

Application Policies for EQUITANA Innovation Award 2022

§01 Sponsors

The award is sponsored by Reed Exhibitions Deutschland GmbH and FORUM Zeitschriften und Spezialmedien GmbH / PFERDEBETRIEB journal.

§02 Description of the Award

- 2.1 For participation, a processing fee (EUR 100 per submitted product) will be charged
- 2.2 For participation, a processing fee (EUR 150 per nominated product) will be charged
- 2.3 A neutral panel of judges will select nominations from all products and concepts submitted according to predefined evaluation criteria (cf. §7).
- 2.4 Per category a maximum of ten products or concepts can be nominated
- 2.5 In a second round of the selection process, the award winners will be chosen from the nominees by the panel.
- 2.6 In 2022, the Audience Award will be added as an additional category for the first time.
- 2.7 From among all nominees who have expressly agreed to participate in the entry form and have submitted a video with a product presentation, the jury will choose the winner.
- 2.8 The Audience Award will be presented in addition to the jury awards in the previous categories.

§03 Eligibility

All exhibitors at EQUITANA with a corresponding product/concept are eligible to participate. Each company can be represented with several registrations. The product/concept must not be on the market for longer than 24 months.

The sponsors reserve the right to admit only products/functions/procedures which meet at least 2 evaluation criteria.

§04 Design copyright

Applicants who, by producing, marketing, distributing, possessing or advertising their products, violate the laws for the protection of intellectual property or industrial property rights in the widest sense of the term are not welcome to participate.

§05 Application Task

- 5.1 Description of the specific product/concept/function/process
- 5.2 Application is based on uploading the application form and accepting the application policies

§06 Audience Award

Participation in the Audience Award requires the submission of a video that will be published via EQUITANA's social media channels. By submitting the video, the participant assures that he/she holds all rights, in particular copyrights, to the content and that he/she is entitled to use the content in this manner and to allow third parties to use the content. The contents of the videos may not infringe any trademark rights, copyrights, personal rights or other rights of third parties. This applies to the visual, audio and other content of the videos. Participants are obliged to provide evidence of written consent from persons shown in the videos or otherwise recognisable, including the transfer of the rights of use and exploitation for the purposes provided for herein. This also applies in particular to employees of the participants' companies or third parties who are recognisable in the videos. The organisers are entitled, but not obliged, to check the content of the videos and not to publish inadmissible content or to cancel publication and exclude the participant concerned from participation in the Audience Award. The participants are obliged to indemnify the organisers against claims for infringement of third party rights in connection with the videos submitted, their contents and their publication.

By submitting the videos, the participants irrevocably grant the awarding bodies the non-exclusive, spatially and temporally unlimited right to use the respective contents for the purpose of conducting the competition and for advertising purposes in all known and unknown types of use. This right of use also includes, in particular, the right to publish, distribute, make publicly accessible and edit the contents.

§07 Submission deadline

The deadline for submission is 14th January 2022 (Date of upload).

§08 Questions

Questions can be addressed in writing or by telephone until 14.1.2022.

§09 Panel of judges

The panel will be made up of managers of equestrian businesses, stable owners, management consultants, experts and specialized journalists.

§10 Prices

The prize: a trophy, a seal and certificates with the name of the award-winning submission and the company. In addition, the winners will receive the seals and graphics of the Innovation Award in digital form for two years' use for advertising purposes.

§11 Jury

Judges are a selection of horse farm managers and stable owners, farm consultants, experts and specialist journalists.

§12 Evaluation criteria

The panel will judge the applications submitted according to the following criteria:

1. Innovation/improvement to save labour and time
2. Innovation/improvement of the profitability of the equestrian business
3. Innovation/improvement of range of services
4. Innovation/improvement of operating safety
5. Innovation/improvement of energy efficiency
6. Innovation/improvement of humane animal husbandry
7. Innovation/improvement by which when used make the profits of the company environmentally compatible, socially responsible and/or economically.

Innovation/improvement can be:

- Avoiding CO2 as contribution to climate protection
- Improvements for environmental compatibility of the supply chain
- Social responsible cooperation with production partners

These innovations/improvements must already be realised and practised

§13 Further use of your application information

The organisers intend to present the participating innovations and the winners. They are to be published editorially by preliminary and follow-up reports in the magazine PFERDEBETRIEB.

A flyer and/or special print listing and listing of the nominated products will be displayed at the information stands.

The Innovation Award will be announced in the exhibition catalogue.

In addition, EQUITANA (www.equitana.com) and Pferdebetrieb (www.pferde-betrieb.de) will provide information on the Innovation Award on the Internet.

Press releases to horse magazines supplement the PR work.

For this reason, the submitted documents must clearly indicate if data, figures, illustrations or photos are not released for publication.

By providing photographic material, the participant confirms that he/she has the rights to the photographic material. A corresponding picture source is to be indicated with the registration.

§15 Display of the innovations and concepts

At the opening of the trade show on 7 April 2022, all nominated exhibitors will be issued with certificates with a stand-up device to display at their stands.

§15 Award presentation

The awards will be presented during EQUITANA. All applicants will be notified of the time and place of the award presentation in good time.

§16 Final provisions

Legal recourse is excluded.

These guidelines are final. Any deviating terms and conditions of the participant shall not apply. Should individual provisions of these guidelines be or become invalid, this shall not affect the validity of the remaining provisions of these guidelines. In this case, the invalid provision shall be replaced by a valid provision that comes as close as possible to the economic purpose of the invalid provision.

The Audience Award is not affiliated with, sponsored, endorsed or organised in any way by Instagram and/or Facebook or any other social media. The information provided by the entrants will be received and processed by the award holders and not by Instagram, Facebook or any other social media.

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