

FRUIT LOGISTICA Innovation Award 2009



TERMS AND CONDITIONS OF ENTRY

as at 11th June 2008

 Messe Berlin

 FRUCHTHANDEL
MAGAZINE

INTRODUCTION

The annual FRUIT LOGISTICA Innovation Award "FLIA 2009" is presented for outstanding innovation in the fresh produce sector and its service industries. The 2009 award will be presented at FRUIT LOGISTICA 2009 by Messe Berlin, organisers of the exhibition, and FRUCHTHANDEL MAGAZINE.

If your company or organisation has introduced an outstanding innovation to the market since 1st November 2007, you are entitled to submit it for consideration. The competition is open exclusively to registered exhibitors and their registered co-exhibitors at the FRUIT LOGISTICA 2009 exhibition.

The 10 most outstanding innovations - chosen by a special jury and nominated for the "FLIA 2009" - will be presented

- in a special presentation area to more than 50,000 visitors expected to attend FRUIT LOGISTICA 2009
- to the international press at the official press conference on the opening of the exhibition. They will also feature in press releases to be distributed before and after the exhibition to many hundreds of international press contacts in both trade and public media.
- on the FRUIT LOGISTICA website to over 180,000 visitors during the months preceding the exhibition
- on your own stand at the exhibition. Exhibitors with nominated products or services will be permitted to display a special sign on their stands to indicate that one of their products has been selected for the innovation award.
- at the award ceremony on Friday, 6th February 2009.

§1. DEFINITIONS

1. The **AWARD** is the FRUIT LOGISTICA Innovation Award (FLIA).
2. The **EXHIBITION** is FRUIT LOGISTICA 2009 in Berlin or more specifically the special exhibition area set aside for the display of products nominated by the competition jury for the award.
3. The **COMPETITION** refers to the processing and judging of entries for the FLIA, the nomination of entries and their presentation at the exhibition, voting by visitors to the exhibition, the evaluation of the votes and the announcement of the winner of the award at the awards ceremony.
4. The **PRODUCT** is the product, service or process or similar which is submitted to the competition.
5. The **NOMINATED PRODUCT** is a product which has been nominated by the jury for the final round of presentation and voting by visitors to the exhibition.

6. The **ENTRANT** or **APPLICANT** is the person, company, organisation or other body which submits the product for the competition.
7. The **APPLICATION**, **ENTRY** or **SUBMISSION** refers to the process of submitting products for participation in the competition.
8. The **ORGANISERS** are Messe Berlin GmbH, Berlin and FRUCHTHANDEL MAGAZINE (Dr. Rolf M. Wolf Media GmbH), Düsseldorf.
9. The **EXHIBITOR** or **EXHIBITING COMPANY** is a company or organisation which is officially registered by Messe Berlin GmbH as exhibitor or co-exhibitor at FRUIT LOGISTICA 2009 in Berlin.
10. **COMMERCIALLY TRADED/COMMERCIAL ACTIVITY** means that the product has been sold or traded as a commercial product in significant quantities (i.e. not as prototype or test samples). If this does not apply to your product, you will have an opportunity to explain the circumstances under "Certification of Commercial Activity" on the official entry form.

§2. TERMS AND CONDITIONS OF ENTRY

A. The Award - Eligibility for the competition

1. The annual FRUIT LOGISTICA Innovation Award is presented at the FRUIT LOGISTICA exhibition in Berlin. It is awarded to the product voted by visitors to the exhibition as the best innovation of the year from the shortlist of products nominated by the jury.
2. Participation in the competition is free of charge and is open exclusively to registered exhibitors and co-exhibitors at FRUIT LOGISTICA 2009 in Berlin. Products must first be submitted for selection and nomination by a jury. The jury will then nominate a limited number of products (normally a maximum of ten) for presentation and voting by trade visitors at FRUIT LOGISTICA. The winner will be announced during the FRUIT LOGISTICA exhibition.
3. Only one product may be submitted. Where a single company or group of subsidiary or associated companies has registered its branches or subsidiary companies as co-exhibitors, only one product may be submitted on behalf of the whole group.
4. The product entered for the competition must fall within one of the published categories for exhibited products at FRUIT LOGISTICA (see Appendix A: Classification of Products and Services Eligible attached). The product must be available and suitable for presentation at FRUIT LOGISTICA 2009 in Berlin, either in the form of the product itself, or (for example in the case of services, systems or very large products) as a video or graphic presentation which provides an adequate impression of the true nature and innovative quality of the product.
5. The product must have normally been sold or commercially traded in significant quantities (i.e. not as prototype or test samples) **within the period 1st November 2007 to 31st October 2008**. If for special reasons your product was available for use but it was not possible to sell or trade the product commercially, you will have an opportunity to explain the circumstances under "Certification of Commercial Activity" on the application form.
6. The following persons or organisations are not eligible for the competition:

