



9-11 MAY 2016

HUNGEXPO
HUNGARY

NEW EDITION



INTERNATIONAL HORECA & RETAIL SHOW

Call for Tenders for the Innovation Product Competition of Sirha Budapest

For the second time, Hungexpo Zrt. and Trade magazine will be jointly hosting the Sirha Budapest international Innovation Product Competition. The goal of the competition is to use the exhibition to enhance the reputation of the best of the innovative products and services introduced to the market by the exhibitors appearing at the thematic professional event in the inter-exhibition period. Just as the SIRHA exhibition is an international event, so is the innovation competition, allowing for the entrance of foreign and domestic exhibitors alike. The first three winners of the various categories will be displayed at the exhibition, and thus visitors can also see the results of the competition.

In order to apply, Entrants must fill out the following tender data sheet. The tender documents can be sent in by clicking on the *Send via email* button at the end of the data sheet. The data sheet can also be saved and sent in at a later date to the sirha-termekverseny@hungexpo.hu email address.

The tenders received will be evaluated by professional experts and journalists who are approached for this reason. The winners of the various categories will be congratulated on stage after the official exhibition opening. Entrants will be notified of the results by 29 April. All entrants will be invited to the award ceremony.

Entry categories:

- 1) Food and drink
- 2) Baking and confectionery industry products
- 3) Technologies (kitchen appliances, baking industry devices, food industry technologies, hygienic technologies, software)
- 4) Hotel industry products, furniture, fabrics, decorations, table settings
- 5) Packaging industry and logistics

Conditions of tender:

- Only exhibitors of the SIRHA Budapest exhibition may enter the competition.
- The product or service entered must be introduced to the market by the Entrant between 1 May, 2014 and 1 March, 2016.
- The product or service of the tender must be presented by the Entrant at the exhibition.
- Entrants must electronically forward their application by the deadline date (15 April, 2016).
- The product or service involved in the tender must be represented by a photo attached to the application form.
- The entry fee must be paid by the application deadline - 15 April - to Hungexpo Zrt.

Application deadline: 15 April, 2016

Applications received after this date will not be involved in the competition.

Competition entry fee: 25,000 HUF + VAT/tender

Awards:

First, second and third places will be announced in all categories - depending on the number of entrants.

First place awards:

- 20% discount from the placement prices valid at the time of application of the Sirha Budapest exhibition in 2018.
- Unique handcrafted award
- Award certificate
- The images, description and booth number of the first, second and third place winners of the competition will be displayed at a frequented spot of the exhibition.
- Communication package containing the following: appearances on the exhibition's website under the Innovation product competition menu; Appearances in the exhibitor reports of Trade magazine's 2016/7-8 issue; 40% extra advertising discount from advertisements placed in Trade magazine.

Second place awards:

- 15% discount from the placement prices valid at the time of application of the Sirha Budapest exhibition in 2018.
- Award certificate
- The images, description and booth number of the first, second and third place winners of the competition will be displayed at a frequented spot of the exhibition.
- Communication package containing the following: appearances on the exhibition's website under the Innovation product competition menu; Appearances in the exhibitor reports of Trade magazine's 2016/7-8 issue; 35% extra advertising discount from advertisements placed in Trade magazine.

Third place awards:

- 10% discount from the placement prices valid at the time of application of the Sirha Budapest exhibition in 2018.
 - Award certificate
 - The images, description and booth number of the first, second and third place winners of the competition will be displayed at a frequented spot of the exhibition.
 - Communication package containing the following: appearances on the exhibition's website under the Innovation product competition menu; Appearances in the exhibitor reports of Trade magazine's 2016/7-8 issue; 30% extra advertising discount from advertisements placed in Trade magazine.
- In the case of winning multiple awards, we will honor the highest placement price discount for the Sirha Budapest exhibition. Award values cannot be combined.

Announcer of the tender,
organizer of the exhibition:

Organizer of the competition,
official magazine of the exhibition:

Tender Application Data Sheet

Sirha Budapest Innovation Product Competition

Entrant:

entrant's company name: _____
address: _____
profile: _____

(All the individual products or services must be entered on separate data sheets.)

Tender:

subject: _____

innovation content: _____

Breakdown:

1) Food and drink

Category:

- foodstuffs
- drinks
- raw materials
- other

Market launch: _____

Market evaluation:

- market share: _____
- annual turnover: _____
- target group: _____
- awards: _____
- distribution: _____
- packaging: _____

2) Baking and confectionery industry products

Time of appearance: _____

Evaluation:

How did the product influence the company's achievements/success?

target group: _____

awards: _____

Where is the product available? _____

packaging: _____

3) Technologies

Type:

- kitchen appliances
- baking industry devices
- food industry technologies
- hygienic technologies
- other

When has it appeared on the market?: _____

evaluation: _____

specialties, novelties: _____

other remarks: _____

4) Hotel industry products, furniture, fabrics, decorations, table settings

- furniture
- fabrics
- decorations
- table settings
- other

When has it appeared on the market?: _____

evaluation: _____

specialties, novelties: _____

5) Packaging industry and logistics

- machines
- packaging materials
- technologies facilitating packaging or logistics
- other

When has it appeared on the market?: _____

evaluation: _____

specialties, novelties: _____

Photos, illustrations:

Please attach 5 photos or illustrations at the most with the application, possibly including any quantifiable results!

Contact information:

Company name: _____

Invoicing address: _____

Mail address: _____

Telephone: _____

E-mail address: _____

Website: _____

Point of contact: _____

Direct phone: _____

Direct e-mail: _____

- As an exhibitor of the Sirha Budapest exhibition, we hereby apply for the innovation competition of Hungexpo Zrt. by providing the above-listed information. Submitting the application form entails a payment obligation against invoices. Applications may only be canceled in writing by 3 April, 2016 at the latest. Should the cancellation be received at a later date, the participation fee will be fully invoiced.

Please attach the transfer receipt with the fully completed data sheet. Upon receipt of the funds, Hungexpo Zrt. will issue an invoice to the invoicing address provided above.

Please forward the entry fee to the name and address provided above.

Date:

Authorized signature: