PROWINTER AWARD 2027

Regulations — Ski / Snow Segment

5th edition · Fiera Bolzano, 10–12 January 2027

Final version — 4 September 2026, updated 30 October 2026

1. Introduction

Now in its fifth edition, the Prowinter Award is the recognition that Fiera Bolzano dedicates to the most deserving products in the winter sports and winter outdoor market, rewarding innovation, build quality and commercial substance. Born with a focus on skis and boots, since 2025 it has extended to the winter outdoor segment, in parallel with the transformation of the Prowinter trade fair.

The 2027 edition introduces the most significant change since the award was created: the entire evaluation process is brought forward to November and December 2026. Nominated products are made public on 7 December 2026, while the podium and the winners are proclaimed at the fair on 10 January 2027.

NEW IN 2027 — Bringing the evaluations forward does not increase visibility: it moves it to the moment when it is needed. Up to the 2026 edition the recognition arrived during the fair, when the retailer has already planned their buying. With the new calendar the award arrives earlier, in the December–January window in which specialist retail is considering re-orders and pre-orders for the following season.

The other innovations of the 2027 edition:

- enlarged and international juries, with the entry of foreign members and dedicated specialist expertise;
- official "Nominee" and "Winner" badge in a graphic kit, usable by the awarded company on its own materials and channels;
- expansion of the product categories, with the entry of snowboarding, of the women's boot and of new outdoor categories;
- a preliminary eligibility threshold, which checks category conformity and completeness of the documentation before the evaluations begin;
- introduction of the cross-segment ITAS Safety Award special prize, dedicated to helmets;
- three or five nominated products per category, according to the number of admitted entries, publicly announced from 7 December 2026, with podium and winners confidential until the ceremony;
- on-site jury sessions spread over two days: the first dedicated to the physical review of all admitted products, the second to the in-depth examination of the nominees and the choice of the podium;
- written jury citation for the podium products and for the winners.

The primary objective remains unchanged: to offer the market a fair and authoritative competition, able to reward the most deserving products and to promote a culture oriented towards quality, innovation and environmental responsibility.

2. Who it is for

The Prowinter Award 2027 — Ski / Snow Segment is aimed at companies producing equipment and accessories for alpine skiing, ski mountaineering and snowboarding that stand out for:

- quality of materials and workmanship;
- technological and functional innovation;
- design consistent with usage needs and market trends;
- commercial potential in the specialist retail channel;
- environmental responsibility in the choice of materials, production processes and logistics.

Participation is reserved for Prowinter 2027 exhibiting companies. The entry limit refers to the brand: 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.

The award is also aimed at distribution and rental operators, offering an objective and qualified tool to guide buying decisions ahead of the 2027/2028 season.

3. Objectives

Within each category the jury — composed of experts with technical, commercial and design expertise — selects the products that express in an evident and measurable way:

- a real element of innovation or evolution;
- tangible benefits for the user or for commercial positioning;
- genuine attractiveness for the market, in terms of saleability and relevance for specialist retail;
- concrete and verifiable attention to environmental issues.

The purpose of the Prowinter Award is to reward companies that offer innovative, coherent and distinctive solutions, and to support retailers with professional, credible guidance in selecting high value-added products. The award therefore acts as an active observatory of industry trends and as a point of reference for operators seeking reliability, performance and vision in their winter offer.

4. The Award on offer

Nominees and winners of the Prowinter Award 2027 receive a visibility package designed to give value to the result achieved and to amplify its communication impact across several channels, in the December–January commercial window.

