

**"Vending Star 2009"**  
**Innovation competition at the**  
**2009 "Eu'Vend" International Trade Fair for the Vending Industry in**  
**Cologne**

**Call for entries**

**1. Sponsors of the competition**

The sponsors of "Vending-Innovation" are Koelnmesse and BDV (The German Vending Association).

The competition procedures are administered and the relevant documentation distributed by:

Koelnmesse / Eu'Vend, Messeplatz 1, 50679 Cologne, Germany

Contact person: Mr. Matthias Schlüter

Tel.: +49 221 821 2901, e-mail: [euvend@koelnmesse.de](mailto:euvend@koelnmesse.de)

**2. Occasion and purpose of the competition**

The competition has been organized to encourage the submission of innovative vending solutions and thereby create a further attraction at the international "Eu-Vend" trade fair. Its focus is

- to enhance the quality of vending services and to provide all the market players in the vending sector with new inspiration.
- to extend the areas of application for the use of vending machines.

**3. Participants**

Both companies and individuals are eligible to participate.

**4. Eligible entries**

The submitted competition entries

- may not have been in existence before October 2007
- have to be fully developed (no prototypes)

Entries from the following four categories are eligible.

**a) Technical equipment**

A piece of technical equipment may be:

- a classic vending machine, coffee machine, dispenser or any other kind of machine used to dispense and/or produce goods of any kind
- a certain payment system for a vending machine
- or any other piece of peripheral equipment used to support a vending machine or payment system.

The equipment must be submitted in a fully functional condition.

#### **b) Aids for the operation of vending machines**

Eligible aids include e. g.:

- data-readers
- handling systems
- IT solutions
- advertising media
- covering
- devices to protect vending machines
- devices to optimize the filling and cleaning processes of vending machines
- drinking vessels (e. g.: cups)

Entries submitted in this category must already be fully realised.

#### **c) Concept**

For this purpose, a concept means an innovative business idea for vending in the widest possible sense.

Eligible concepts are e. g.:

- new marketing concept for the use of vending machines
- new concept for optimising the support (filling, cleaning, maintenance) of vending machines including their logistic
- new concept for optimising the logistic regarding the cash receipts at vending machines including the security

It is a condition of entry that the concept has already been realised and is currently be used in practice. A written description of the concept (in German and English) to a maximum length of three DIN A4 pages must be submitted.

#### **d) Innovative product**

Eligible for entry are products that can either be dispensed or produced by a vending machine

### **5. Procedure**

Competition entries must be submitted by mail to Koelnmesse GmbH / Eu'Vend, Messeplatz 1, 50679 Cologne, Germany by 15<sup>th</sup> May 2009 at the latest. Alternatively you can send your application by e-mail to: [euvend@koelnmesse.de](mailto:euvend@koelnmesse.de)

The submissions must include:

- name and address of the participant
- a short description of the entry in German or English
- assurance that the entry represents the participant's own development
- a declaration recognising the competition process and accepting the obligation to be in Cologne for the award ceremony at 7 p. m. on 11<sup>th</sup> September 2009 should the innovation win a prize

## **6. Judgement of competition entries**

### **a) Jury**

The competition entries will be judged by an independent international jury.

### **b) Criteria**

The jury will base its decision on the quality of the entries submitted using the following criteria:

- fulfilment of functional requirements
- degree of innovation compared to existing technical equipment, aids, concepts or products.

## **7. Prizes and awards**

The jury gives an award to the best entry of every group. From this four "group winners" one innovation will be selected for the "Vending Star 2009". The four winners of the competition will receive:

- an award plus free presentation in the special "Innovation Award" area during the Eu'Vend 2009 and free participation in the Vending Evening (11<sup>th</sup> September 2009). The grande prize winner will receive the "Vending Star 2009". The remaining group winners will be honored with a certificate.
- furthermore, the jury may also select additional innovations, which can then be displayed free of charge at the special "Innovation Award" area in the Eu'Vend trade fair hall.

## **8. Publication of the nominees, the award winners and the grande prize winner**

Koelnmesse and BDV will announce the nominees and the award winners in press releases after the event.

## **9. Important dates**

- a) Closing date for entries: 15<sup>th</sup> May 2009**
- b) Award presentation: 11<sup>th</sup> September 2009**