- a) Members, employees or family members of the adjudicating jury, or the company or organisation to which they belong, including specifically Messe Berlin GmbH and Fruchthandel Magazine/Dr. Rolf M. Wolf Media GmbH;
 - b) Any person or organisation not registered as an exhibitor at FRUIT LOGISTICA 2009.
7. By submitting a product for the competition, entrants agree explicitly to accept and abide by these terms and conditions of entry and to accept the decisions of the organisers and jury as binding and final without further recourse to appeal of any kind.
 8. Entrants must be legally entitled in terms of ownership or authorised use of property rights - including for example patents, copyright or registered trade marks - to enter the product for the competition and to present the product for exhibition at FRUIT LOGISTICA 2009 in Berlin. By entering the competition entrants explicitly indemnify the organisers against any claims arising out of the unauthorised use of patents, copyright or registered trade marks.
 9. If the same product is submitted separately for the competition by both the legal owner and a distributor or dealer, only the legal owner's submission will be accepted unless he forgoes his precedence in writing in favour of the distributor or dealer. If the same product is submitted by more than one legal owner or more than one distributor or dealer, or it is not possible to determine who if anyone is the legal owner of the rights to the product, the jury may at its discretion, and with the agreement of all parties, permit a joint but single submission by the applicants involved. The applicants will however be required to resubmit the product as a single joint entry with one set of supporting documentation.

If the applicants involved cannot agree on a joint entry, the organisers may decide by casting lots which applicant will be permitted to proceed with his entry or alternatively disqualify all identical entries from the competition. The organisers however agree to be bound by the decision of a relevant court of jurisdiction if one or more of the parties seek recourse to law to determine ownership and right to participate in the competition, provided the legal judgement is formally notified to the organisers before the date of the selection process by the competition jury.
 10. The official languages of the competition are English and German. All communications must be in one of these two languages.

B. Submission process

1. Entries must be made in writing using the official competition entry forms. Entries must be received at the offices of the organisers in Düsseldorf, Germany by

28th November 2008

at the latest. Applications received after this date will only be considered by the jury at the organisers' discretion. Only complete and signed entries fulfilling all the eligibility criteria will be accepted for the competition.

2. The completed entry forms must be submitted to the organisers (1) in advance by fax (see Official Entry Form for further details), and (2) also as a printed and signed original document delivered by post or courier. The original signed forms should be sent together with the other documents required as part of the entry formalities. Entries by fax alone are not permitted for reasons of legibility.

3. The following items are required for submission with each entry:
 - a. Original completed and signed competition entry forms together with the required supporting documents.
 - b. One or more full-colour high quality digital photographs of the product in printable high resolution (300 dots per inch) format, with a minimum size of 15 x 10 cm (minimum 1800 x 1200 pixels). Photographs should be submitted on CD-ROM or DVD in TIFF or maximum quality JPEG/JPG formats. (TIFF files will often be 7 MB or larger.) In exceptional circumstances photographs may be provided in high quality printed form.

Photographs must be suitable for high quality reproduction and publication in a printed medium if the product is subsequently nominated by the jury.

- c. One or more samples of the actual product for consideration by the jury. Where the product involves a fresh "perishable" product with restricted storage capability, products should not be submitted with the entry, but instead be available for supply to the jury on their request. Where for any reason the product cannot be supplied in its original form for consideration by the jury (for example because of size, weight, or because the product is a service or abstract concept), the entrant must provide adequate documentation or information in printed or digital form (such as CD ROM or DVD) to support the entry. Acceptable formats for documentation include PowerPoint, PDF and Excel files. Low resolution PDF files are generally preferred because of their cross-platform capabilities and because they cannot be altered inadvertently by the recipient. Films or video presentations on CD-ROM or DVD must be playable with Windows Media Player or Quick-Time.

