

## SAPORE INNOVATION AWARD 2012 – Regulations

“SAPORE INNOVATION AWARD 2012” is a contest dedicated to innovative products presented at “SAPORE - Tasting Experience”.

The expo offer visitors and exhibitors a privileged observatory on the best proposals, the avant-garde and trends in consumption styles. The expo section “Sapore Innovation Area” will be the “showcase” in which the new products will be exhibited, divided according to sales channel: bars, restaurants, collective food service and Large-scale Distribution.

A technical panel will decide the best products for each channel, while the public will be able to vote for the new 2012 product most appreciated among those on show.

Eventual special mentions will go to technologies and packaging, and a particular mention will also go to the best frozen product (Frigus Award).

### *PARTICIPATION REGULATIONS*

#### **Art. 1 \_ General Indications**

- The following regulations ensure that the selection is carried out correctly.
- When registering for the SAPORE INNOVATION AWARD 2012, participants accept the indications of these regulations and any legal appeals are therefore excluded. They also accept that all the company information can be used in the context of the selection.

#### **Art. 2 \_ Organizing body**

- RIMINI FIERA S.p.A, organizing company of the SAPORE exhibition, which will be held at Rimini expo centre from February 25<sup>th</sup> to 28<sup>th</sup> 2012, is holding SAPORE INNOVATION AWARD 2012, a selection reserved for innovative products presented at the expo.

#### **Art. 3 \_ Objectives**

- The selection has the following objectives:
  - Ensuring proposals by the companies investing in innovation and research a high profile.
  - Rewarding the products able to best interpret the evolution of consumption and the trends of each individual sales channel.
  - Highlighting visitors’ appreciation of proposals on show.
  - Favouring trade members’ knowledge of the products.

#### **Art. 4 \_ Participants**

- All companies exhibiting at SAPORE TASTING EXPERIENCE can take part.

#### **Art. 5 \_ Criteria of admissibility to the contest**

- The contest is reserved for all products of an innovative nature, not yet on the market or launched in the six months prior to the start of the expo, i.e. from September 2011

#### **Art. 6 \_ Method for participating**

- Participation in the contest is totally free of charge.
- Participating companies undertake to fill in the registration form in digital format found on the Web site.



- The form must be completed in all fields, showing: company data, characteristics of the product, sales channel in which it competes, presentation of the product (in Italian and if possible in English). It is necessary to show the company's choice for inclusion on the INNOVATION BOOK catalogue (text-only, text + logo, text + logo + photo, text + ad page). The company assumes all responsibility regarding property rights, patents, brands and licence for use of the product presented, exonerating Rimini Fiera from all dues and responsibility, even in cases of controversy regarding unfair competition, which must be solved exclusively between the companies involved.
- The completed participation form, product photograph and company logo must be sent by e-mail within and no later than December 09<sup>th</sup> 2011 to: [concorso@riminifiera.it](mailto:concorso@riminifiera.it). The company assumes all responsibility regarding any copyright on photographs, which it gives Rimini Fiera full freedom to use for aims related to the contest and for promotional purposes.
- The organizer reserves the right to modify text for layout purposes.
- The sample or mock-up of the product must be sent to the organization office at no charge to the organizer.
- All material necessary for participation must arrive within and no later than December 9<sup>th</sup> 2011.

#### **Art. 7 \_ Methods for selection**

- All application forms will be submitted to and examined by the organization office to ensure compliance with point 5.
- All products admitted will be published on the Web site [www.saporerimini.it](http://www.saporerimini.it) in the SAPORE INNOVATION AWARD section, exhibited in the SAPORE INNOVATION AREA 2012 hall from the first day of the expo, i.e. from 25.02.12. and published in the catalogue of the event, INNOVATION BOOK 2012.
- Among the products taking part, the expo organizer will select a list of proposals, classified by channel, to be submitted to the judgement of the technical panel. The technical jury will meet with the task of selecting among the products the 4 most innovative proposals per channel and the special mentions for packaging, technology and frozen product.
- The products chosen for the awards by the jury will be exhibited in special showcases in the INNOVATION AREA 2012 hall along with the other products.

#### **Art. 8 \_ Technical jury votes**

- The technical jury will have the job of judging the most innovative proposals submitted.
- The jury will be made up of a panel of experts from various professional categories (e.g. chefs, trade journalists, trendsetters, etc).
- The members of the jury will taste the products prepared by the expo's chefs, expressing their judgement by filing in a card containing five numerical scales showing their appreciation according to the following criteria:
  - flavour
  - image and packaging
  - market potential
  - probability of use by trade members and end consumers
  - originality.
- The panel's judgement will be final and irrevocable.
- The jury will give a reason for the choice of each winning product.
- To safeguard participating companies' prestige, votes will not be announced.

#### **Art. 9 \_ Public votes**

- All visitors to the expo will be able to vote for their favourite product during the expo (from 9.30 am on Saturday 25<sup>th</sup> to 1.00 pm on Tuesday 28<sup>th</sup> February 2012) by going to the INNOVATION AREA 2012's hall.



- Each visitor will receive a card for voting which will have on its rear the code of each product on show in the INNOVATION AREA 2012's hall.

**Art. 10 \_ Consignment of product samples**

- Companies accepted for the contest must consign products for tasting and display according to details that will be announced later.
- If products are perishable, they must be consigned for display as mock-ups or just the outer packaging.
- Products must be sent to the organizer ready for display.
- Products that do not arrive within the established deadline will not be displayed

**Art. 11 \_ Method of display**

- All products admitted will be displayed in the SAPORE INNOVATION AWARD hall.
- Products receiving awards from the jury will be highlighted in special showcases, with a card explaining the reason for the award.
- Products displayed will be complete with the description published in the catalogue.

**Art. 12 \_ Awards**

- Winners will receive:
  - an announcement on the expo's Web site
  - a press report via Rimini Fiera press bulletins.
  - a plaque and the SAPORE INNOVATION AWARD 2012 logo in digital format for use in advertisements for the product

Date

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Company signature and stamp

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As per and by effect of Art.1341 civil law et seq. the clauses as per Art.6 relative to the responsibility regarding the ownership of the rights to the products and the ownerships of photograph copyrights are specifically approved.

Company signature and stamp

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