4.1 Recognitions for the nominees — from 7 December 2026

- Presence on the page dedicated to the nominees on the official Prowinter website, with a photograph and a description of the product;
- Inclusion in the December editorial content on the trends emerging from the evaluations;
- Official “Nominee — Prowinter Award 2027” badge in a graphic kit (see art. 12);

4.2 Recognitions for the podium and the winners — from 10 January 2027

- Official proclamation of the podium and the winner during the ceremony at the fair;
- Prowinter Award 2027 trophy;
- Official “Winner — Prowinter Award 2027” badge in a graphic kit (see art. 12);
- Dedicated press release distributed to the trade media;
- Editorial article on the official Prowinter website;
- Newsletter sent to the qualified contacts of the fair;
- Personalised posts and stories on the official social media channels;
- Digital promo kit for the company's own communication of the recognition (logos, badges, claims, ready-to-use graphics);
- B2B promotional package in collaboration with MagNet;
- Extended jury citation, read during the ceremony.

- Evaluation report with the jury citation (see art. 13.1).

4.3 Visibility at the fair

Nominated and winning companies undertake to give visual prominence to the recognition received at their own exhibition stands during Prowinter, displaying the award appropriately so that it is visible to visitors and trade operators. The organising secretariat provides personalised support and ready-made materials to integrate the recognition within the stand.

5. Required documentation

To take part, the following documentation is required, to be provided in Italian or English. The material must be submitted by completing the online form available on the official Prowinter website.

- Entry form, complete in every part;
- From 3 to 5 photographs of the product, in high resolution, JPG or PNG format;
- Graphic sketches or design concepts (optional, but strongly recommended);
- Complete technical data sheet of the product, indicating the recommended retail price, as close as possible to the list price. The data sheet is used to generate the information QR code displayed next to the product during the fair, on which the price bracket appears rather than the exact figure;
- Descriptive text on the innovation introduced by the product (between 1,000 and 2,000 characters including spaces);
- Text on the Unique Selling Proposition (USP): the unique feature that distinguishes the product on the market and forms the core of its commercial strategy (max 1,000 characters including spaces);
- Inspirational text on design: the source of inspiration or the concept behind the design of the entered product (max 1,000 characters including spaces);
- Form dedicated to the environmental responsibility of the product — optional (see art. 5.1).

5.1 Environmental responsibility form

Completion of the form is **optional, but a necessary condition for accessing the score of the "Environmental responsibility" criterion** referred to in art. 9. A product for which the form is not completed is not penalised in the other criteria, but forgoes the environmental score.

A concise but concrete description of the sustainable choices applied to the entered product is required, with reference to:

- materials used (recycled, recyclable, certified);
- low-impact production processes;
- durability and repairability of the product;
- sustainable packaging;
- any environmental certifications (FSC, Bluesign, ISO 14001 and similar).

The form is completed on a dedicated template, separate from the product form. The assessment focuses exclusively on the product presented and not on the company, brand or supply chain as a whole.

5.2 Incomplete entries

To guarantee the quality of the process, a preliminary review by the organising secretariat is in place. Entries that are incomplete, missing mandatory materials or non-compliant may be suspended or excluded until the necessary material is correctly submitted. The closing of entries on 6 November 2026 nevertheless remains the final deadline for any integration.

5.3 Recommendation on completing the entry

It is strongly recommended that the entry materials be completed by expert and competent figures, in particular product managers or product technicians. This avoids approximate or generic data and allows the jury to make deeper and more meaningful evaluations. Detailed operating instructions are collected in the document "Guidelines for companies", delivered to every entrant brand.

5.4 Eligibility threshold

Before the digital phase begins, every entry undergoes an eligibility check. This is not an assessment of merit: it establishes only that the product falls within the category in which it was entered and that the documentation allows the jury to evaluate it.

The check is carried out on three levels. Formal eligibility — completeness of the documentation, the company's status as a Prowinter 2027 exhibitor, compliance with the limit of one entry per category for each brand and with the rule on carry over products — is ascertained by the organising secretariat. Category conformity — the product's compliance with the technical parameters and requirements of the category — is ascertained by two jurors in agreement. Completeness of the presentation — the sufficiency of the information provided for evaluation purposes — is ascertained by two jurors in agreement.

No exclusion may be motivated by the quality, the strength or the positioning of the product: merit is the exclusive subject of the evaluation referred to in art. 10.