If you require further advice or information, please contact the organisers (see 6. below).

4. Entrants may if they wish supply additional information and documentation not included in the official entry forms to the jury to explain and illustrate their product. In the same way, the jury may ask entrants to supply further documentation to support an entry.
5. Digital photographs and other digital files must be submitted on CD-ROM.
6. Documentation and product samples must be delivered to the organisers at

Fruchthandel Magazine
FRUIT LOGISTICA Innovation Award 2009
Attn. Kaasten Reh
Lindemannstrasse 12
40237 Düsseldorf, Germany
Tel +49-(0)211-991 04 10
Fax +49-(0)211-691 17 46
E-mail kr@fruchthandel.de

at the entrant's expense and at his own risk. Entrants are responsible for all aspects and costs of transport, insurance, customs duties taxes etc. in connection with the submission of their entries and participation in the competition. Entries and deliveries for which the organisers are required to pay additional transport costs, customs duties or other charges by customs officials, courier companies or similar will be refused by the organisers and may be disqualified from the competition.

C. Confidentiality – Publicity - Property rights

1. The act of submission of entries to the competition and all products, information, documentation, pictures etc. supplied in connection with the entry shall be considered confidential for the entrant, the organisers, and the jury and will not be shared with or made known to any other parties or the public in any way by the organisers or the jury except as follows.
2. In respect of entries which are subsequently nominated by the jury for presentation and voting at FRUIT LOGISTICA 2009, the obligation of confidentiality in respect of the fact of the submission of the entry, the name and address of the entrant, the entrant's general description of the product as contained in the official entry forms, and product photos (hereafter known as "non-restricted information concerning the nominated product") will cease as soon as notification of nomination has been sent by e-mail to the entrant unless the entrant notifies withdrawal from the competition by return mail. The organisers shall thereafter be entitled to reproduce and publish the non-restricted information concerning the nominated product in any way they wish in connection with the competition and via any medium including but not limited to press releases issued by the organisers, the official FRUIT LOGISTICA exhibition catalogue, Fruchthandel Magazine, and the websites www.fruitlogistica.com and www.fruchthandel.de. The organisers are specifically entitled to use non-restricted information concerning the nominated product in connection with publicity and promotion for the current competition and for any subsequent FRUIT LOGISTICA Innovation Award competition. No payment or compensation of any kind shall be made to entrants for the use of non-restricted information concerning the nominated product as described in this paragraph.
3. All entrants are exclusively responsible for taking such steps as they may desire to protect their products and intellectual property by way of patent, copyright, registered names or trade marks or any other registered intellectual property right.
4. No transfer of intellectual property rights, copyright or registered trade marks is inferred by entry in the competition. The organisers respect all rights vested in the original products. However, the entrants specifically and explicitly authorise the use of registered trade marks and copyrighted protected illustrations and descriptions of the nominated product (as included in the definition of non-restricted information concerning the nominated product) by the organisers when describing the nominated products in the administration and publicity of the competition including the exhibition at FRUIT LOGISTICA and the awards ceremony.

D. General liability

1. Entrants are responsible at all times for all aspects and costs of transport and appropriate insurance of any products or supporting documentation or materials in any form supplied to the jury or for exhibition at FRUIT LOGISTICA as a nominated product. The organisers will make every reasonable effort to safeguard the product or supporting documentation or materials to be judged or exhibited for as long as they are in the organisers' possession but they cannot be held responsible in any way for damage, loss or other risks, with the exception of malice and gross negligence on the part of the organisers. Applicants are required and expected to arrange appropriate and adequate insurance to cover all possible risks in connection with transport, storage and display of these items.
2. No liability shall attach to the organisers, their employees or agents in respect of

any costs incurred, loss, harm, damage or liability suffered by any entrant in relation to the award or the competition procedures other than that caused by malice or gross negligence on the part of the organisers, their employees or agents.

