

1. Evaluation criteria

In each category, the coordinating jury evaluates the entries submitted, taking into account the age of the product, the completeness of the documentation and compliance with the award guidelines. The jury will pre-select up to **three nominations** per category. The nominees are invited to present and exhibit their submission at SHOWTECH 2025. The jury will judge the submissions on site and decide on the award winners on site.

The products submitted will be assessed according to the following criteria both in the initial assessment and in the final assessment:

- **General assessability**
How well can the product be assessed on the basis of the documents submitted?
- **Originality and functionality of the product**
How unique and functional is the product compared to existing solutions?
- **Innovation value of the product**
To what extent does the product improve or revolutionize the primary user functions or technological functions? The following aspects are taken into account here:
 - Use of materials
 - Construction
 - Human-machine interaction
 - Ergonomics
- **Design**
Does the design create a harmonious, aesthetic unity through conception or details in the moulding?
- **Service life and life cycle costs**
How sustainable is the product in terms of durability and costs over its entire life cycle? Can components be replaced and renewed?
- **Recyclability**
To what extent can the materials and raw materials used be reused or recycled?
- **Economic efficiency**
How do the costs and benefits of the product compare, especially in terms of purchase and maintenance?
- **Available on the market**
The products submitted must be in production and available on the open market.
- **Sustainability**
To what extent does the product or its management fulfill social, ethical and ecological sustainability aspects?

2. Selection procedure

Once the selection process has been completed, submissions that have not been nominated will be returned or the submitters will be informed in writing that they have not been nominated.

- The jury is obliged to personally inspect each nominated product at the exhibitors' stands and gain a comprehensive impression.
- The jury's final decision will be recorded in a **written statement explaining** the selection in a comprehensible manner.
- The award ceremony will take place during **SHOWTECH 2025**.

All nominees undertake to be present at the award ceremony.

3. Audience Award

In addition to the nomination in the 4 categories by the expert jury, an audience award will be presented. All fully submitted applications will be admitted to the Audience Award and put to the vote in a voting phase before and during the trade fair. Details on the voting period and procedure will be announced in March 2025.

4. Conditions of participation

Registration requirements:

- Registration must be made independently via the exhibitor area of SHOWTECH 2025.
- Only exhibitors at SHOWTECH 2025 are eligible to participate; non-exhibitors are excluded from the competition.
- The products submitted must have been published after 1 January 2024 and have been available on the open market since then. Projects must have been commissioned after **1 January 2024**.
- They must belong to one of the following categories
 - **TECHNOLOGY** (Stage technology)
 - **SUSTAINABILITY** (Sustainability & energy efficiency)
 - **LIGHT/SOUND/MEDIA** (light, sound, media)
 - **BEST PROJECT** (Services and planning projects)

Submission documents:

The application must include the following information:

1. **Title / name of the product/ project**
2. **Brief description of the project** (max. 500 characters)
3. **Description and technical data of the product/project**
 - Explanation of the innovative ideas, design considerations and possible applications.
 - Specification of the **list sales price or project budget framework**
4. **Date of start of production or project commissioning**
5. **Download link to further illustrations / sketches / impressions**
 - These should enable a well-founded assessment of the product (ideally as a PDF).

The submission documents can be submitted in German and English.

The products themselves must be exhibited at the submitter's stand throughout SHOWTECH 2025. For the Best Project category, a short presentation of the project at the stand is required. A physical submission for judging is not required.

Submission deadline:

The completed registration forms and the accompanying documents must be submitted online via the exhibitor area **by 14 March 2025**.

Präsentation der nominierten Produkte:

- All products nominated for the final round must be exhibited at the submitting company's stand during **SHOWTECH 2025 from 20 to 22 May 2025 in Berlin**.
- The nominated products will be visibly labelled by the organisers for the press and trade visitors.
- Winners and nominees may use the seals for their own promotional activities.

Liability and costs:

- Transport and insurance costs and all related expenses shall be borne by the entrant.
- The trade fair organiser and the organisers of the SHOWTECH AWARD accept no liability for damage to the products submitted.
- Submitted documents will not be returned.

Rights and consent:

- By entering the competition, participants grant the organisers permission to use the submitted product without restriction for publications, documentation and advertising measures on all media channels.
- All participants undertake to comply with the award guidelines and to accept the jury's decision without reservation.

Cancellation of the competition:

The organisers reserve the right to cancel the **SHOWTECH AWARD** in individual categories or as a whole if the minimum number of participants is not reached.