the podium and the winner of each category.

What can be won

	What it receives
Nominated product	Presence on the dedicated page of the official Prowinter website with a photograph and description, inclusion in the December editorial content and the digital badge «Nominee — Prowinter Award 2027» to use in your own communication
Product on the podium	All of the above, plus the jury evaluation report with the citation, delivered after the proclamation
Category winner	Trophy, «Winner» badge, extended citation read at the ceremony and the visibility package: press release, editorial article, newsletter, social media, digital promo kit, Prowinter Award Special with MagNet, display unit for the stand

A difference compared with 2026. In the 2027 edition the written jury citation is reserved for products that reach the podium. Nominated products that do not reach the podium receive the mention on the website and the badge, but not a citation to quote.

Confidentiality: what you may say and what you may not

Five weeks pass between the determination of the podium, on 3 December, and the proclamation at the fair, on 10 January. In that interval confidentiality is the condition that holds the award together.

- From 7 December 2026 you know you are nominated and you are free to communicate it.
- You receive no information on the final outcome and you may not state, suggest or imply that you are on the podium or that you have won before the proclamation.
- A breach entails immediate exclusion from the award, with forfeiture of the recognition and of the right to use the materials.

Use of the badge

The badge is a locked graphic composition — Award mark, wording and category — delivered in a graphic kit with vector and PNG files, for light and dark backgrounds, in horizontal and square formats.

- It may refer only to the awarded product and to the category for which it was granted: not to the whole line, not to the company.
- The right of use lasts until the proclamation of the winners of the following edition.
- It may not be modified: no recolouring, distortion, rotation, substitution of typefaces or graphic effects.
- The Nominee badge is available from 7 December 2026, the Winner badge from 10 January 2027, and it is not delivered in advance.
- It may be used on catalogues and price lists, product sheets, e-commerce, hangtags and POP materials, sales force presentations, email signatures, social media and press releases.

The calendar

When	What
Monday 21 September 2026	Opening of entries
Friday 6 November 2026	Closing of entries
By 10 November 2026	Communication of the eligibility check outcomes
Friday 27 November 2026	Final deadline for the samples to reach Bolzano
2 and 3 December 2026	On-site jury sessions
Monday 7 December 2026	Publication of the nominated products and release of the Nominee badge
Sunday 10 January 2027	Award ceremony at the fair
10–12 January 2027	Display of the products in the Award Area
Tuesday 12 January 2027, 4.00 p.m.	Collection of the samples

Frequently asked questions

I distribute five brands. How many entries may I submit in one category?

One for each brand you exhibit at Prowinter 2027. The limit refers to the brand, not to your company.

May I enter two products of the same brand in the same category?

No. One product per category per brand.

In November I do not yet have the final sample. May I take part?

Yes. Pre-series samples or fully representative working prototypes are admitted, accompanied by the declaration of substantial conformity on the dedicated form. The 27 November deadline, however, does not move.

I only have one piece of the sample range: is a single ski or a single boot enough?

Yes. A single boot is the standard sample. Skis and snowboards are judged as a system of ski plus binding, so a mounted pair is ideal; if your sample range has only one piece, a single ski is accepted, provided the binding is mounted, because that is how the product is judged and displayed at the fair.

I am entering a helmet. How does it work?

Choose «ITAS · Helmet» at the category question: the helmet competes for the ITAS Safety Award only, which is cross-segment. You will be asked for the declaration of certifications on the dedicated form, and photographs are uploaded with the ITAS link.

I have already sent the entry and I need to change something. What do I do?

Photos and videos: add them yourself from the upload link for your segment, until 6 November. For anything else write to prowinteraward@altracom.eu. Never fill in the form again: it would create a duplicate entry.

My product has been excluded. Can I remedy it?

No. Documentation shortcomings can only be remedied until entries close on 6 November: this is why the secretariat contacts you during the entry period. After the eligibility check the exclusion is final, both for documentation shortcomings and for category non-conformity.

Why does my nominated product not have a jury citation?

In the 2027 edition citations are reserved for products that reach the podium. A nominee receives the presence on the dedicated page and the badge.

When may I communicate that I have won?

From 10 January 2027, after the proclamation at the fair. Before that date you may not state it or imply it, not even informally.

May I collect the sample before the fair ends?

No. The samples remain on display in the Award Area until the fair closes and are collected from 4.00 p.m. on Tuesday 12 January.

In which language do I submit the entry?

Italian or English, either one.

Who to write to

Alfredo Tradati — Award Director, Prowinter Award
Entries, regulations, categories and sample shipping
T. +39 335 459165 · prowinteraward@altracom.eu

Lisa Marcon — Project Manager, Fiera Bolzano
Participation in Prowinter, exhibition space, accreditation and award ceremony
T. +39 0471 516091 · lisa.marcon@fieramesse.com

A well-built entry increases the chances of success, improves how the product is perceived on the market and gives value to the work done in the company. Preparing it carefully means respecting the jury's work and, above all, giving value to your own investment.