



Conditions of participation

Bike MOTION Benelux Award

All types of innovations in the field of sport-related bike products, with the exception of complete bicycles are able to compete.

The Bike MOTION Benelux Award consists of a Public Award and a Trade Award.

Conditions of participation

- Participants must be exhibitor of Bike MOTION Benelux
- Products entered should not infringe any patent or model rights of other comparable products.
- Only the products will be eligible for judging which are new or substantially innovative and which have been introduced on the market since October 2010
- Submitting parties give the organization and/or the jury permission to test the product.
- Only application forms filled in completely and accompanied by the product and any additional information will be taken up.

Costs

For exhibitors € 375 (excl. VAT).

If your entry does not meet the criteria and is therefore not eligible for nomination, the full amount of € 375 will be refunded.

Application

To be qualified for nomination the following steps are obliged:

- Fill in the complete application form on the website of Bike MOTION Benelux
- Send in additional information and photos
- Send in the product itself

The product itself must be send in so the jury can assess it for nomination. Without the presence of the product there can be no assess and no nomination. The entries need to be insured by the submitting party.

The product and additional information and documentation can be send to:

Bike MOTION Benelux
Attn of V. Raeven
PO Box 8800
3503 RV Utrecht

By e-mail (only for documentation)

info@bikemotionbenelux.nl

Or personally delivered at:

Beatrixgebouw – 6th floor
Jaarbeursplein 6
3521 BL Utrecht

Deadline

Entries can be send in until the **1st of August 2011**. Only complete entries (incl. the obligatory documentation) will be considered.

Nominations will be announced mid September, followed by a publicity campaign.

We will not enter into correspondence about the results.

Judgment criteria

Suitable for nomination are innovative products and applications which implement new possibilities in the sportive cycle trade to enhance performances, give more pleasure or exploit commercial opportunities. The user must have a real benefit from this product or application. The jury will assess the following criteria:

- 1) Functionality
- 2) Economic interests/feasibility
- 3) Price/quality ratio
- 4) Ergonomics/ease of use
- 5) Design
- 6) Choice of materials
- 7) Safety

Attention: The jury should be able to assess the criteria mentioned based on the material submitted!

Jury

The jury will consist of independent professionals from the bicycle sector and various sports disciplines. The jury will choose the winner of the Trade Award, and the nominees for the Public Award.

What can you expect as a nominee?

- A place in the editorial in (trade) newsletters
- A place on the website www.bikemotionbenelux.nl
- Special mention in the press campaign
- Innovation Plaza area in a prominent spot on the exhibition floor (close to entrance hall 9)
- Entry in the Bike MOTION Benelux exhibition guide
- Mention during the (press) award
- The winner will receive the Bike MOTION Benelux Award (Trade Award, Public Award)