E. Nomination by the competition jury

1. All entries submitted to the competition which fulfil the terms and conditions of entry will be considered by the competition jury for nomination for the award.
2. The competition jury will be appointed by the organisers. The organisers undertake to ensure the competence, impartiality and fairness of the jury members. The jury will include staff members of the organisers' companies as well as independent external experts selected and invited by the organisers. Jury members will not be remunerated for their service other than for direct travel expenses incurred in attending jury sittings. A jury member who is active as a general trader or service provider and who has traded or is trading with a product submitted for the competition or is likely to do so in future but who has no special or preferred status as a selected agent or representative of a particular product must declare their interest in the product beforehand but will not automatically be excluded from acting as a jury member. He must however convince the organisers that he has no vested interest and will receive no direct undue benefits from the outcome of the competition.
3. All entrants accept that the decisions of the jury in respect of nominated products are final. Neither the jury members nor the organisers are permitted to enter into correspondence or discuss in any way the decisions of the jury.
4. If the jury considers none of the entries to be of sufficient quality, no nominations will be made and the competition may be discontinued, postponed or cancelled at the organisers' discretion.
5. Entrants whose products are nominated by the jury for presentation and voting at FRUIT LOGISTICA 2009 will be notified in writing by the organisers as soon as possible after the jury sitting. Entrants who have received official written notification of the nomination of their product from the organisers may after a date specified by the organisers in the letter of notification describe the nominated product as "Nominated for the FRUIT LOGISTICA Innovation Award 2009". No other formulations are permitted. This description is restricted to the product itself in its unaltered and original form as submitted for the competition and may not be used to describe the exhibiting company itself, the owner or any distributor of the product, or any other version of the product not identical with the original product submitted. The year of the award must always be stated when using this description. The official competition logo including the year of the award may also be used but only in accordance with the separate specifications which will be supplied on request together with the logo. The organisers reserve the right to take appropriate measures including legal action if necessary to ensure the correct use of the description and the competition logo.
6. Products not nominated by the jury for presentation and voting at FRUIT LOGISTICA 2009 will be notified in writing by the organisers. These products will take no further part in the competition and are excluded from participation in future competitions.

F. Presentation of nominated products at the exhibition - Voting procedure

1. All entrants with nominated products will be provided with the opportunity to present their product according to certain special conditions in the special

exhibition area provided for this purpose at FRUIT LOGISTICA 2009 by the Messe Berlin. The Messe Berlin will supply the entrant with a neutrally decorated display area of one square metre (See Appendix B: "Specifications for Individual Product Displays"). The sequence and placement of the products within the total available exhibition area is at the absolute discretion of the organisers. Entrants will be expected to present larger products by means of illustrations, charts, video, or computer presentations within the standard area. Products, documentation and other necessary materials supplied by the applicant for exhibition shall be known hereafter as "the exhibition items".

2. The Messe Berlin undertakes to provide a neutral basic display area only. The entrant will be liable for all organisational aspects, costs and risks of
 - a. the punctual delivery of the exhibition items in an appropriate form for display direct to the specified exhibition area within the exhibition halls between 10.00-17.00 hours on 3rd February 2009. (The organisers will not transport exhibition items which were provided at the jury stage to the exhibition.)
 - b. the timely placement and installation of the approved exhibition items in the allocated display area, by 17.00 hours on 3rd February 2009 at the latest, ready for final display to visitors
 - c. the provision and installation of any additional display materials or equipment specifically permitted by the organisers including for example necessary containers or holders for the product, information boards as specified by the organisers, any technical equipment necessary for the exhibition of the product (including cool cabinets, video displays, computer equipment etc.)
 - d. the maintenance of the exhibition items in good condition during the exhibition. For this purpose the entrant will regularly inspect the exhibition items to ensure their quality. In the case of perishable products in particular, the entrant will ensure the product remains in good condition for the duration of the exhibition including placing the product in his own cold storage overnight if necessary and/or restocking with fresh product as appropriate during the exhibition. Any products which are not kept in good condition may at the organisers' exclusive discretion and without any right of appeal be temporarily or permanently removed from display if in the organisers' opinion the quality of the display is not up to an acceptable professional standard.
3. Presentation of the product will be subject to separate rules set out in a separate document (See Appendix B) which will be provided in advance of the exhibition by the organisers. These rules are intended to ensure a fair, equal and impartial presentation of all products to the voting public. The use of additional company logos, brand logos, slogans, special graphics etc. or additional promotional, advertising or decoration materials, which are aimed at attracting visitors to the product and to enhance the appearance and value of the product, are not permitted. The organisers' decision on the application of these rules to the entrant's display is final. Entrants not abiding by these rules may be disqualified from the competition with immediate effect and have no recourse to appeal.
4. During the normal opening hours of FRUIT LOGISTICA (09.00 – 18.00 hours from Wednesday 4th – Friday 6th February 2009) the special exhibition area will be supervised by a non-specialist member of staff appointed by the Messe Berlin whose responsibilities include the general supervision of the presentation, the administration of votes made by visitors to the exhibition, and the answering of