Formal and completeness shortcomings can be remedied up to the closing of entries: the secretariat contacts the company during the entry period itself, to allow the documentation to be completed or the product to be replaced. After the eligibility check the exclusion is final. Category non-conformity cannot be remedied.

The outcomes of the check are communicated to companies by 10 November 2026, indicating the reason for exclusion. Excluded products do not access the digital phase and must not be shipped to Bolzano.

No more than eighty products per jury are admitted to the on-site evaluation. Should the number of admitted products exceed this limit, the jury concerned proceeds with a pre-selection based on the scores of the digital phase, limited to the categories with the largest number of entries.

5.5 Changes after submission

Answers submitted through the online form cannot be modified. Photographs and videos may be added by the company itself, by opening again the upload link for its segment, until entries close on 6 November 2026.

Any other change — replacement of the technical data sheet, submission of declarations, correction of data, removal of materials, withdrawal of the entry — must be requested from the organising secretariat at prowinteraward@altracom.eu, stating company, product and category.

The form must not be filled in again: a second submission does not replace the previous one and gives rise to a duplicate entry for the same product, which the secretariat cancels ex officio after checking with the company which version is to be kept.

6. Physical sample

All products admitted pursuant to art. 5.4 must be accompanied by a physical sample, which is indispensable for the on-site evaluation and for the subsequent display at the fair. Sending the sample is a condition of participation: in its absence the entry lapses.

6.1 Delivery deadline

The sample must reach the Bolzano exhibition centre by and no later than **Friday 27 November 2026**. The deadline is final and no extensions are granted: samples must be received, registered and laid out before the opening of the jury session on Wednesday 2 December 2026.

6.2 Pre-series samples

NEW IN 2027 — In view of the earlier calendar, for the 2027 edition pre-series samples or fully representative working prototypes of the product intended for production are also admitted.

The pre-series sample must be accompanied by a declaration signed by the company certifying its substantial conformity with the production version, indicating any residual differences. The declaration is made on the form supplied by the organising secretariat at entry stage.

Admission of a pre-series sample does not entail any derogation from the delivery deadline set out in art. 6.1.

6.3 Delivery and receipt

Samples are received by Fiera Bolzano at the Bolzano exhibition centre. Delivery may be made by courier or by hand. Receipt of the products and the setting up of the evaluation rooms are handled by Fiera Bolzano.

The exact delivery address, the name of the contact person, receiving hours, accompanying documentation and package identification requirements are communicated to the entrant companies in a subsequent communication from the Prowinter Team and set out in the "Guidelines for companies".

6.4 Assistance to companies

A dedicated assistance service accompanies companies throughout the process, from completing the entry to sending the physical sample. The contact details of the service are communicated when entries open.

6.5 Display and return

The samples of all admitted, nominated and winning products are displayed in the Award Area inside the Prowinter fair, from 10 to 12 January 2027.

The return takes place by **collection in person at the Award Area on Tuesday 12 January 2027, from 4.00 p.m.**, at the end of the event. Companies unable to collect the samples in person are required to agree an alternative return arrangement with the organising secretariat in advance.

7. Composition of the jury

The evaluations are entrusted to two separate juries — Ski and Outdoor — composed of experts with technical, commercial and design expertise, complemented by specialist skills and foreign members.

NEW IN 2027 — The 2027 edition expands both juries with the entry of international members and dedicated vertical expertise. This expansion is the main structural innovation of the award and strengthens its authority with the market and with entrant companies.

The chair of each jury is appointed during the first jury meeting.

7.1 “Ski / Snow” Jury

Member	Profile
Guido Bottazzo	Specialist designer and professor of industrial design

Member	Profile
Elio Bottero	Large-scale sports distribution entrepreneur, also online
Adriano Greco	Ski mountaineering expert
Kurt Ladstätter	Entrepreneur in quality technical sports rental
Marco Mazzonelli	Snowboard expert — national instructor and former athlete
Alessandro Monti	Large-scale sports retail entrepreneur
Michael Nendwich	Foreign member — President of FESI and Executive President of FEDAS, consultant sporting goods industry, retail & wintersports

7.2 Evaluation of the ITAS Safety Award special prize

The cross-segment ITAS Safety Award special prize, dedicated to helmets (see art. 8.4), is assigned by the two juries meeting in joint session during the session of Thursday 3 December 2026.

