REGULATIONS FOR POZNAN INTERNATIONAL FAIR
GOLD MEDAL COMPETITION AT THE
International Trade Fair for Gastronomy POLAGRA GASTRO

§ 1

1. The organizer of the Poznan International Fair Gold Medal Competition (hereinafter referred to as the Organizer) is a company Międzynarodowe Targi Poznańskie Sp. z o.o. with registered office in Poznań.

2. The Poznan International Fair Gold Medal Competition is open to all products exhibited at trade fair stands which feature outstanding virtues of quality, utility and aesthetics. Innovative value is the basic criteria of estimation, however irrespective of their market and economical values, products submitted to the competition must be of the high quality.

3. Following criteria are taken into consideration during estimation of products submitted to the competition:
   a) modernity of the product (production process) characterized through originality of applied design;
   b) construction and production solutions;
   c) practicability, utility and reliability of the product;
   d) aesthetics;
   e) conformity with valid standards, especially legal requirements (security, environmental protection, required attestations, certificates etc.);
   f) profitability

§ 2

1. Competition is open for:
   a/ domestic and foreign products (with EU attestations) 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, submitted to the competition by scientific or R&D establishments.

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 acceptance of the application is fulfilling the following premises:

   a) Entry has been made on the form which is enclosed to the Regulations and delivered to the World Trade Center Poznań Ltd until the 28th July, 2017;

   b) 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;

   c) delivering image of the product / technical solution – all sides overviews showing entire product/solution or its element which is important in respect to innovativeness. Required files are: JPG or TIFF, in resolution 300 dpi;

   d) media description of a product – up to 500 signs in a text file (WORD, e-mail or CD);

   e) Company’s logotype should be enclosed;

   f) The Competition fee amounting to 1900 PLN has been transferred into the bank account of the World Trade Center Poznań Ltd and the proof of the executed payment has been sent to the World Trade Center Poznan 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 World Trade Center Poznań sp. z o.o. 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 and opinions of experts.

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 World Trade Center Poznan Ltd., 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 World Trade Center Poznan 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.mtp.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 the Package of MEDAL – WINNER – it’s set of promotional materials including:
   a) Gold Medal statuette and a diploma;
   b) Logo along with the book trade;
   c) Template ads promoting the winner;
   d) Stand A4 with the logo of the Gold Medal;
   e) Advertisement to be printed (A4 size) – ”2017 Gold Medal Winner”;
   f) A large sticker with the logo of the Gold Medal Award allows rapid identification of the product of the stands at the exhibition pavilion.;

3. Independently on § 7 point 2, the Organizer will carry out the following promotional campaigns awarded products:
   a. Campaigns targeted to the visitors:
      a) Detailed descriptions of the winning products in the electronic and printed trade fair's media: newsletters, Visitors’ Vademecum;
      b) Placing the list of awarded products and information to promote them on the websites of the MTP (www.mtp.pl, www.zlotymedal.mtp.pl, and the various fairs, social media);

   b. Campaigns - Gold Medal Winners in the media:
      a) In the case of awarding PIF Gold Medal more than one product: Internet campaign for videoboard - Internet campaign on a national news services: www.fakt.pl, www.biznes.onet.pl, www.forbes.pl A total of 250 000 hits on all sites;
      b) Information of the winner to be published in the branch press and in selected papers of the national press;
      c) The TV campaign promoting PIF Gold Medal Competition - in the national media, as a sponsor of the weather forecast program in TVP INFO;
      d) The TV campaign in the local media - Poznan Fair Magazine - materials from selected trade, on innovative products and services, which won the PIF Gold Medal;

   c. In the case of awarding PIF Gold Medal more than one product, will be launched the ZONE OF CHAMPIONS - the separate and signed place in this pavilion, where information concerning all the awarded products will be present.

   d. In the case of awarding PIF Gold Medal more than one product, will be launched the "Gold Medal – Consumer’s Choice 2017" on the following rules:
      a) Participation in the competition "Gold Medal – Consumer’s Choice 2017" taking the products awarded in the PIF Gold Medal Competition;
      b) The winner will be selected through an open voting;
      c) Voting will begin after announcement of the results described in § 4 point 3 through Gold Medal’s website;
d) Voting will be held during the fair also in the Zone of Champions, where voting posts will be placed.

e) Participants of this voting choose single, in their opinion, best product among products which were awarded with the PIF Gold Medal during this fair;

f) Winner will obtain the award “Gold Medal – Consumer’s Choice 2017”.

4. Records of the awarded products are kept by the World Trade Center Poznań Ltd.

5. 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.

6. 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.