INNOVATION AWARD ARCHITECTURE+ PRESENTATION

EUROSHOP 2020 | 16 - 20 FEBRUARY 2020 | DÜSSELDORF

INFORMATION FOR INDUSTRY AND MANUFACTURERS
INNOVATION AWARD
ARCHITECTURE+

Presentation
Products and solutions for trade fairs and shopfitting
EuroShop 2020, Düsseldorf
16 - 20 February 2020

Further industries on the occasion of the following trade fairs:

Technology
Luminaires, lighting technology, electrical engineering, home and building automation
Light + Building 2020, Frankfurt am Main
8 - 13 March 2020

Office
Office furniture, accessories and equipment, luminaires, floor coverings and other products in office buildings
ORGATEC 2020, Cologne
27 - 31 October 2020

Building
Products and materials for the complete contract and industrial building segment as well as for residential construction
BAU 2021, Munich
11 - 16 January 2021

Technology
Products and building services for the bathroom, heat distribution, air-conditioning and building automation
ISH 2021, Frankfurt am Main
22 - 26 March 2021

PARTICIPANTS' COMMENTS

FINDEISEN GmbH
"We are delighted to have received the Innovation Award from an expert jury of architects for the further development of our flooring in terms of image and content. This success makes us proud and shows that we are on the right track.”

BaSys - Bartels Systembeschläge GmbH
"BaSys was pleased to take part in the Innovation Award Architecture+ Building at BAU 2017 in order to obtain an independent opinion from a jury of experts on a new door fitting. (...) The organisers also knew how to prepare the competition in a media-effective manner. We can still feel the impact of the award beyond the trade fair.”

Viega GmbH & Co. KG
"Winning the AIT Innovation Award is an important acknowledgement of the work of our product developers and it confirms the great importance we at Viega attach to the combination of form and function. Furthermore, the award ceremony and the associated activities are additional communication tools helping us to reach our specialist target groups.”

FINDEISEN GmbH
"We are delighted to have received the Innovation Award from an expert jury of architects for the further development of our flooring in terms of image and content. This success makes us proud and shows that we are on the right track.”
Are architects within your target group?

The *Innovation Award Architecture+ Presentation* might be highly interesting for your company: industrial firms and designers present their products to face up to the critical judgement of architects and are thus given priceless trade-specific feedback. On the occasion of the 2020 EuroShop trade fair, the 7th *Innovation Award Architecture+ Presentation* will take place. It shall emphasise the significance of architectural quality which represents the safe basis for a promising result. From among the large number of building products available on the market those are awarded that correspond to the requirements of architects to a special degree.

**Conditions of participation**

Entitled to participate are all exhibitors at EuroShop 2020, who have developed an innovative product or a project related solution for trade fairs and shopfitting. It should meet high technical and design demands. Architects and interior designers, who collaborated with a manufacturer, may also participate. Both the development of the product and the project-related solution should not date back more than three years and have to be available on the market at the time of the 2020 EuroShop trade fair. Every company has the possibility to submit several products.

**Presentation of submissions**

During EuroShop 2020, all submitted products are presented at the stand of the Innovation Award. Besides the exhibition of the product, you have the possibility to display brochures about it. When participating in the *Innovation Award Architecture+ Presentation*, you can make use of this second presentation platform over the entire trade fair duration.

**Required documents**

Prior to the start of the trade fair, an information sheet has to be filled in for every competition entry. For the special product exhibition at EuroShop 2020, we need your product or a sample to be set up at our stand on 15 February 2020.
Awards
The winners receive cups and certificates. Additionally, every award winner receives the logo of the Innovation Award as a digital file and may use it for his own advertising activities until EuroShop 2023.

Jury
The selection of the award winners is done by an expert jury consisting of renowned interior designers or architects and decision-makers.

Special publication
Following the trade fair, all participants of the Innovation Award will be published with their products in a special section of the trade journal AIT (reach: up to 20,000 readers).

Participation fee
Exhibitors:
1.250 Euro (plus VAT) for the first product
450 Euro (plus VAT) for every additional product

Non-exhibitors, only on request:
1.450 Euro (plus VAT) for the first product
510 Euro (plus VAT) for every additional product

The invoice will be issued approx. two weeks before the fair.

