

## Conditions of participation for the AMB Award 2024

### INTRODUCTION

The AMB Award ceremony will take place during AMB 2024 (10.09 - 14.09.2024). The AMB Award honours outstanding products from exhibitors at AMB. Awarding this prize serves to highlight first-class products in the industry to the professional world.

### 1. ORGANISER, SPONSOR

- 1.1. The AMB Award 2024 will be organised by Landesmesse Stuttgart GmbH (hereinafter: LMS), which is at the same time the sponsor of the prize.

### 2. PRIZES

- 2.1. The prize awarded includes the AMB Award trophy and the right to use the title "AMB Award 2024" for advertising purposes. Further details can be found in section 9. In the competition, one prize and if applicable a special prize will be awarded in the categories stated under the heading "PRIZE CATEGORIES". There shall be no legal right to a prize.
- 2.2. If an infringement of these conditions of participation is noted after the prize has been awarded, the prize awarder reserves the right to withdraw an awarded prize, thereby revoking the granting of rights in respect to the award.

### 3. GENERAL REQUIREMENTS FOR PARTICIPATION

- 3.1. All German and foreign enterprises that are exhibitors at AMB 2024 and register for the AMB Award 2024 in accordance with the provisions stated below are entitled to participate. The award is not aimed at consumers.
- 3.2. In principle, only exhibitors' own products as per clause 1 can be entered. Registering products of third parties is possible, provided that this is done in the name of and with the consent of the rights holder.
- 3.3. **Submission deadline for the AMB Award is Friday, 17 May 2024, see section 4.**
- 3.4. The participants shall be obliged to provide truthful information when registering for the competition.
- 3.5. The participants shall give an assurance that the submitted products do not infringe any third-party rights, especially industrial property rights. LMS have no obligation to verify whether submitted products infringe third-party rights.
- 3.6. Both functional systems and individual components (e.g. accessories) can be registered as competitive items.
- 3.7. Each exhibitor can register one product only. Registration for the special prizes is not possible. The jury may award these additionally.

- 3.8. Participation in the AMB Award 2024 is free. There are no separate registration or participation fees.
- 3.9. Any costs and expenses incurred during participation are to be borne by the exhibitors themselves. These costs shall not be refunded by LMS.

#### **4. REGISTRATION**

- 4.1. Participation in the competition shall take place exclusively online at <https://awards.messe-stuttgart.de/amb/anmeldung/en/>. Once the registration deadline has expired, no products can be registered nor can any documents be submitted subsequently.
- 4.2. Once registration has been completed and the organiser has checked the eligibility for participation, the registering party shall receive an e-mail containing information on non-admission or admission to the competition for the AMB Award 2024 (together with information on the procedure).
- 4.3. Your contact at Landesmesse Stuttgart GmbH, Messeplatz 1, 70629 Stuttgart, is:

Mr Frederik Fischer

Tel: +49 711 18560 - 2627

[frederik.fischer@messe-stuttgart.de](mailto:frederik.fischer@messe-stuttgart.de)

#### **5. PRIZE CATEGORIES**

5.1. Products can be registered for the following categories:

- Machine tools and manufacturing equipment
- Precision tools
- Measuring systems and quality assurance
- Software & Digitalisation
- Automation and handling technology
- Parts, components and accessories
- Services, storage and workshop facilities

A product can be entered for one category only. One prize can be awarded per category.

5.2. In addition, the jury can award special prizes for outstanding achievements:

- Special prize for design
- Special prize for sustainability
- Special Jury Award
- Special prize for energy efficiency

In the event of especially successful achievements, special prizes can be awarded at the jury's discretion and, if appropriate, in addition to the prizes in the categories specified in clause 1.

#### **6. EVALUATION CRITERIA**

6.1. The entries or submitted products shall be evaluated or assessed by the jury in non-public consultation based on the following criteria and according to the following weighting:

- Degree of technological innovation (40 %)
- Economic efficiency and market potential (20 %)
- Energy and resource efficiency (20 %)
- Ergonomics and user-friendliness (10 %)
- Aesthetics and design (10%)

6.2. The evaluation criteria are defined as follows:

**6.2.1. Degree of technological innovation (40 %)**

- No renewal/further development of expired patents
- Distinctiveness from other products on the market
- Time of market introduction
- Practical relevance for intended purpose
- Likelihood of implementation (commercial viability)
- Useful contribution to development of industry
- Advantage compared to present state of the art
- Functional range in relation to comparable products

**6.2.2. Economic Efficiency and Market potential (20 %)**

- Anticipated sales volume (large potential or niche product)
- Cost-benefit ratio
- Existing market demand
- Unique selling point

**6.2.3. Energy and resource efficiency (20%)**

- Energy consumption
- Effective use of raw materials and supplies
- Sustainable manufacturing processes: Environmentally friendly production methods
- Use of modern technologies such as software & digitalisation to optimise production processes and reduce resource consumption
- Integration of recycling concepts
- Consideration of the entire life cycle of products to identify potential energy and resource efficiency gains in all phases

**6.2.4. Ergonomics and user-friendliness (10 %)**

- User-friendliness compared with similar products

- Comprehensibility of the product
- Suitability for use in the 60+ age group?
- Fulfilment of user requirements with respect to the intended purpose
- Simplicity of installation and assembly

#### **6.2.5. Aesthetics and design (10%)**

- Aesthetics and design support and optimise the functionality of the product
- The design takes ergonomic aspects into account and facilitates the operation and handling of the products
- The product stands out thanks to its innovative design, which reflects both technological advances and industry-specific trends.

