



Articles and Entry form for the Gold Salima 2014 competition

International Food Fairs

25th–28th February 2014

Brno–Exhibition Centre, Czech Republic

www.salima.eu

29th International Food Fair SALIMA, 7th International Milling Industry, Bakery and Confectionery Fair MBK, 26th International Fair of Equipment for Retail Trade, Hotels and Catering Facilities INTECO, 28th International Trade Fair for Packaging and Packaging Technologies EMBAX

ARTICLES OF THE COMPETITION

The Gold Salima competition will take place as part of the international fairs in Brno. The best exhibits will receive the GOLD SALIMA award.

The competition is announced and organised by: **Veletřný Brno, a.s. (BVV Trade Fairs Brno)**, Vystaviště 1, CZ-647 00 Brno incorporated by the Regional Court in Brno, section B, inset 3137, ID. No: 25582518, TAX ID. No: CZ25582518 Bank connection: ČSOB, a.s. SWIFT: CEKOCZPP IBAN: CZ85 0300 0000 0340 1803, Account no.: 3401803/0300

Article I.

1. Terms and conditions of participation

- 1.1 The Competition is intended for exhibits on display at the SALIMA, MBK, INTECO and EMBAX fairs. The Competition may also be entered by exhibits that have won awards at other exhibitions or other competitions and showcased at the SALIMA, MBK, INTECO and EMBAX fairs. Gold Salima may be awarded to the exhibit only once.
- 1.2 The exhibits may be entered into the competition by the exhibitor, co-exhibitor, another represented company, manufacturer, or an authorised legal entity (association, institute etc.) (hereunder the „Entrant“). However, the Entrant shall attend the fair either directly (exhibitor, co-exhibitor, another represented company) or indirectly (agency organising the participation of the company at the fair, professional association attending the fair and exhibiting products of its members who are only represented at the fair in this form).
- 1.3 The precondition for entering the competition is entering the exhibit using a separate entry form with the exception of a series or a set of products that form a content of a single user unit. The number of entry forms submitted by the Entrant is not limited.

Article II.

2. Basic competition categories

2.1 SALIMA

Product categories

- 1 Milk and milk products
- 2 Oils, fats, eggs and egg products
- 3 Spices, seasonings, salt, rice, pastas
- 4 Meat materials and additives-seasonings, admixtures, poultry, fish, meat products
- 5 Ready-made meals, soups, sauces, delicatessen products, frozen dishes
- 6 Sugars and sweeteners, sweets and chocolate
- 7 Fruits and vegetables, well-balanced health foods, organic food
- 8 Alcoholic and soft drinks (except for wine, coffee and tea)
- 9 Coffee, tea, cocoa
- 10 Tobacco and tobacco products
- 11 Machines and technologies for dairy industry
- 12 Machines and technologies for meat industry
- 13 Machines and technologies for fruit and vegetable processing
- 14 Machines and technologies for production of pastas and sweets
- 15 Machines and technologies for production of alcoholic and soft drinks
- 16 Machines, technologies and equipment for food industry - other
- 17 Weighing, measuring and laboratory engineering
- 18 Cooling and freezing units
- 19 Hardware and software for the food industry
- 20 Biofuels, biolubricants
- 21 Literature, services, authorities in food production
- 22 Multiplying and seed material for vineyard planting
- 23 Machines and equipment for planting out and cultivating of vineyards, grape harvest and transportation
- 24 Fertilizers, protective agents against diseases, pests and weeds, detergents
- 25 Machines and equipment for grape processing, vine treatment, handling and shopping
- 26 Instruments and devices for wine analysis and evaluation

2.2 MBK

Product categories

- 22 Machines and equipment for flour mills
- 23 Milling industry products
- 24 Bakery and confectionery raw materials and ingredients
- 25 Machines and equipment for bakeries

- 26 Machines and equipment for confectionery production
- 27 Accessories for bakeries and confectioneries
- 28 Bakery products
- 29 Confectionery products
- 30 Services, literature, authorities

2.3 INTECO

Product categories

- 31 Shop-fitting
- 32 Equipment for large capacity kitchens and delicatessen products
- 33 Cooling and refrigerating units for shops, hotels and communal catering facilities
- 34 Fast food equipment
- 35 Drink production and distribution equipment
- 36 Interior fittings
- 37 Cash-desk systems for shops, hotels and catering, turnstiles
- 38 Air conditioning, safe guarding, fire protection and information engineering
- 39 Cleaning and maintenance equipment
- 40 Computer art for shops, hotels and community feeding
- 41 Literature, service and consultancy

2.4 EMBAX

Product categories

- 51 Raw materials and semi-products for the production of packaging materials
- 52 Machines and tools for finishing, processing and for the manufacture of packages and packaging means
- 53 Packaging materials, packaging means and packages
- 54 Packaging machines and equipment
- 55 Labels, materials and technologies
- 56 Accessories, measurement, control and testing instruments and systems
- 57 Environmental protection, waste and packaging waste
- 58 Logistics in the packaging industry
- 59 Services, financing, consultancy
- 60 Literature, education, institutions

- 2.5. The competition categories are based on the fair product categories and form only basic categories that can be further specified by the Evaluation Committee based on the needs and nature of the exhibits in the competition.