7.3 ESG consultancy

The evaluation of the environmental responsibility criterion is entrusted to an independent ESG consultant, who carries it out exclusively as provided for in art. 9.1, consulting the juries but without the juries casting a vote on the criterion.

8. Product categories — Ski / Snow

The Ski / Snow segment comprises the categories relating to skis, boots and snowboards, the historic core of the winter market and the cornerstone of the Prowinter offer. The 2027 edition comprises eight categories, in addition to the cross-segment special prize referred to in art. 8.4.

8.1 Skis

1. Top Performance Piste Skis

A high-performance ski + binding system for expert and demanding skiers, engineered to deliver precision, responsiveness and maximum stability at speed. The category includes high-end models with different geometries, designed for piste use (race carve, performance pistes) and intended for expert skiers, professionals and industry technicians. They use premium materials and advanced constructions, and sit in a premium price bracket.

Models in the "race" category are excluded. "Master" models are included, provided they are presented together with their dedicated binding (not the ski alone).

In the overall evaluation of the ski + binding system the score is calculated by weighting the ski at 60% and the binding at 40%. A bonus of 1 point may be added to the total score, relating to significant safety or innovation elements of the binding observed during the second round of on-site evaluations.

2. All Mountain Piste Skis

A versatile ski + binding system designed to tackle the whole mountain, with performance focused on the piste and suitability for light off-piste use. These are skis with intermediate geometries and waist widths between 78 and 95 mm (tolerance ±1 mm); they suit intermediate-advanced and expert skiers looking for a single product for all conditions, from hard to transformed snow, with good handling and ease of use. The 1-point "binding technology" bonus provided for the Top Performance category also applies here.

Note. In both categories the evaluation considers the quality and consistency of the ski + binding system: entries of the ski alone are not admitted.

3. Ski Mountaineering Skis (Freetouring)

Skis specifically for modern ski mountaineering, with a waist width from 85 to 105 mm (tolerance ±1 mm), designed to offer a good compromise between lightness on the ascent, control, performance and enjoyment on the descent.

Only models supplied with their skins are admitted, as these allow the jury to assess compatibility, attachment system and ease of use. Above 105 mm of width underfoot the ski is excluded, as it is considered to belong to the Freeride category.

8.2 Boots

4. Top Performance Piste Boots

High-performance boots for expert and demanding skiers, engineered to deliver precision, responsiveness and comfort in high-level technical actions. The category includes high-end models designed for piste use (race carve, performance pistes), for experts, professionals and industry technicians.

Requirements: flex greater than 120; last chosen between mid volume and low volume; no pin; no ski&walk. Made with premium materials, advanced constructions and a premium price target.

5. Mid Performance Piste Boots

Versatile boots designed to accompany the skier in every intended action, with performance balanced between groomed pistes, uneven pistes and light off-piste. Aimed at an intermediate-advanced audience, they offer comfort, precision and adaptability thanks to a shell and construction able to handle different snow conditions, while maintaining good power transmission, ease of entry and walkability.

Requirements: flex less than or equal to 120; last chosen between mid volume and high volume; no pin; ski&walk yes; GripWalk yes.

6. Women's Ski Boot

> **NEW IN 2027 —** Category introduced with the 2027 edition.

The category is reserved for boots conceived as **an original design based on female morphology**. Female versions of a men's or unisex model from the same line are not admitted, even when differentiated by shell, liner, flex or aesthetics.

Piste and ski mountaineering models are admitted. At entry stage the company documents the design autonomy of the model.

The jury evaluates:

- shape of the shell and the cuff: height, forward lean and cuff volume in relation to calf morphology;
- dedicated last and forefoot volume;
- liner construction, with particular attention to thermal insulation and to the distribution of the padding;
- consistency of the declared flex with the target user;
- adjustment systems and ease of entry;
- degree of innovation of the design compared with the women's offer currently on the market.