general public enquiries including direction of enquirers to the entrant's own stand. The member of staff is not responsible and cannot be held responsible for the security or quality of the nominated product. Outside normal opening hours from 17.00 hours on Tuesday, 3rd February to 09.00 hours on Friday, 6th February 2009 a security guard will supervise the special exhibition area. The provision of supervisory staff is a courtesy measure by the organisers and represents no acknowledgement of responsibility or liability of any kind for damage, loss or other risks, with the exception of malice and gross negligence on the part of the organisers, their employees or agents. Applicants may provide their own additional security staff if they wish and are in any event required and expected to arrange appropriate and adequate insurance to cover all possible risks in connection with transport, storage and display of their products and exhibition items at all times.

5. Entrants are not only permitted but also encouraged by the organisers to provide a maximum of one member of their own staff to answer enquiries from visitors and/or to safeguard the security and quality of their product during the normal opening hours of the exhibition. Such staff may not attempt to contact or influence visitors who are not in the immediate vicinity of the exhibited product or have not already shown specific interest in the entrant's product. Any competitor found by the organisers to be exerting undue influence on visitors, other than by providing neutral information material or simply answering questions on the product, may at the exclusive discretion of the organisers be disqualified immediately from the competition without right to appeal.
6. Visitors to the exhibition will be able to see and inspect the nominated products in the special exhibition area during exhibition opening hours. They will be able to vote for the product they consider to be the best innovation during exhibition opening hours on Wednesday, 4th and Thursday 5th February 2009. Voting will be on a one person-one vote basis using the official voting form supplied by the organisers and will be supervised by a member of staff supplied by the Messe Berlin. Voting will end at 18.00 hours on Thursday 5th February 2009. Votes will be counted by the organisers under the supervision of independent adjudicators immediately after the close of voting. The winner will be the product receiving the greatest number of valid votes. Second and third places will also be determined by the number of votes cast. In the event of a tie in the voting between two products, a minimum of three members of the jury will determine the winner by a simple majority vote.
7. The following will not be permitted to vote for a nominated product:
 - a. members, employees (or their family members) of the entrant or the original producer/manufacturer of the product;
 - b. members of the jury or the independent adjudicators;
 - c. members or employees of the organisers.
8. In the event that the entrant or any of his agents, employees or associates attempts to influence or manipulate the independent voting procedure, or if there is evidence of serious irregularities in the voting for a product, the organisers may at their exclusive discretion disqualify the product with immediate effect from the competition. They may at their discretion also remove or have the product removed from the exhibition. Any votes cast for the product will be disregarded. These decisions are final and entrants accept that they will have no right to question or challenge this decision by any method and that no correspondence will be entered into. Unfair influence or manipulation or serious irregularities in voting include but are not limited to voting by members, employees (or their family

members) of the entrant or the original producer/manufacturer of the product, multiple voting by a single person, the methodical organisation by the entrant of mass voting for his product, the offering of incentives of any kind to influence voting etc. Entrants and their staff are also not permitted to employ promotional methods or materials whose aim is to directly influence the voting of visitors, for example through the slogan "Vote for our product". It is not considered unfair for the entrant to promote his product and its nomination at the entrant's own stand by providing information on the product to visitors to the stand and by making them aware of the participation of the product in the competition.

