GOLD EMBAX

at the 27th International Trade Fair for Packaging and Packaging Technologies, EMBAX 2012
(28 February–2 March 2012)

COMPETITION RULES

ARTICLE 1
1.1 Brno Exhibition Centre CEO announces the competition for the best exhibit - Golden Embax 2012, as part of the supporting programme of the Embax 2012 trade fair.

ARTICLE 2
2.1 The competition is designed for exhibits that are displayed at Embax and their parameters are comparable with the global niveau or they determine the development trend in their field.
2.2 Exhibits which were awarded at other shows or other competitions may enter the competition but Golden Embax may be granted to the same exhibit only once.

ARTICLE 3
3.1 Exhibits can be entered in the competition by the exhibitor, co-exhibitor, manufacturer or other authorized legal or natural person, such as advertising agency, professional unions, associations, designers, etc. (hereinafter referred to as Applicant).
3.2 Only one exhibit can be entered in one application, except for a set of products or a system that forms a single user unit. The number of applications from one Applicant is not restricted.

ARTICLE 4
4.1 Main categories of the competition:
1. PACKAGING MACHINES AND EQUIPMENT
2. INDUSTRIAL MARKING
3. INNOVATION
4. ENVIRONMENTAL BENEFITS (SOLUTION, PRODUCT, TECHNOLOGY)
4.2 The competition categories are based on Embax field classification and are only considered as basic categories that may be further specified or modified by the evaluation committee according to the character of exhibits entered in the competition.

ARTICLE 5
5.1 Basic conditions for inclusion in the competition:
5.1.1 **Submitting a properly completed application by the closing date, i.e. 30 January, 2012**
5.1.2 **Providing documentation describing the exhibit in detail** (competition Organiser is not obliged to return the documentation to the Applicant unless previously requested)
5.1.2.1 Compulsory documents: a general description of the exhibit, its basic characteristics and use: basic operating instructions, documentation demonstrating compliance with the legislation prior to marketing, justification of excellence compared to similar products on the market, analysis of fulfilment of basic evaluation criteria listed in Article 7.1, exhibits of smaller dimensions and weight (packaging, materials, paper products) delivered as a sample
5.1.2.2 Supporting documents: scientific articles and publications about the exhibit, information about already obtained awards, references by users, a visual presentation of the exhibit in action (video, CD or other medium), further information at the discretion of the Applicant
5.1.3 payment of a registration fee to account of the organizer (see application):
- For a single application CZK 4,000 + 20% VAT
- For each additional application CZK 2,000 + 20% VAT
All Applicants will be sent a receipt after paying the fee in the relevant accounting period.

5.2 A properly completed application in two copies, documents for evaluation, possible exhibit samples and a receipt of registration fee payment must be delivered no later than the deadline, i.e. by 30 January 2012 to the Organiser's address:
Veletrhy Brno a.s., Výstaviště 1, 647 00 , Blanka Zlatá, tel.: 541 153 372
You must also fill out an application in electronic form and send it with all documentation (identical with written documentation) to: bzlata@bvv.cz
5.3 For promotional and presentation purposes of evaluated exhibits (internet, printed information, etc.) the following documents are required to be submitted by the deadline:
- brief description (max. 5 sentences) with characteristics of the exhibit (in electronic form in rtf or doc format)
- colour photos of the exhibit sized 9 x 13 cm (in electronic form in jpg format, sized 720 x 500 and min. 150 dpi)
- addresses of company presentation website(s)

5.4 The application form (available at www.embax.cz),
5.5 After meeting the basic conditions for participation in the competition, the exhibit will be included in the official list of exhibits evaluated. All evaluated exhibits will be continuously published on the internet.

ARTICLE 6
6.1. Evaluation of exhibits will be carried out by an expert jury consisting of industry experts, working under the authority of a chairman and acting as an advisory body to the CEO of Brno Exhibition Centre
6.2 The evaluation committee evaluates the exhibits in the competition categories according to the criteria listed in Article 7, in two basic stages: first round of evaluation (evaluated from the shortlist of exhibits - nomination), second round of evaluation (awarding).
6.3 The first round of evaluation will take place in pre-fair period based on the supplied data (see Article 5.1.2), during the second round of evaluation the Applicant shall provide the evaluation committee with qualified demonstration of the exhibit at the stand on the day before the official opening of the fair, i.e. on 27 February 2012 between 1 – 5 p.m.
6.4 The evaluation committee has the right to request additional information about the exhibit from the Applicant and may also use information obtained from other sources for evaluation. The committee also determines the importance of information available, and will put greater emphasis on verified documentation.

ARTICLE 7
7.1 Basic evaluation criteria:
7.1.1 novelty, originality of concept and design solutions with documented effect
7.1.2 technical and technological level, degree of innovation
7.1.3 production quality of the whole and in details
7.1.4 user convenience (e.g. ease of use, machines provided including service and supply of spare parts, personnel safety, hygiene, etc.)
7.1.5 commercial and technical parameters (readiness of the exhibit to be supplied on the market in terms of production, trade and compliance with legislative requirements)
7.1.6 design
7.1.7 environmental aspects of the product
7.1.8 overall presentation of the exhibit

ARTICLE 8
8.1 An exhibit will not be evaluated if:
8.1.1 when requested by the evaluation committee, the Applicant or exhibitor fail to submit qualified information about the exhibit
8.1.2 Applicant cancels the exhibit from the competition
8.1.3 the exhibitor cancels their participation at the fair
8.1.4 the exhibit is not exhibited at the fair
8.2 If an exhibit is not evaluated due to reasons specified in Article 8.1, the Applicant is not entitled to a refund of the registration fee.

ARTICLE 9
9.1 Evaluated exhibits and results of the competition (nomination and evaluation) will be continuously published on the Organiser's website www.embax.cz and through press releases
9.2 The official announcement of the competition results and an award ceremony will take place during the Embax 2012 trade fair.
9.3 Awarded exhibits will be distinguished by an art sculpture (symbol of the competition) and a diploma, which can be used to further promote the award-winning exhibit. For these purposes, the company is also granted the right to use the competition logo.
9.4 The evaluation process is not public and there is no appeal against the final decision. The Organizer is not obliged to justify the results of the competition.

ARTICLE 10
10.1 All information about the competition will be continuously published on the Internet and in printed information for the media.
10.2 The promoter guarantees the publication of evaluated exhibits through its media partners and on the Internet. It also undertakes to communicate information about the competition and its results to other media.

ARTICLE 11
11.1 The Organiser reserves the right to respond to technical and organizational circumstances that may lead to changes in the dates or process of the competition. All Applicants are guaranteed to receive timely information.

Veletrhy Brno, a.s.
Subject to change