7. Ski Mountaineering Boots (Freetouring)

Boots specifically designed for modern ski mountaineering (race models excluded), engineered to deliver the best compromise between lightness on the ascent, walking comfort, control and downhill performance. They

must offer an effective cuff mobility system, compatibility with pin or tech bindings (ISO 9523) and a construction that allows precision and safety when skiing even on technical terrain. Intended for intermediate-advanced skiers who climb under their own power and ski down in uncontrolled mountain environments.

8.3 Snowboard

8. Snowboards

> **NEW IN 2027 —** Category introduced with the 2027 edition, in parallel with the entry into the jury of dedicated snowboard expertise.

Board + bindings system for all-mountain and freeride use. Entries of the board alone are not admitted. Race models, alpine boards and splitboards are excluded.

The jury evaluates:

- geometry and profile of the board (camber, rocker and hybrid constructions) in relation to the stated use;
- longitudinal and torsional flex, construction and core materials;
- behaviour on groomed snow and in fresh snow;
- quality, adjustment and comfort of the bindings, and consistency of their match with the board;
- finishing, durability and repairability.

The evaluation considers the system as a whole, with a weighting of 60% for the board and 40% for the bindings, by analogy with the ski categories.

8.4 Cross-segment special prize — ITAS Safety Award

> **NEW IN 2027 —** Special prize introduced with the 2027 edition, promoted in collaboration with ITAS and dedicated to safety on snow.

The prize is dedicated to helmets for skiing, snowboarding, ski mountaineering and mountaineering. It is cross-segment: exhibiting companies from both segments may enter, through the dedicated section of the entry form.

The jury evaluates:

- level and technology of protection: shell construction, energy-absorbing materials, rotational impact management systems;
- certification consistent with the stated use: EN 1077 for skiing and snowboarding, EN 12492 for mountaineering. Multi-certification — the suitability of the same helmet for several disciplines — is not an admission requirement, but is assessed as a distinctive element;
- adjustment system, stability on the head and quality of fit;
- ventilation and thermal management;
- weight and comfort in prolonged use;
- compatibility with goggles and sunglasses, attachment systems and integration of accessories;
- visibility and passive safety.

The prize is awarded to a single product overall, regardless of the segment it comes from, by the two juries meeting in joint session.

8.5 Carry over products

Products from the 2027/2028 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.

9. Evaluation criteria

The following grid of criteria, with the related percentage weighting, is adopted for the evaluation of the Ski / Snow segment products. Each criterion is expressed on a scale from 1 to 10.

Criterion	Weight	Description
Innovation	25%	A decisive factor in differentiating products on the market, improving their performance, technical content and user experience. It must be real, tangible and demonstrable.
Saleability	20%	Commercial appeal of the product, price positioning and clarity of the offer. An intrinsic requirement of the product, not linked to the value or fame of the brand.
Technologies	20%	An essential requirement supporting innovation, with verification of the concrete applications of the technical solutions presented.
Design	15%	Balance between function, ergonomics and aesthetics, with attention to consistency with the intended use and to the expressive clarity of the design.
Storytelling	10%	The product's ability to communicate a distinctive identity through naming, packaging, storytelling and consistency between marketing and technical values.
Environmental responsibility	10%	Recycled or recyclable materials, low-impact production processes, durability, repairability, sustainable packaging and transparency on relevant environmental certifications. The assessment concerns the presented product only.

The weightings add up to 100%. The final score of each product is the weighted average of the scores assigned by the individual jurors.

9.1 Environmental responsibility — how it works

The criterion is evaluated exclusively by the ESG consultant appointed by Fiera Bolzano, on the basis of the form referred to in art. 5.1 and according to the criteria and rating scale published in the Guidelines. Jury members do not express evaluations on this criterion: the assessment requires the examination of technical and corporate documentation that lies outside the product judgement. The consultant consults the juries, but the evaluation is the consultant’s exclusive responsibility.

