



Innovation Forum

March 29 & 30, 2017

INCREASE YOUR VISIBILITY AND STAND OUT FROM THE REST

We are offering you the possibility to showcase an innovation at the Innovation Forum.

This additional feature is completely free and restricted to Pack & Spirit 2017 registered participants only. It is a unique opportunity for your company to stand out from the rest of the participants and it is a way to maximize your presence at the show.

■ **The Innovation awards are divided into two categories:**

- **THE NEW TECHNOLOGY AWARD:** rewards a technology that is not yet on the market or a technology that was recently launched (in 2015/2016).

- **THE NEW APPLICATION AWARD:** rewards a new application that has just been launched in 2016/2017. A full description of your application will be inserted into Pack & Spirit Guide that will be handed to all participants.

■ **Pre-selection process:**

Based on the participants applications received, The Innovation Forum jury of experts will meet during Pack & Spirit 2017 in order to select the innovations that will be competing for the awards.

In order for the jury to be able to assess your innovation, you must send the product itself or a prototype by post to ABE (see the address below). You may also email photographs, sketches and videos to packandspirit@advbe.com.

Only the products and technologies selected by the jury will be competing for the two awards: the NEW TECHNOLOGY Award and the NEW APPLICATION Award. The jury will be visiting the different candidates at their booth or at a designated area.

Please be noted that this jury is not able to certify the authenticity of products. Each company is responsible for the innovation presented.

■ **The Innovation Awards :**

The innovations that have been pre-selected by the jury will be showcased within the exhibition hall (showcases will be provided by ABE)

A panel of Decision-makers from the wine and spirit sector and targeted exhibitors will be voting for the best new technology and the best new application.

Registration for the Innovation Forum is FREE for all registered participants.

→ **Next page: to present your innovation to our jury of experts, simply fill in the following form.**



Registration for the Innovation Forum

Please fill in, sign, scan and email this form to packandspirit@advbe.com ou hzedine@advbe.com
By the 20th February 2017

Company name :

Address :

Post code : Town / Country :

Direct line : E-mail :

Contact full name :

● **INNOVATION DESCRIPTION (for Pack & Spirit 2017 guide)**

Innovation name:

Innovation description:

Why is it an innovation?

Innovation advantages :

● **TECHNICAL FEATURES:**

- The product is a new technology as described above
- The product is a new application as described above
- Size: Weight:
- A patent has been granted for that innovation or has been applied for.
- Innovation has been on the market since:
- Innovation complies with applicable laws

Date, signature, company seal:

NOTE:
In order to illustrate your application, thank you for emailing visuals to packandspirit@advbe.com