Article III.

3. Conditions for entering the competition

- 3.1 The duly filled in entry form in electronic form including one copy sent by post, supporting data for the evaluation, registration fee payment receipt and samples of the exhibit shall be delivered as of the deadline to the Promoter's address: Veletřný Brno, a.s., Blanka Zlatá, Vystaviště 1, CZ-647 00 Brno, phone: +420 541 153 372, e-mail: bzlatata@bv.cz
Deadline for exhibition entries: **14th February 2014** - deadline for delivering samples to be tasted: **18th February, 5 p.m.** - exhibit evaluation: **21st February** (food-related part, tasting) and **24th February** (mechanical part) - results announcement: **25th February 2014** at the gala evening
No right to enter the competition is applicable after this deadline.

3.2 Supporting data for the evaluation

3.2.1 Food and agricultural products

- 3.2.1.1 Detailed characteristics of the exhibit, picture of the exhibit (general photo), detailed, readable photo of the label or part of the packaging with data /designation of foodstuffs/, the use, substantiation of its exceptionality compared to similar products in the market and documentation proving the fulfilment of requirements under legal regulations before introducing the product to the market.
- 3.2.1.2 Samples of the exhibit to be tasted in a quantity optimal for a two-round sensory evaluation in a 7-member evaluation committee (for the date see item 5.3 of the Articles).

3.2.2 Mechanical and other exhibits

- 3.2.2.1 Compulsory data: detailed characteristics of the exhibit, general description and picture of the exhibit, its use, technical parameters, basic operating instructions, substantiation of its exceptionality compared to similar products in the market, documentation proving the fulfilment of requirements under legal regulations before launching the product to the market in accordance with the applicable EU standards.

- 3.2.2.2 Supporting data: promotional and information materials, specialist articles and publications about the exhibit, showing the exhibit in operation (video record, CD or other media), user references, information about potential awards, further information upon the Entrant's discretion.

3.3

- 3.3.1 To the Promoter's account (the duly filled in entry form serves as a pro forma invoice).
Entry fee:
1st entry form (1 exhibit) **5,000 CZK + VAT**
2nd entry form **3,000 CZK + VAT**
Each another entry form **1,500 CZK + VAT**
Once the registration fee is paid based on a duly filled in entry form, all Entrants will receive an invoice in the relevant accounting period.

Article IV.

4. Terms and conditions of presenting the exhibits

- 4.1 For the purpose of promoting and presenting the evaluated exhibits (posting on the Internet, press releases etc.), the promoter requires a short annotation (approx. 5 sentences) characterising the competition exhibit and a colour photograph, also in electronic form (jpg form), potentially, the website address of the company.
- 4.2 The competition entry form available at <http://www.bvv.cz/salima/salima-2014/zlata-medaile>, including text and image information may be sent by electronic mail (as doc, pdf, jpg, rtf form). The Promoter shall also receive a duly signed and stamped entry form.
- 4.3 Once the exhibit meets the basic terms and conditions for being entered into the competition, it will be put on the official list of evaluated exhibits which will be continuously posted on the Internet at <http://www.bvv.cz/salima/salima-2014/zlata-medaile>.

Article V.

5. Exhibit evaluation

- 5.1 The exhibits will be evaluated by the Evaluation Committee composed of experts in the respective fields. The Evaluation Committee's work is managed by its chairperson and acts as an advisory body to the Managing Director of BVV Trade Fairs Brno.
- 5.2 The Evaluation Committee evaluates exhibits in the competition categories according to criteria listed under Article VI in two basic rounds: 1st round of evaluation, i.e. short-listed selection of evaluated exhibits - nomination
2nd round of evaluation - evaluation itself
- 5.3 The evaluated exhibits will be evaluated by the Committee according to the delivered supporting data (see point 3.2.2) according to Article VI, - foodstuffs based on the tasting of a sample delivered to the Exhibition Centre high-rise building (1st Exhibition Centre gate), no later than **18th February, 5 p.m.** The exception are foodstuffs with short durability and corresponding best before date - salads, bakery and confectionery products etc., the sample of which may be delivered by 20th February 2014, 6 p.m., potentially based on an individual agreement - only if the product freshness is relevant for the evaluation! - as regards mechanical and other exhibits, the Committee is entitled to request the presentation of the exhibit at the exhibition stand and the Entrant is obliged to arrange for a qualified presentation of the exhibit for these purposes at the exhibition stand as early as one day before the official fair opening, i.e. **24th February 2014 between 2 p.m. and 4 p.m.** (to be specified by the competition organiser).
- 5.4 During the evaluation, the Evaluation Committee has a right to request of the Entrant any additional information about the exhibit and make use of information from other sources for the evaluation. The Evaluation Committee itself determines the importance of the relevant available item of information while paying more attention to validated data.
- 5.5 The evaluation process is not public.

Article VI.