The score is expressed on a scale from 1 to 10, as for all the other criteria, and contributes to the final score with the weight indicated in art. 9.

Completion of the form is optional. A product for which the form is not submitted competes normally in all the other criteria and suffers no penalty on them, but does not access the score for this one.

The assessment focuses exclusively on the product presented and not on the company, brand or supply chain as a whole.

To ensure consistency and authority, Fiera Bolzano relies on the professional advice of an industry ESG expert, Mario Pinoli (Greenwich Srl), tasked with defining the criteria and rating scale for this criterion — published in the Guidelines — and with evaluating the forms received.

10. Evaluation procedure

The evaluation is structured into an eligibility threshold pursuant to art. 5.4, a preliminary digital phase and two consecutive on-site days: the first determines the final score, the ranking and the nominated products for each category, the second the podium and the winner.

10.1 Digital phase — preliminary evaluation

Each juror expresses their evaluations individually and remotely, on the basis of the digital materials supplied by the entrant companies: technical data sheets, photographs, videos, declarations and technical documentation. Products are evaluated according to the official criteria set out in art. 9, with the exception of environmental responsibility, assigning each criterion a score from 1 to 10. At the end of the round each juror communicates their evaluations to the organising secretariat. The score for the environmental responsibility criterion is acquired once from the ESG consultant and is not subject to review during the on-site days.

The digital phase is carried out on admitted products only, between the communication of the eligibility outcomes and the on-site session. The resulting scores are provisional: they form the starting point for the on-site review and do not by themselves determine any outcome. They are not shared with the entrant companies.

10.2 First on-site day — Wednesday 2 December 2026, 1.30 p.m.–7.30 p.m.

The Ski and Outdoor juries work in parallel, in two dedicated rooms at the Bolzano exhibition centre.

Each juror physically examines and evaluates **all admitted products** and reviews the evaluations expressed in the digital phase: direct contact with the product significantly changes the judgements, and this review is an essential part of the process. At the end of the review each juror communicates the definitive version of their judgement to the secretariat.

The secretariat then compiles the final score and the ranking, category by category. Once the ranking of a category is complete, the secretariat closes that category: its scores are frozen, the ranking is made official and the nominated products are drawn from it, going through to the following day. Any subsequent change to the scores of a closed category requires the secretariat to reopen the category and to determine the nominees anew.

The number of nominees depends on the size of the category: five in categories with at least twelve admitted entries, three in all the others. The count is made on the entries admitted to evaluation, not on those submitted.

10.3 Second on-site day — Thursday 3 December 2026, until 2.30 p.m.

Each jury examines in depth and collectively the nominated products of every category, considering their strengths, critical elements and potential. At the end of the discussion the jury collectively resolves the podium and, within it, the winner of each category. The resolution is minuted by the organising secretariat. Should the podium resolved not correspond to the order of the category ranking, the jury sets out in writing the reasons for the departure during the session; the statement of reasons is attached to the minutes.

On the same day the two juries meet in joint session to assign the ITAS Safety Award special prize. The session closes with the collection of the elements of the citations for the podium products and with the definition of the extended citation for the winners, as provided for in art. 13.2.

> **NEW IN 2027 —** The podium and the winners are determined on 3 December 2026 but are not disclosed on that date: they remain confidential until the official proclamation of 10 January 2027 (see art. 11).

10.4 Communication of the nominations

The nominated products of each category are made public on Monday 7 December 2026 on the dedicated page of the official Prowinter website, each with a photograph and a description of the product. From that date the

communication plan dedicated to the nominees begins, and companies are free to communicate their nominee status.

10.5 Proclamation of the podium and the winners

The podium and the winner of each category are proclaimed on Sunday 10 January 2027 during the official ceremony at the Prowinter fair, with a reading of the jury citations. The winners' page is published on the official website immediately after the proclamation.