G. The award presentation

1. The 2009 award ceremony will take place during the FRUIT LOGISTICA exhibition towards the end of the Fruchthandel Magazine Hall Forum on the subject of innovation for the fresh produce business to be held on Friday, 6th February (normally from 13.00 to 14.00 hours) in the Hall Forum. All nominated entrants must send at least one official representative to attend the award ceremony.
2. After the announcement of the third and second places, the winner of the FRUIT LOGISTICA Innovation Award "FLIA 2009" will be announced and invited to collect the award.
3. The winner of the award may describe the submitted product as „Winner of the FRUIT LOGISTICA Innovation Award 2009“. The second and third place winners may if they wish describe their submitted products as „Second..." or "Third place winner of the FRUIT LOGISTICA Innovation Award 2009" respectively. No other formulations are permitted. These descriptions are restricted to the product itself in its unaltered and original form as submitted for the competition and may not be used to describe the exhibiting company itself, the owner or any distributor of the product, or any other version of the product not identical with the original product submitted. The year of the award must always be stated when using this description. The organisers reserve the right to take appropriate measures including legal action if necessary to ensure the correct use of the description.

H. After the competition

1. Entrants must dismantle and remove their exhibition items and all other documentation and additional materials and equipment from the special exhibition area at their own risk and expense after 18.00 hours on Friday, 6th February 2009 and by 22.00 hours on Monday, 9th February 2009 at the latest. The organisers, the Messe Berlin GmbH and their staff or agents will not provide any general supervision of the exhibition items after 22.00 hours on Friday, 6th February 2009. Condition D (General liability) above applies at all times.
2. Other products, documentation and materials supplied by entrants to the organisers at any time during the competition will not be returned to entrants unless specifically agreed by the organisers beforehand in writing. Entrants may then arrange at their own risk and expense and with the prior specific agreement of the organisers to collect such items from the organisers. All items not collected by entrants may be disposed of or destroyed by the organisers not earlier than 28 days after the date of the awards ceremony.

I. Disqualification, Termination

1. The organisers may at any time and for any reason disqualify an entrant from any further participation in the competition if they at their absolute discretion determine that such disqualification is justified by a breach of the Terms and Conditions of Entry or by unfair or unreasonable conduct on the part of the

entrant.

2. The organisers may at any time cancel, discontinue or postpone the award and the competition by notifying all entrants in writing and by posting a notice to that effect on the website for the award located at www.fruitlogistica.com. No liability shall attach to the organisers, their employees or agents in respect of any costs incurred or loss or liability suffered by anyone in respect of cancellation, discontinuation or postponement of the award or the competition procedures other than that caused by malice or gross negligence on the part of the organisers, their employees or agents.

J. Change of Terms and Conditions

1. The organisers reserve the right to determine any situations not covered by these Terms and Conditions of Entry on a case by case basis and if necessary introduce additional terms and conditions as it deems appropriate. Any decisions on such situations by the organisers will be final, and no communication will be entered into in regard to the decision by the organisers.
2. The organisers may change these Terms and Conditions of Entry at any time prior to the final entry submission date without specific notice. The amended Terms and Conditions will be effective immediately upon being posted on the website for the award located at www.fruitlogistica.com. Entrants will be notified on receipt of their entry or as soon as applicable thereafter of any subsequent changes to the Terms and Conditions of Entry. Entrants will be given 5 working days in which to accept the revised Terms and Conditions of Entry or to withdraw from the competition. No liability will attach to the organisers for any loss or damage resulting from the entrant's withdrawal from the competition.

