

Innovation Award Regulations

This Regulation is drawn up to safeguard the purposes of the Award and to ensure that it is conducted correctly. It sets out the procedures and criteria for the operation of the Award and for participation therein, for the 2025 edition and is valid and effective only for that edition.

Participation in the Award, expressed by submitting one's proposals via the online form, together with the signing of the Application form, the Project and Information Sheet and the Company Description Sheet, together with the other declarations referred to in the following article 5 on the modalities of participation, implies the complete and unconditional acceptance of this Regulation by the participants.

Art. 1 Purpose

The Award aims to highlight successful business and entrepreneurial projects and experiences that have worked towards the progress and continuous improvement of the Food & Beverage sector, specifically in the following areas:

- **Innovation Award of the Year 2025 - Beer**
- **Innovation Award of the Year 2025 - Spirits**
- **Innovation Award of the Year 2025 - Soft drinks, Low & No**
- **Innovation Award of the Year 2025 - Food**
- **Innovation Award of the Year 2025 - Technology**
- **Innovation Award of the Year 2025 - Service and Digital Innovation**

Art. 2 Characteristics of the Prize

1. No cash prizes or prizes susceptible to economic evaluation are envisaged.
2. Prizes shall consist of ceremonial plaques that will be produced by IEG through special coordination on contents and graphics with the other promoters.

Art. 3 Eligible subjects

Private and public companies may participate in the Award, according to the established provisions, which at the time of submitting their application are

- Incorporated and active and regularly registered in the exhibitor catalogue of Beer&Food Attraction 2025 or BBtech Expo 2025;
- Regularly registered in the company register of the CCIAA (Chamber of Commerce, Industry, Crafts and Agriculture) with territorial jurisdiction;
- In compliance with all social security and insurance obligations and with the regulations on the fight against illegal and undeclared work as per Regional Law no. 35/2000;

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- Which is not subject to any of the procedures set forth in the Company Crisis Code pursuant to Legislative Decree no. 14/2019 and the Bankruptcy Law and other special laws, nor has proceedings for the declaration of one of such situations pending against it;
- Whose legal representative has not been convicted with a sentence that has become final or against whom a criminal decree of conviction has been issued that has become irrevocable or a sentence of application of the penalty on request, pursuant to Article 444 of the Italian Criminal Code, for serious offences to the detriment of the State or the Community that affect professional morality.

Art. 4 Admission criteria

Entities referred to in Article 3 interested in participating in the Award must submit accurate documentation of their completed projects.

- Only projects already deliberated, underway or completed within the last 12 months, i.e. from January 2024 to December 2024, may be submitted.
- Each participant may submit only one application. Should he/she submit several applications, only the last application in chronological order will be examined.
- Applications are not admissible if they refer to the following persons:
 1. Members of the Selection Committee, their spouses, their relatives and relatives-in-law up to and including the 2nd degree;
 2. Members of the Promoter Committee, their spouses, their relatives and relatives-in-law up to the 2nd degree inclusive;
 3. Members of the Organising Secretariat;
 4. Institutional and management offices of the subscribing organisations.

Art. 5 Methods of participation

1. Participation in the Prize is free of charge. Applicants must fill in the online application form, including all declarations/sheets, and complete all the mandatory documents listed below:

- (a) Application for participation in Beer & Food Attraction 2025 and BBTech 2025 (including consent to data processing);
- b) Form 1 and 2 of this document;
- c) A short technical data sheet of the technological innovation in Italian or English;
- c) A short technical data sheet of the technological innovation in Italian or English;
- d) jpeg photos of the candidate product up to a maximum of 3 photos.

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2. Applicants may attach to the application any additional documents they consider useful for the selection of projects (e.g. digital presentations, brochures, photos, videos, etc.) up to a maximum of three documents, with a total limit of 10,000 characters.
3. The mandatory documentation to be sent and any additional documentation must be signed by the legal representative of the applicant company or responsible delegate.
4. Applications, accompanied by all the mandatory documents described above, must be submitted no later than 29/01/2025 according to the procedures indicated in these regulations. Any changes to the indicated dates will be promptly communicated by the Organising Secretariat through the website www.beerandfoodattraction.it and www.bbtechexpo.com and its social channels.
5. Applications received after the deadline will not be accepted under any circumstances.
6. Applicants, by signing the application form, explicitly agree to carry out all necessary investigations concerning data, company profiles and biographies, in full respect of industrial secrecy.
7. All information collected regarding the company and the candidates' profiles shall be processed in compliance with EU Regulation 679/2016, so-called GDPR, for the sole purposes of the Award.
8. By registering for the Award, candidates guarantee that the proposal submitted is original and does not violate any regulations protecting copyright or other third party rights, including those of private property, intellectual property, etc.. In this regard, each participant undertakes to fully indemnify the promoters, the organisers and all those involved in the Prize from any claims by third parties.
9. The winners undertake to guarantee their own participation and that of their legal representative or in the event of impossibility of an official delegate, in the case of companies, at the award ceremony, and agree to appear in press reports and in any television and photographic coverage of the event, without any claims in terms of their own rights or those of the representing companies. In the event of restrictions and/or limitations, the ceremony will take place in telematic mode. The winners must in any case ensure their presence remotely.