11. Confidentiality

NEW IN 2027 — Article introduced with the 2027 edition. Bringing the evaluations forward creates a gap of more than five weeks between the determination of the podium and its proclamation: in this interval confidentiality is a condition of the award's validity.

11.1 What is public and what is confidential

The 2027 edition clearly distinguishes two outcomes:

- the nominations — the nominated products of each category — are the subject of public communication from 7 December 2026;
- the podium and the winner of each category, together with their citations, are subject to confidentiality from 3 December 2026 until the official proclamation on Sunday 10 January 2027.

Until that moment no communication, even informal, may anticipate or allow the outcome of the final vote to be inferred.

The individual evaluations of jurors are confidential in all cases. They are not disclosed to the other members of the jury, to the entrant companies or to third parties, at any stage and in any form. Only aggregate jury scores may be disclosed, and only in the cases provided for in these Regulations.

11.2 Parties bound

The obligation applies to all parties who, on any basis, have access to the outcomes of the evaluations or to materials from which they can be inferred:

- the members of the Ski and Outdoor juries and the ESG consultant;
- the organising secretariat and the Fiera Bolzano staff involved in the process;
- the suppliers commissioned to produce content, graphic materials, photographs and videos;
- the staff responsible for managing the official website, who receive the list of winners and the final citations on a confidential basis in order to prepare the pages;
- the editorial teams and communication partners that receive materials in advance;
- any other party admitted to the jury sessions.

Each party signs a confidentiality declaration before accessing the materials.

11.3 Obligations of the nominated companies

Nominated companies are informed of their status from 7 December 2026 and are free to communicate it. They receive no information on the outcome of the final vote and may not in any way state, suggest or imply that they are on the podium or that they are winners before the official proclamation.

11.4 Consequences of a breach

Breach of the confidentiality obligation by an entrant company entails immediate exclusion from the award, with forfeiture of any recognition awarded and of the right to use the related materials. Breaches by other parties involved are assessed by Fiera Bolzano, which adopts the appropriate measures, including revocation of the assignment.

12. Use of the mark, the badge and the materials

NEW IN 2027 — The official badge is the 2027 innovation of greatest practical value for the awarded companies: a locked graphic composition — the Award mark plus wording and category — that can be used autonomously on their own materials and channels, in the commercial window in which retail defines re-orders and pre-orders.

12.1 The two versions

	Nominee badge	Winner badge
Wording	«Nominee — Prowinter Award 2027» + category	«Winner — Prowinter Award 2027» + category
Recipients	3 or 5 companies per category	1 company per category
Available from	7 December 2026	10 January 2027, after the proclamation

The 2027 edition provides for two badge variants only. Companies that reach the podium without being winners keep the «Nominee — Prowinter Award 2027» badge and retain all the rights of use set out in this article.

12.2 Formats supplied

The badge is delivered in a graphic kit that includes the vector file for print (AI, EPS, SVG) and the PNG file with transparency for digital use, in light background and dark background versions, in horizontal and square formats, with and without the category name. The kit is distributed through a dedicated link together with the media kit, and is accompanied by a usage instruction sheet.

12.3 Conditions of use

- The badge may refer exclusively to the awarded product and to the category for which the recognition was granted. It may not be applied to other products, to an entire line or to the company as a whole.
- The right of use runs from the availability date indicated in art. 12.1 and extends until the proclamation of the winners of the following edition of the award.
- The badge may not be modified: recolouring, distortion, rotation, rearrangement of its elements, substitution of typefaces and the application of graphic effects are prohibited.
- The minimum reproduction size and the clear space indicated in the usage instruction sheet must be respected.
- The badge may be used on catalogues and price lists, product sheets, e-commerce, hangtags and POP materials, sales force presentations, email signatures, social channels and press releases.

12.4 Embargo on the Winner badge

The Winner badge may not under any circumstances circulate before the official proclamation of 10 January 2027 and is not delivered to companies in advance. Its early release constitutes a breach of art. 11 and entails the consequences set out therein.