Cancellation fee
33 percent
until 14 days before the start of the trade fair
66 percent
less than 14 days before the start of the trade fair
Dates

Registration deadline:
30 January 2020

Submission of the required documents:
6 February 2020

Setup product at the fair:
15 February 2020

Award ceremony:
16 February 2020, 5 pm
at the Innovation Award stand

Dismantling and pick-up of the product:
20 February 2020, 5 pm

JURY STATEMENTS

Monika Berghammer
Managing Director
Die Planstelle, Munich

“I am very happy to support AIT and xia in awarding this prize, even though I – as an interior designer - was asked to assess rainwater pipe systems, fireproof curtains and air-to-water heat pumps. [...] However, this indicates the range of submitted products, which are not censored by AIT and xia if they fulfil certain criteria in the registration process. I wish all participants success with distributing their products and thank AIT and xia for the informative day at the trade fair.”

Prof. Ritz Ritzer
Office proprietor
bogevischs buero, Munich

“Not every innovation deserves this name. It is therefore all the more important to assess what the construction market has to offer. It is encouraging that in the scope of the Innovation Award one can make time for this assessment and the exchange of ideas in order to evaluate what the new products can yield, without being influenced by third-party interests. [...] Sometimes one is quite amazed and positively surprised by what is new. You should definitely carry on!”

JURY ARCHITECTURE+ PRESENTATION 2017

Claudia Blum
Studio Architects, Düsseldorf

Valentina Kinzel
Kinzel Architecture, Schermbeck

Bettina Kratz
kplus konzept GmbH, Düsseldorf

Jörg Pieper
moysig retail design GmbH, Herford

Silke Voßkötter
bkp kolde kollegen GmbH, Düsseldorf
The Innovation Awards are addressed to companies and processing businesses as well as architects and interior designers working in these areas. Based on architectural criteria, they award products and conceptual solutions which equally impress by their design and technical aspects.

**Exhibition**
Every product, which is registered for one of the Innovation Awards, is part of a big exhibition, which is presented during the trade fair with a thematically related focus. In the context of the exhibition, all products are generously displayed with supplementary, distinctive explanations.

**Jury**
The products are solely assessed by leading interior designers or architects and decision-makers in the contract segment. Depending on the thematic orientation of the Innovation Award, jury members with corresponding expertise or above-average standing in the industry are selected.

**Award ceremony**
All Innovation Awards are awarded in the context of public events during the respective trade fair.

**Award**
Cup and certificate of the Innovation Award are proof of the highest architectural quality of the awarded product. The logo of the Innovation Award may be used for free on all advertising media of the awarded company until EuroShop 2023 and shows all architects and interior designers that the product has been assessed by renowned colleagues and found excellent. The prizes are awarded in different categories.

**Special publication**
Following the trade fair, all participants of the Innovation Award are published with their products in a special section of the trade journal AIT. The magazine reaches up to 20,000 interior designers, architects and decision-makers in the contract segment.
Binding registration process for participants

Step 1:
Complete the registration form for the Innovation Award Architecture+ Presentation and send via email to: innovationspreis@ait-online.de or fax to: +49 40 70 70 898 - 20 until 30 January 2020

Step 2:
Receive the registration confirmation and the information sheet

Step 3:
Hand in the information sheet for each product until 6 February 2020 via email to: innovationspreis@ait-online.de

Step 4:
Set up the exhibit on 15 February 2020

Step 5:
Visit the award ceremony on 16 February 2020 at 5 p.m. at the stand of the Innovation Award

We offer
• Presentation of your company and product at the EuroShop 2020 trade fair from 16 - 20 February 2020 in Düsseldorf
• Renowned architects and engineers intensively engage with your product, your ideas and your design concept
• Publication in the trade journal AIT as well as online documentation at www.ait-xia-dialog.de
• Provision of Innovation Award logo, which you may use in case of winning an award in the scope of your own advertising activities until EuroShop 2023

Participation fee

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Contact
Friederike Boy
Gesellschaft für Knowhow-Transfer in Architektur und Bauwesen mbH
Bei den Mühren 70
20457 Hamburg
Fon: +49 40 7070 898 - 18
Fax: +49 40 7070 898 - 20
Email: innovationspreis@ait-online.de
Please complete a separate form for each product:

<table>
<thead>
<tr>
<th>Product name</th>
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<tbody>
<tr>
<td>Short description</td>
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If applicable, please state:

| Partner architect or design office                                             |
| Contact | Function                                                                 |
| Address (Street | Zip Code | City)                                                          |
| Phone | Fax                                                                          |
| E-Mail | Web                                                                           |

I am an exhibitor at EuroShop 2020  Yes  No
I register  one product for participation/  several products for participation.

A competition by the architecture magazines AIT and xia Intelligente Architektur in partnership with AIT-Dialog and in cooperation with EuroShop 2020.

Date | Signature