By accepting these Rules and Regulations, the undersigned of the Application Form gives his/her consent to the use of his/her own images/photos/videos and/or interviews, but also of his/her own authorial products (e.g. photos/images of innovative products and brief descriptions and/or presentations/biographies of the innovative product presented at the time of participation in the Award), for all the disclosure or corporate communication, advertising and promotional purposes of Italian Exhibition Group Spa (through its websites and social channels).

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10. While respecting industrial secrecy and the confidentiality of the candidates, the Jury, through the Organising Secretariat, may request information, interviews or visits from the candidates useful for the purposes of the selection.

11. The communication of untruthful, inaccurate and incomplete data, and failure to comply with the participation procedures established in these Rules and Regulations and the requirements for participation shall result in the exclusion of participants from the selection or the return of the prize received.

It should be noted that by submitting the application to take part in the competition, the participant accepts all the clauses of these Rules and Regulations and authorises IEG to make its image public for publication, reproduction, diffusion and distribution through its communication activities, press, Internet site, events, public places and to combine it with its own brands and promotional activities. The participant also declares and guarantees to the organiser:

I) that I am of full age;

II) that the personal data given correspond to the truth;

III) to renounce requesting from the organiser any compensation (in any form whatsoever) for image rights, photographic filming, filming transmitted via the web and through any other means of transmission and/or technological support present and future of participation in the competition

IV) to guarantee the organiser that the idea/format submitted does not infringe any third party rights of any kind (by way of example: trademark, patent, distinctive signs, unfair competition, copyright, etc.).

Art. 6 Organizing Secretariat

The Organizing Secretariat is based at ITALIAN EXHIBITION GROUP SPA and carries out organizational and promotional functions of the Award.

Art. 7 Judging Committee

The Jury, which will be specially appointed by the Promoter Committee and composed of personalities of recognised experience in the field of innovation from the worlds of science, academia and industry, performs the functions of the Jury. Its task is to identify the winners on the basis of the best projects regularly submitted.

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Art. 8 Selection procedure and communication of results

1. The promoters of the Prize shall verify the eligibility of the applications submitted in accordance with the provisions of the regulations and the requirements set out in Articles 3, 4 and 5 above. They then make the documentation available to the Selection Committee.
2. The Selection Committee shall assign a score to the shortlisted applications based on the evaluation criteria set out in Article 9 below, and on the weights to be assigned to them, which shall be defined after its establishment.
3. The Selection Committee may, should it deem it necessary to obtain further information for the purposes of the evaluation, request the candidates for the Award for an interview or a special meeting.
4. The applications shall then be ranked on the basis of the points awarded.
5. The winners will be contacted by the Organising Secretariat promptly and will be invited to the award ceremony. On the same occasion they will be asked to present their project to the audience present. The winners therefore undertake to guarantee their participation in the award ceremony, in the manner set out in art. 5, and agree to appear in press reports and in any television and photographic coverage of the award event, without any claims in terms of their own rights or those of the companies represented.
6. The ranking list, together with the list of participants and winners, will be made public from the day of the award ceremony, by publication on www.beerandfoodattraction.it and www.bbtechexpo.com and through the websites of the subscribing organisations.

Art. 9 Evaluation criteria

1. The evaluation of the applications, which is the exclusive responsibility of the Selection Committee which carries it out under its own responsibility and at its own indisputable and unquestionable judgement, will take into account:
 - **Degree of novelty of the project** (assignable score 1-10) - how much the product introduces something unique compared to current market standards
 - **Sustainability and Environmental Responsibility** (assignable score 1-10) - use of recyclable materials or low-consumption technologies, evaluation of the ecological footprint
 - **Scalable growth** (assignable score 1-10) - potential for large-scale growth
 - **Consumer Value** (assignable score 1-10) - improvement of customer experience, such as practicality, ergonomics or functionality

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It is specified that IEG has the right, as an exception to the rules and at its sole discretion, to consider any special requests for some deserving companies in project terms **VALID FOR THE MISSION OF THE FAIR.**

Art. 10 Award ceremony

1. The prizes will be awarded during the public awards ceremony that will take place during Beer & Food Attraction and BBTech Expo 2025. The date, location and further logistical details of the ceremony will be promptly communicated via email by the Organizing Secretariat to the winners, who undertake to guarantee their participation as indicated in art. 5, and maximum visibility will be given to all media outlets.
2. In case of restrictions and/or limitations, the ceremony will be held online.
3. Winners must still ensure their physical or remote presence at the ceremony.

DATE _____

EXHIBITOR'S STAMP AND SIGNATURE _____