§3. LEGAL JURISDICTION

1. The mutual rights and obligations deriving from these Terms and Conditions are subject to the law of the Federal Republic of Germany.
2. Place of fulfilment is Berlin. If the defendant is a businessman or a legal entity in the public domain, or if the defendant has no general place of jurisdiction within Germany, the place of jurisdiction is Berlin

§4. ORGANISERS

Fruchthandel Magazine
Contact: Kaasten Reh
Lindemannstrasse 12
40237 Düsseldorf, Germany
Tel +49-(0)211-991 04 10
Fax +49-(0)211-691 17 46
E-mail kr@fruchthandel.de

Messe Berlin GmbH
Contact: Christoph Goering
Messedamm 22
14055 Berlin, Germany
Tel +49-(0)30-30 38 20 45
Fax +49-(0)30-30 38 20 20
E-mail goering@messe-berlin.de

Valid from 11th June 2008



Appendix A

CLASSIFICATION OF PRODUCTS AND SERVICES ELIGIBLE

Products

- 110 Fresh fruit
- 120 Fresh vegetables
- 125 Potatoes
- 130 Dried fruit • nuts
- 140 Fresh cut/convenience/catering products
- 150 Organic products
- 160 Spices • herbs
- 170 Chilled fruit/vegetables/herbs
- 190 Flowers/plants for self-service outlets

Technical systems and services

- 205 Seeds • nursery trees • plant breeding • varietal development
- 210 Cultivation equipment/systems
- 215 Post-harvest technical systems/products • fruit conditioning • CA-/ULO-technology
- 220 Cooling systems • temperature/product monitoring systems
- 225 Packing/sorting/grading machinery and installations
- 230 Labelling systems • barcoding • weighing
- 235 Packaging – materials/containers/systems/aids
- 240 Bulk containers • containers for transport/storage • pallets
- 245 Transport companies • transport services/systems (land, sea, air, intermodal)
- 250 Fruit terminals • ports • port handling • (cold) storage and warehousing facilities • wholesale markets • producer markets • auctions
- 255 Machinery/installations for fruit terminals/warehouse storage
- 260 Quality control services • customs clearance services
- 265 Banana ripening equipment
- 270 Recycling systems • cleaning systems • waste disposal
- 275 Internet/computer/data processing systems and services
- 280 Vehicles • vehicle conversions
- 285 Food safety systems • food laboratories • technical research
- 290 Shopfitting • lighting • systems for retail outlets
- 299 Other equipment and technical installations, systems and services

Other services

- 310 Advertising/sales promotion/marketing/PR agencies and consultants
- 320 Market research • statistical services
- 330 Trade and professional associations • government/official representations • institutions
- 340 Professional training/education
- 350 Press and media • exhibitions and conferences
- 360 Financial/insurance services
- 370 Management and corporate consultants

As at 11th June 2008

SPECIFICATIONS FOR INDIVIDUAL
PRODUCT DISPLAYS

IMPORTANT

The rules governing the product displays are intended to ensure a fair, equal and impartial presentation of all products to the voting public. The organisers' decision on the application of these rules is final. Entrants not abiding by these rules may be disqualified from the competition with immediate effect and have no recourse to appeal.

The special FLIA tower units are a scaffold construction made of chrome elements and light-grey fibre boards. Each of the separate tower units has 4 exhibitor product display areas – see overall plan and accompanying illustrations. **One horizontal product display area measuring 100cm x 100cm, 75cm above the floor, is available for each exhibitor.** It can carry a maximum weight of 30kg. The area below this surface is open.

The vertical sections of the tower above the horizontal display surface are NOT for use by exhibitors. The lower section will be used to display the information boards in English and German which the organisers will provide. The upper section will be decorated with the FLIA logo.



