

# Registration

Deadline for entries: 29 May 2009



The award for outstanding design

I hereby register an entry for the CMS Purus Award 2009.

The following address should be used for all correspondence and invoicing:

Company (Applicant)

Responsible contact person

Street/Address

Country/Postcode/City

Tel. Fax:

E-mail

### Product category

- 1. **Machinery** for cleaning and care of buildings and outdoor facilities
- 2. **Equipment** (cleaning equipment and materials, chemical cleaning and care agents, workwear)
- 3. **Sanitary equipment** (products for industrial hygiene)
- 4. **Management and solutions** (software for building services)

Product name

Model/type

Market launch (year)

Market price (standard equipment, in EUR)

### Product manufacturer

- The applicant is the manufacturer.
- The applicant is not the manufacturer, in which case please include the manufacturer's address.

### Designer

- In-house design; name of person responsible for design

- External design; address of design studio

### Product inventory list (for competition phase I)

- Brochures ..... Qty.
- Specification sheets ..... Qty.
- Drawings ..... Qty.
- Photos ..... Qty.
- Slides ..... Qty.
- Other items ..... Qty.   
Please provide a more detailed description

### Return (for competition phase I)

- Please return all submitted documents.

### Declaration by participant

- I accept the conditions of participation for the competition. I also affirm that I have been granted the authority to participate in this competition and have received endorsement of the conditions of participation from any third parties holding a copyright or right of use for the submitted product.

### Declaration of exemption

- I affirm that by participating in this competition and by presenting the submitted competition entry in an exhibition or other media does not constitute an infringement of third party rights. I hereby exempt the organizer from all third-party claims.

### Entry fee

- Following receipt of the invoice, I agree to pay the fees described in the conditions of participation.

Company stamp

Date, signature

# Conditions of Participation



## Invitation to participate

All CMS exhibitors are invited to enter the competition. The conditions of the competition are based on the guidelines used by international professional design associations. Organizations and individuals involved in carrying out the competition or represented on the panel of judges are excluded from participation.

## Award categories 2009

Messe Berlin GmbH is making the Purus Award 2009 in the following award categories:

1. **Machinery** for cleaning and care of buildings and outdoor facilities
2. **Equipment** (cleaning equipment and materials, chemical cleaning and care agents, workwear)
3. **Sanitary equipment** (products for industrial hygiene)
4. **Management and solutions** (software for building services)

A product may not be entered in more than one category. The panel of judges is, however, entitled to transfer an entry to another category if it is determined that this will improve the chance of the entry receiving an award.

## Multiple entries

Participants are permitted to submit up to three entries in each award category.

## Repeat entries

Products that have already received a CMS Purus Award may not be submitted for the competition unless they have been significantly modified in terms of functionality or design. In this case, the entrant must supply a special product description that provides proof of these modifications. This also applies to entries that have been previously submitted but not chosen for a CMS Purus Award.

## Dates

The deadline for entries is 29 May 2009 (date of receipt). Preliminary assessment and short-listing will take place in June 2009. The final assessment and award ceremony will be held in September 2009.

## Entry forms and information

Entry forms and information can be obtained from Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany  
Contact: CMS, Tel. +49(0) 30 3038-2043, Fax: +49(0) 30 3038-2227, cms@messe-berlin.de, www.cms-berlin.com

Please direct all questions regarding the competition and results to the CMS project team. Members of the panel of judges are bound to secrecy for the duration of the competition. Content-related questions will be answered by project organizers or the independent mediator.

Appointed independent mediator: Prof. Werner Linder, linder.design.consult., Lange Stücken 22, 14109 Berlin, Germany, wl@linder-design.de

## Panel of judges

Nominations and award winners are determined by an independent panel of judges. All judges' decisions are binding and final. There is no right of legal challenge.

The panel of judges is entitled to seek expert advice from outside authorities who do not have a right to vote.

