

**BIT-BIZNES-INNOWACJE-TECHNOLOGIE sp. z o.**

**o.**

**ul. Głogowska 26 , 60-734 Poznań**

Person in charge: Jolanta Kanikowska

Tel. 61/869 22 06, 61/866 59 36,

fax: 61/866 66 50

e-mail: j.kanikowska@binte.pl

Bank account: PEKAO S.A.

IBAN PL 78 1240 6612 1111 0010 3433 8273

SWIFT: PKO PP LPW



27-29.03.2012   
**EURO-REKLAMA**  
**DIGITAL PRINTING EXPO**  
**VISUAL EXPO**  
MIEDZYNARODOWE TARGI ARTYKUŁÓW I USŁUG REKLAMOWYCH  
INTERNATIONAL TRADE FAIR OF ADVERTISING GOODS AND SERVICES

## **REGULATIONS FOR POZNAŃ INTERNATIONAL FAIR GOLD MEDAL COMPETITION**

### **AT THE INTERNATIONAL TRADE FAIR ADVERTISING GOODS AND SERVICES EURO-REKLAMA**

#### **§ 1**

The Poznań International Fair Gold Medal Competition is open to all products exhibited at trade fair stands which feature outstanding virtues of :

- modernity of applied solutions in relation to world solutions
- degree of innovative solutions
- economical factors ( purchase price, exploitation and service costs, costs of discharge )
- environmental impact ( among others: regeneration methods, recycling, possibilities of biodegradation, economical efficiency in consumption of materials and energy )
- functional quality ( understood as joining of usefulness and practical values )
- aesthetical quality
- degree of accommodation to transfer of applied solutions into practical applications – in the case of products mentioned under § 2, point 1b.

#### **§ 2**

1. Competition is open for :
  - a/ domestic and foreign products which possess approvals and certificates required by law ( among them – admission to the Polish market ) and do not require any additional laboratory, operational and experimental examination,
  - b/ products which are results of research, construction, technological, operational and service projects – adjusted to be easily transferred into practical economical solutions
2. Applications mentioned under point 1 may include :
  - a/ single products or groups of products homogenous in respect to their function, construction and technology,
  - b/ systems ( e.g. sets and programmes ) being separate products or elements of other products.

#### **§ 3**

1. Conditions of admission to the Competition are following :
  - entry has been made on the form which is enclosed to the Regulations and delivered to the BIT Business – Innovations – Technologies Ltd in Poznań until the **24<sup>th</sup> february, 2012,**
  - delivering of: copies of certificates, approvals and other testimonies ( mentioned under § 2 ) results of examination and other documents concerning submitted product, presenting its virtues, among others – opinions of users,
  - delivering of product image – photos ( also in electronic version – dimensions 986 x 986 (mm), scale 1:1, formats TIF or EPS or CDR ) and advertising brochures as well,
  - the competition fee amounting to **600 EURO** has been transferred into the bank account of the BIT Business – Innovations – Technologies Ltd in Poznań and the proof of the executed payment has been sent to the BIT office until the deadline.
2. The application and all the additional materials in support of the product should be submitted in Polish or English ( the name of the product and its description in Polish are required ).
3. Application and other enclosed documents will be formally verified by the BIT Business – Innovations – Technologies Ltd in Poznań. Materials ( listed above – point 1 ) will not be returned.
4. Competition's application may be refused if any untrue or incomplete information has been delivered by the participant

#### § 4

1. Assessment of the Competition products is executed by the Competition Jury on the basis of: criteria indicated under § 1 and additional materials on a product delivered by a participant. Competition Jury is appointed by the PIF President of the Board. Members are scientists and men of practical activity - specialists of the branch relevant to the trade fair.
2. The Competition Jury executes the assessment of the submitted products on the basis of delivered documents before the fair.
3. The Competition Jury awards the PIF Gold Medal in a secret ballot on the basis of established criteria. The Competition Jury can choose either a single product or a separated group or also a subgroup of products from a submitted system, set, programme of products.
4. Neither materials nor information concerning the course of the competition may be made available to any third parties by members of the Competition Jury. Sessions of the Competition Jury are run in secrecy, its decisions are final.
5. Product submitted to the Competition will not be assessed by the Jury if application is not in conformity with Competition's Regulations, e.g – participant failed to transfer competition fee. Chosen product will not be awarded if it isn't exhibited at the fair's stand.

#### § 5

1. Each product submitted to the Competition may be only once awarded with the Gold Medal of the Poznan International Fair
2. The restriction expressed above does not refer to the products in which significant and innovative modifications, allowing to classify the product to the new generation, have been introduced.

#### § 6

1. The Competition Jury announces its verdict of the PIF Gold Medals awards, through BIT Business – Innovations – Technologies Ltd and Poznan International Fair Ltd ( both of Poznan ), before the beginning of the fair.
2. Information about the Gold Medal awards is delivered to the relevant exhibitors by the BIT Ltd on the very day when decision was made.
3. PIF Gold Medal is presented by the PIF President of the Board and the Chairman of the Competition Jury on the first day of the trade fair during a solemn ceremony.

#### § 7

1. The list of the awarded products is placed in all the information and promotional materials of the Poznan International Fair Ltd, on the PIF Gold Medal website ( [www.zlotymedal.com.pl](http://www.zlotymedal.com.pl) ) and, moreover, passed to the mass media.
2. Exhibitors, whose products have been awarded with the PIF Gold Medal, will obtain from the Poznan International Fair:
  - 2.1. PACKAGE of **MEDAL – WINNER**, it's set of promotional materials including:
    - Gold Medal statue
    - Pen drive with recorded materials ( press information on winners, book of Gold Medal's sign, advertisement adjusted to printing on the page A4 – "Gold Medal Winner 2012" ).
    - CD ( to be sent after the fair ) with movie and photos of the awarding ceremony
  - 2.2. Placing of the awarded product's photo with description in the **ZONE OF CHAMPIONS**. Zone of Champions is the separate and signed place in this pavilion, where information concerning all the awarded products will be present.
  - 2.3. Participation at the **GOLD MEDAL – CONSUMER'S CHOICE 2012 Competition**. Winner will be determined by ballot. Voting will begin after announcement of the results through Gold Medal's website. Voting will be held during the fair also in the Zone of Champions, where voting posts will be placed. Participants of this voting choose single, in their opinion, best product among products which were awarded with the PIF Gold Medal during this fair. Winner will obtain the award - Gold Medal – Consumer's Choice 2012.
3. Records of the awarded products are kept by the BIT Business – Innovations – Technologies Ltd in Poznan.
4. Exhibitors and manufacturers whose products have been awarded with the PIF Gold Medal may inform about these awards in their advertising materials and other publications . Graphical presentation of the achieved Gold Medal may be placed only on the awarded products and on their packaging. Information of the PIF Gold Medal award is presented at stands of exhibitors – winners. Information concerning Gold Medal award must unambiguously indicate both the awarded product ( in conformity with obtained diploma ) and the name of the trade fair during which award occurred.