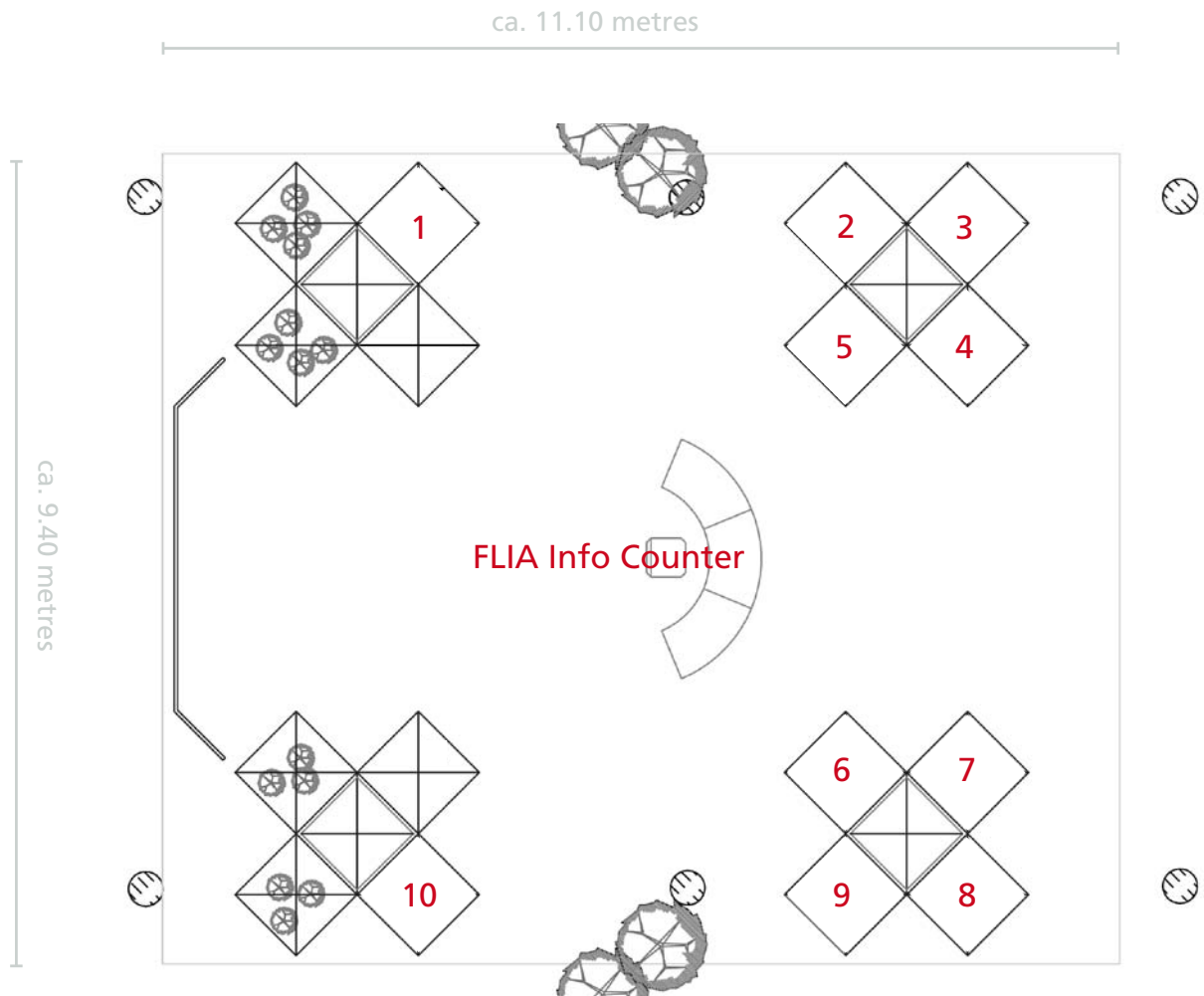
The area of your product display must therefore not exceed 100cm x 100cm. The height of your display must not exceed 75cm and the information boards on the back wallpanel must be visible to visitors at all times.

You may place your product or as many examples of your product as you wish in this 100cm x 100cm area. You may display the product in its normal sales packaging or without packaging, as you wish. You may also place informational material which is of a strictly informational nature. This additional informational material should be designed to inform visitors who are standing at the display and not to attract them from a distance to the display. The use of large-scale or multiple company logos, brand logos, slogans, special graphics etc. or additional promotional, advertising or decoration materials, which are not part of the product itself and which are instead aimed at attracting visitors to the the product, are not permitted if in the opinion of the organisers they might influence an objective evaluation of the product itself.

You may use elements to raise or lower the products, for example to display the products at different heights within the area, but these extra elements must be neutral and may not carry any additional advertising.

If you are not sure if your display satisfies the organisers' requirements, please send us details with illustrations for prior approval. The organisers reserve the right to remove non-permitted items from the display or to remove the whole display if necessary if it does not conform to these requirements.

The Organisers – Messe Berlin and Fruchthandel Magazine
6.6.2008



DISPLAY TOWER ELEVATION