12.5 Revocation

Use of the badge in breach of the conditions of this article entails revocation of the right of use and the obligation to withdraw non-compliant materials, without prejudice to any further measure taken by Fiera Bolzano to protect the mark.

13. Final provisions

13.1 Evaluation report

In the interest of transparency and in order to give value to the work carried out, the juries prepare an evaluation report for each product that reaches the podium. The report contains the jury's citation, a concise analysis of the product's strengths and an indication of its positioning within its category; for winning products the citation is extended. The report is delivered to the company after the proclamation of 10 January 2027. No report is associated with nominated products that do not reach the podium: their recognition consists of their presence on the dedicated page of the official website and the right to use the Nominee badge.

13.2 Jury citations

Jury citations are written for podium products only, with an extended citation for the winners. No public citation is associated with nominated products that do not reach the podium. During the second day of on-site work the juries establish the essential elements of each citation; the organising secretariat drafts the final texts in the days immediately following and submits them for the written approval of the jury chairs by Friday 4 December 2026. The citations remain confidential until the award ceremony of 10 January 2027, during which they are read publicly.

13.3 Treatment of the materials

The materials submitted at entry stage — texts, photographs, technical data sheets and videos — may be used by Fiera Bolzano for the communication activities connected with the award, on the official website, on social channels, in press releases and in exhibition materials, without any fee and with credit to the company and the product.

13.4 Acceptance of the regulations

Submitting an entry entails full and unconditional acceptance of these regulations in their entirety. The decisions of the juries are final and not subject to appeal.

13.5 Amendments

Fiera Bolzano reserves the right to make such amendments to these regulations as are necessary for the proper functioning of the award, giving prompt notice to the entrant companies.

13.6 Contacts

The contact details of the Prowinter Award organising secretariat — name of the contact person, email address and telephone number — are communicated to the entrant companies in a subsequent communication and set out in the "Guidelines for companies", together with the logistical details referred to in art. 6.3.

14. Timeline of the 2027 edition

When	What
By 1 September 2026	Delivery of the final regulations and of the entry materials to the

When	What
	Communication department.
First week of September 2026	Start of the communication dedicated to the 2027 edition.
Mid-September 2026	Kick-off meetings of the Ski and Outdoor juries, on a date to be defined: sharing of regulations, categories, criteria and evaluation procedures.
Monday 21 September 2026	Official opening of entries: direct communication to exhibiting companies and activation of the online forms.
Friday 6 November 2026	Closing of entries.
9 November 2026	Eligibility threshold: formal check by the secretariat and conformity check by the jurors. Communication of exclusions by 10 November.
13–25 November 2026	Digital phase: preliminary individual and remote evaluation of all admitted products. The scores are provisional.
Friday 27 November 2026	Final deadline for the delivery of the physical samples to the Bolzano exhibition centre.
Wednesday 2 December 2026, 1.30 p.m.–7.30 p.m.	First on-site day: Ski and Outdoor juries working in parallel in two rooms. Physical review of all admitted products, final score and category ranking, selection of the nominees.
Thursday 3 December 2026, until 2.30 p.m.	Second on-site day: in-depth examination of the nominees, vote on podium and winners, joint session for the ITAS Safety Award, collection of the elements of the citations. Podium and winners covered by confidentiality.
4–6 December 2026	Drafting of the final citations by the secretariat, approval by the jury chairs by 4 December, production of the Nominee and Winner badges.
Monday 7 December 2026	Public announcement of the nominations and release of the Nominee badge. Confidential delivery to the official website team of the list of winners and of the final citations. Start of the December communication.
December 2026	Editorial content on the trends emerging from the evaluations and staggered announcement of the nominees by category. Online press conference ITA + DE.
Saturday 9 January 2027	Official jury dinner.
Sunday 10 January 2027	Award ceremony: proclamation of podium and winners, reading of the citations, publication of the winners' page and release of the Winner badge.
10–12 January 2027	Display of the admitted, nominated and winning products in the Prowinter Award Area.
Tuesday 12 January 2027, 4.00 p.m.	Collection of the samples by the companies at the Award Area.