



Information

1. The Award

Every year, many exhibitors contribute to making viscom THE platform of the visual communication industry.

In order to honour and promote the numerous innovations presented by the exhibitors, we are announcing the third viscom INNOVATION AWARD in 2009.

The participating exhibitors will be provided with the opportunity to comprehensively present their innovative products on an extra exhibition space and – by means of award displays – at their stand at viscom düsseldorf 2009. The participating exhibitors will be supported by extensive public relations activities – also in other European countries.

Variety is the spice of viscom INNOVATION AWARDS.

2. The Categories

The INNOVATION AWARDS for viscom exhibitors will be made for five categories:

- Signmaking – machines, materials, software, tools, application techniques and assembly processes for the **manufacture of signmaking products**
- Signmaking – POS (**finished products** such as presentation systems displayed at the POS)
- Light Advertising
- Digital Printing/Large Format Printing
- Textile Finishing

In each category max. three prizes will be awarded.

Awarding all three prizes is not mandatory. Should there be no innovative products/technologies deserving a prize in one category, the jury is recommended to award either fewer or no prizes.

3. The Jury

The jury is formed by representatives from trade journals and trade associations. In detail, these are:

- Trade magazine Large Format Printing
- Trade magazine SIP
- Trade magazine TVP
- Trade magazine WERBETECHNIK
- Trade magazine signPro Europe
- Trade association Lichtwerbung e.V.
- Central association Werbetechnik e.V.



The jury will assess the products entered according to the following criteria:

Considering a product or technology to be innovative requires the development and launch of a marketable product or technology accounting for economic, design and ecological aspects.

It is important to highlight the innovative character. An innovation isn't simply a new product; any potential user must be able to expect a significant increase in value to previous solutions, machines or media.

The jury's decision is final.

4. The Conditions of Entry

4.1 Eligibility (only exhibitors of viscom düsseldorf 2009)

- 4.1.1 Manufacturers
- 4.1.2 Distributors/retailers with permission of manufacturer

4.2 Products

- 4.2.1 Finished/end products in the form of technology, machines, materials, software, tools, application techniques, assembly processes of a manufacturer (marketable product, not individual component/system)
- 4.2.2 Product must be exhibited at viscom düsseldorf 2009 (nominees and award winners)

4.3 Market launch

- 4.3.1 After viscom frankfurt 2008 (from 2 November 2008) up to and including viscom düsseldorf 2009 (until 3 October 2009)
- 4.3.2 The market launch should cover Europe at least

4.4 Documentation to be submitted

- 4.4.1 Declaration on the innovative character of the product
- 4.4.2 Documentation including certificates and explanations of the products as demo versions (software), demo films (machines), list of showrooms or references (machines), samples (sample application of a material)
- 4.4.3 German, **English with German translation** (for better understanding of technical details)
- 4.4.4 Submission via registration form – digital (writable PDF) or filled out in block capitals; documents burned onto CD/DVD

4.5 Further conditions

- 4.5.1 There are no participation fees
- 4.5.2 Closing date for entries is 24 July 2009 (post mark or date of receipt of email)
- 4.5.3 Each product can only be entered in one category
- 4.5.4 Each exhibitor can submit a number of products in different categories
- 4.5.5 Any documentation submitted will only be returned on special request



5. The Publication of Results

The nominees and the winning entries will be featured in a display (provided by Reed Exhibitions Deutschland GmbH) highlighting the link to the INNOVATION AWARD for visitors to viscom düsseldorf 2009.

The winners will be presented to the public and press at viscom in the course of viscom night. The entering companies agree to the publication of the results.

6. The Media Partnerships

The following trade journals are media partners of the viscom INNOVATION AWARD 2009:

WERBETECHNIK
Large Format Printing
SIP
TVP
signPro Europe

7. The Schedule

24 July 2009	Closing date for the participation in the viscom INNOVATION AWARD
2 October 2009	Prize ceremony at viscom night in Düsseldorf

8. The Host and Organisator

Reed Exhibitions Deutschland GmbH, Völklinger Straße 4, 40219 Düsseldorf, Germany