6. Basic evaluation criteria

6.1 Foodstuffs and agricultural products

- 6.1.1 foodstuffs safety (fitness to drink/eat)
- 6.1.2 standard of sensory characteristics
- 6.1.3 product durability

- 6.1.4 use of non-traditional raw materials
- 6.1.5 standard of packaging, labelling
- 6.1.6 observance of legal regulations (CR and EU)
- 6.1.7 general standard of the exhibit presentation

6.2 Machines, instruments, equipment and other exhibits

- 6.2.1 demonstration of the effective functional characteristics
- 6.2.2 technical and technological standard
- 6.2.3 invention, originality of the solution, design
- 6.2.4 workmanship of the whole and details
- 6.2.5 user comfort, safety of operation
- 6.2.6 ecological aspects
- 6.2.7 business-technical parameters (deliveries in 2014)
- 6.2.8 observance of requirements under legal regulations (CR and EU)
- 6.2.9 overall presentation of the exhibit

6.3 The exhibit will not be evaluated if

- 6.3.1 the Entrant or as, the case may be, the exhibitor, fails to provide qualified information about the exhibit at the request of the Evaluation Committee
- 6.3.2 the Entrant cancels its participation at the fair
- 6.3.3 the Entrant withdraws the exhibit from the competition
- 6.3.4 the exhibit will not be on display at the fair
- 6.3.5 the foodstuff fails to be delivered within the time-limit as per item 5.3
- 6.3.6 its labelling will grossly contradict the requirements under legal regulations

6.4 If the exhibit fails to be evaluated for any of the reasons listed under Article 6.3, the Entrant is not entitled to the competition entry fee refund.

Article VII.

7. Results of the competition

- 7.1 The evaluated exhibits and the results of the competition will be continuously made public via press releases and on the website: <http://www.bvv.cz/salima/salima-2014/zlata-medaile/>. The nominated and award-winning exhibits will be marked so at the exhibition stands immediately after the official announcement (to be ensured by the Promoter).
- 7.2 **Official competition results announcement and award presentation ceremony will take place on 25th February 2014.**
- 7.3 The award-winning exhibits will receive the artistic Gold Salima prize - symbol of the competition and a diploma. The prize; diploma as well as the certificate may be used in promoting the award-winning exhibit in the future. The award-winning company is also entitled to use the competition logo for these purposes.
- 7.4 The Promoter is entitled to publicly withdraw the Gold Salima award from the award-winning exhibit if it is established that criterion 6.2.7 - deliveries to the market in 2014. - failed to be observed
- 7.5 The Promoter is not obliged to substantiate the decision made by the Committee. No appeal can be made against such a decision.
- 7.6 The Promoter guarantees that the award-winning exhibits will be presented through media partners. At the same time, he undertakes to provide information about the competition and its results to other media.

Article VIII.

8. The Promoter reserves the right to respond to technical and organisational circumstances that may result in changes in the time-limits or the course of the Competition. All Entrants are guaranteed timely information.

BVV Trade Fairs Brno





ENTRY FORM

for the competition

Gold Salima 2014

International food fairs

29th International Food Fair SALIMA, 7th International Milling Industry, Bakery and Confectionery Fair MBK,
26th International Fair of Equipment for Retail Trade, Hotels and Catering Facilities INTECO,
28th International Trade Fair for Packaging and Packaging Technologies EMBAX

Exact name of the exhibit:

We register the exhibit
for the category:

(see the Articles of the competition)

Brief characteristics of the exhibit:

(in English, ca. 5 sentences)

Producer:

(company's name and address,
phone, e-mail, www)

Exhibitor:

(company's name and address,
phone, e-mail, www)

Location at the fair:

(Hall/stand No.)

Entry fee:

- 1st entry form 5,000 CZK + VAT
- 2nd entry form 3,000 CZK + VAT
- Each another entry form 1,500 CZK + VAT

Deadline: 14th February 2014

Entrant:

Company business name and address:

Contact person:

Phone, fax, e-mail, mobile:

ID. No, TAX Id. No:

Bank connection:

Enclosed:

1. basic documentation
2. supporting documentation
3. entry fee payment voucher for the amount of:
4. contact person's business card
5. further documents will be sent

We agree with the conditions of the competition stated in the Articles which form an integral part of this entry form.

In

Date

Stamp and signature

The Entrant shall complete all data fields in a legible manner and shall be liable for their correctness. The text in the Entry Form is binding for the completion of the diploma if a prize is awarded, and for the purposes of the press and invoice.

THE ENTRY FORM IS ALSO USED AS A PROFORMA INVOICE.

Billing data: Trade Fairs Brno, Výstaviště 1, CZ-647 00 Brno
ID. No.: 25582518, TAX Id. No.: CZ25582518

Bank connection: ČSOB, a.s. SWIFT: CEKOCZPP, IBAN: CZ85 0300 0000 0000 0340 1803, Account No.: 3401803/0300
Constant symbol: 0558, Variable symbol: ID. No. of the Entrant, Specific symbol: 5999214001

Contact: Blanka Zlatá, Trade Fairs Brno, Výstaviště 1, CZ-647 00 Brno
phone: +420 541 153 372, +420 721 656 227, e-mail: bzlatata@bv.v.cz

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