

6th International Award
“INNOVAZIONE MIG LONGARONE FIERE”
General Rules

Starting from 2013, Longarone Fiere promotes every year, in the frame of the International Gelato Exhibition, the "Innovazione MIG Longarone Fiere" International Award aiming to exploit the results of research and innovation in products and processes related to the activities of artisanal gelato makers.

The Prize is awarded on the basis of criteria and procedures defined in the Regulations here below.

§ 1 – The Award, the promoters

- 1.The Award “Innovazione MIG Longarone Fiere” is a competition among business ideas having an innovative and original content and complying with the criteria set out in the following § 3, developed by Italian and Foreign manufacturers and / or service companies.
2. The Award is promoted by Longarone Fiere with the support of AIIPA and ACOMAG.
3. General Rules here below refer to the contest regulation and to the award of the Prize

§ 2 – Purposes

The aim of the Award is to stimulate and support the research and original innovation in products, equipment, machinery, furnishings and services related to the gelato making business. Innovative practices considered for awarding the Prize are not only technological ones: for the purposes of the Award, "Innovation" can also be considered every original element leading to significant changes in terms of product and / or process, adequately documented and presented during the period of time of twelve months preceding the opening date of the edition of the International Gelato Exhibition held in the year of the Award.

§ 3 – Prizes and terms of participation

Prizes consist of symbolic excellence awards. Participation in the competition is extended to Italian and Foreign manufacturers and / or service companies, directly or indirectly (through their representatives, agents, distributors and retailers, even non-exclusive) attending as exhibitor the International Gelato Exhibition in the edition of the award, and presenting and showing in the event the item proposed to the Competition.

§ 4 – Jury

The Jury of the Award will be composed by at least five leading representatives of the Gelato world (business, academics and gelato makers) and will be in charge with the choice of the winners among the competitors; the chairman will be designated by Longarone Fiere. The decision of the Jury is final, and is given at the end of the final presentation of innovative products and projects to be held on the opening day of the International Gelato Exhibition.

§ 5 – Application

Applications to participate to the Award must be sent to Longarone Fiere not later than 12.00 am on the 21st day of the month of November 2018. Each application, written on the Company letterhead and complete with personal data and contact details of the proponent (including the role played in the company's organization), must contain an exhaustive documentation on the proposed object of innovation; documents should explain in a clear and simple way the proposed innovation, highlighting the advantage that it will lead to Gelato makers.

§ 6 – Winners

1 - The Prize "Innovazione MIG Longarone Fiere" will be awarded every year for each of the following categories:

- 1) Machines, technologies, processing equipment, furnishings for Gelato parlours
- 2) Products for Gelato making and their relevant production processes

2 - The Jury will declare only the winner of each of these categories, and no other classification will be issued related to the participants.

3 - Judgments will be issued not later than the opening date of the International Gelato Exhibition of the current year. The winners will be advised by Longarone Fiere.

4 - The Award ceremony will take place during the opening ceremony of the International Gelato Exhibition. Both winners will present their winning proposal in a 3 minutes time limit during the event.