## Assessment criteria

The panel of judges will assess the design quality of the submitted entries based on practical application with special attention paid to industry-specific quality features. The following assessment criteria apply:

- **Pioneering qualities:** innovative, exemplary in terms of its functionality, eye-catching appearance
- **Functional qualities:** practical, modular, easy to install and maintain
- **Application qualities:** user-friendly, economical, environmentally compatible, efficient, safe to use
- **Aesthetic qualities:** coherent design, attractive overall appearance with appropriate use of materials
- **Presentational qualities:** intelligible explanation of the entered product and professional presentation

## Phase 1 assessment: Nomination

In the first phase, the panel of judges preselects the best entries and nominates them for final selection. This nomination represents a first stage of recognition. The nominees are informed about the judges' decision and requested to submit the original product. If an entrant fails to fulfill this request within the specified timeframe, the entry will be disqualified from the competition and the nomination withdrawn. The panel of judges is also entitled to withdraw a nomination if subsequent information indicates that requirements for nomination have not been met.

## Phase 2 assessment: Presenting the Purus Award

In the second phase, the panel of judges inspects the submitted original products and chooses the Purus Award winners in the various categories. Award winners will be announced at a press conference in conjunction with CMS 2009.

## Competition entries

All competition entries/submitted documents must include the following:

1. A completed application form.
2. A description of the product, including the name, characteristics and special features in German or English. This should be as concise as possible, yet provide all necessary details.
3. Drawings, photos, brochures, specification sheets, etc. that demonstrate the design, mode of operation and practical applications of the entered product.
4. Other representational media (video, electronic media) are acceptable. However, files submitted on CD or as e-mail attachments should be saved as PDF files (for Acrobat Reader).
5. The original products must not be sent until an explicit request is made by the panel of judges for the second phase of judging.

## Entry form

A separate entry form is required for each product submitted. The form contains an inventory of the submitted documents along with a declaration of acceptance of the terms of participation. The entry form is enclosed with the invitation and can be downloaded from [www.cms-berlin.com](http://www.cms-berlin.com)

## Address for submissions

Please send all completed entry forms and documentation to the following address: Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, CMS  
Prior arrangements must be made for deliveries made in person.

## Entry fee

An entry fee of EUR 150 per entrant is charged, plus a submission fee of EUR 50 for each submitted item.

## Publication

The nominated and award-winning products will be presented at a special show at CMS 2009. Entrants thereby agree to the publication of product details in the trade media and in separate documentation. The organizer assures that all published information complies with the conditions provided here and will include the name of the manufacturer/marketer/copyright holder supplied by the entrant.

## Shipping and insurance

Participants bear sole responsibility for adequate packaging and insurance cover for all entered products. Submissions arriving damaged or without postage will not be accepted.

## Liability

Participation in the competition is at the risk of the submitting party. From the moment an entry has been accepted, the organizer will be responsible for safekeeping the submitted documents throughout the duration of custody (acceptance of the delivery, judging, exhibition, and return shipment) in accordance with § 690 BGB (German Civil Code).

The organizer will take out insurance to cover material loss or damage. Liability is limited to the coverage provided by the insurance.

## Return

The documents submitted for the first stage of the competition will be returned no later than 2 months after the award ceremony, provided a return request has been indicated on the registration form. Entry documents without a return request will be destroyed no earlier than 2 months and no later than 6 months after the award ceremony.

The original products submitted to the panel of judges for the final stage of the competition (Stage 2) will be returned immediately after the award ceremony.

## Publishing information

**Organizer:** Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany  
Facility & Construction

**Project Manager:** Heike Hemmer, CompetenceCenter FC, Facility & Construction

**Competition concept and mediation:** Prof. Werner Linder, linder.design.consult., Lange Stücken 22, 14109 Berlin, Germany.

**Media affiliate:** rationell reinigen – Gebäudedienste, a trade journal published by Hans Holzmann Verlag GmbH & Co. KG, Gewerbestrasse 2, 86825 Bad Wörishofen, Germany.