### **7. UTILISATION RIGHTS, INDEMNIFICATION**

- 7.1. The participants shall grant LMS a non-exclusive unlimited utilisation right for information, images and data concerning the award-winning products and their company names and logos for extensive commercial and communicative use in connection with the AMB Award.
- 7.2. The participants shall indemnify LMS against claims of third parties asserted in connection with the respective submitted product directly against LMS, unless LMS is culpable, or LMS can only fulfil the claims themselves, e.g. injunctions. The exemption from liability shall also include the legal defence costs which are incurred by LMS in contesting third-party claims. This shall also apply in the event of claims that LMS can only fulfil themselves. LMS shall inform the participants immediately about any legal defence measures to be taken and the enforcement of claims against LMS. Settlements and acknowledgements shall only be made by LMS after consultation with the exhibitors. Otherwise, the related costs of the legal dispute shall be borne by LMS. The exhibitors shall be obliged to provide LMS free of charge with the information which is necessary and suitable for legal defence measures.

### **8. JUDGING, NOMINATION AND AWARD CEREMONY**

- 8.1. Once the product has been submitted, it will be assessed by the jury. The jury consists of representatives from the technical supporter associations and representatives from the science community. The best products in each category are nominated for the award. On 29 July, the exhibitors of the nominated products will be contacted and published by LMS.
- 8.2. The prizes in the individual categories will be awarded during the official running time of AMB 2024. The nominated exhibitors will be informed about it in detail.
- 8.3. As part of the award ceremony, LMS reserves the right to take photographs or video recordings of award winners, publish them and use them for promotional purposes.

### **9. PRIZE, PROMOTIONAL USE, PUBLIC RELATIONS WORK**

- 9.1. 1.The exhibitors whose products were nominated for the award are authorised to use the title "Nominated for the AMB Award" without further addition for the product in question for promotional purposes from the date of nomination. LMS shall provide a logo to the prize-

winning exhibitor for this purpose. The logo may only be used in the shape, colour, design, etc. provided by LMS.

- 9.2. Exhibitors whose products receive an award are authorised to use the title "AMB Award 2024" for advertising purposes for the product in question. LMS shall provide the logo to the prize-winning exhibitors for this purpose. The logo may only be used in the shape, colour, design, etc. provided by LMS.

## **10. DATA STORAGE**

- 10.1. LMS shall record, store, edit and transfer the information and data supplied by the exhibitor in connection with the AMB Award solely for the purpose of organising, implementing and processing the AMB Award. All personal data collected within the framework of the AMB Award shall subsequently be deleted. No personal data, but only product information and company data, shall be given to the members of the jury, with the exception of the names of individual companies. By taking part in the competition, the participants agree to their information being passed on to the members of the jury, who are obliged to treat the information as confidential.

## **11. REVOCATION, LEGAL PROCESS, LIABILITY, GERMAN VERSION**

- 11.1. LMS reserves the right to revoke the award up to the date of the performance of the action, despite the above-mentioned closing date. This is the time at which the presentation of the products begins (with the submission of the documentation).
- 11.2. Legal recourse is excluded with regard to the decision on the prizes to be awarded and the decision as to whether the conditions of participation are met, except in the case of gross errors of decision and procedure.
- 11.3. LMS shall be liable only for damage caused by malice, intentional or grossly negligent conduct on the part of LMS, their legal representatives, employees and other vicarious agents, as well as in the event of a serious organisational fault.
- 11.3.1. Furthermore, liability on the part of LMS is excluded, irrespective of the specific legal nature of the claims (e.g. delictual claims, claims for compensation for futile expenditure). If and insofar as under the above provisions the liability of LMS is excluded or limited, this also applies to claims against legal representatives, shareholders, employees or vicarious agents of LMS. However, this exclusion of liability shall not apply to damages resulting from injury to life, body or health due to a culpable act on the part of LMS, their legal representatives or vicarious agents, in the event of liability according to product liability law, as well as with regard to guarantees given by LMS, in particular guaranteed qualities. LMS shall also be liable if they have claimed a special trust for themselves during the competition and/or the organisation of the competition or if a risk which can be exclusively controlled by them has materialised during the occurrence of the damage. A change in the burden of proof is not associated with this exemption from liability.

**In the event of discrepancies between the English and German version of these Conditions of Participation, the German version shall take precedence.**

As of 03.2024