

The logo features the text 'SIMO EDUCACIÓN INNOVA' in a bold, sans-serif font. 'SIMO' is in green, 'EDUCACIÓN' is in a lighter green, and 'INNOVA' is in purple. The text is surrounded by several small squares in purple, green, and light purple, arranged in a decorative pattern.

SIMO
EDUCACIÓN
INNOVA

Competition Rules

SIMO EDUCACIÓN INNOVA 2017

1. 1. DEFINITION AND OBJECTIVES

SIMO EDUCACIÓN INNOVA is a selection of new equipment, services and solutions being presented at SIMO EDUCACIÓN 2017 that stand out thanks to their innovative nature.

With this platform, SIMO EDUCACIÓN aims to recognise innovation in education technology and the work being carried out by companies in the sector, as well as to highlight and disseminate the most significant contributions in this field at SIMO EDUCACIÓN 2017.

Through SIMO EDUCACIÓN INNOVA, the fair, in its role as a sales platform and meeting point for the sector, is offering added value to exhibitors and visitors. At this event they will find a variety of cutting-edge proposals from the industry.

2. 2. PARTICIPANTS

The event is open to direct exhibiting companies at SIMO EDUCACIÓN 2017 that consider that they have a product with a technological advancement, new design, or new feature that could be considered innovative and wish to nominate it to be part of the SIMO EDUCACIÓN INNOVA selection, in accordance with the requirements set out in these rules.

If the product presented is manufactured under a patent belonging to a company other than the exhibiting company, the express written consent of the other company will be needed authorising the SIMO EDUCACIÓN 2017 exhibitor to present their product.

3. 3. PRODUCTS THAT MAY BE PRESENTED:

The products presented:

- Must be exhibited at SIMO EDUCACIÓN 2017.
- Must be innovative in nature, so either new products or, if the product already existed before, a new version significantly improving upon it. May be a prototype or a product already on the market. In any case, it must have been introduced onto the Spanish market after 1 November 2016.
- Must have been conceived for mass manufacturing and marketing.
- Must be an innovative product. For the purposes of these rules, "innovative" is defined as a qualitative feature of equipment, services or solutions materialised in a differentiating technological, organisational, functional, design or instrumental contribution that brings about an improvement.
- It is an indispensable requirement that the exhibiting company possess the marketing rights or the patent for the product being presented, or have obtained the express written consent of the company that owns the patent.

4. PRODUCT ASSESSMENT CRITERIA

- Innovative
- Improved functionality
- Improved design
- Technological advancement
- Improved usability
- Relevance for new educational methodologies

5. SCOPE

Products must belong to one of the categories of products participating in SIMO EDUCACIÓN 2017.

6. PARTICIPATION PROCEDURE

- Each product will be presented using the "Product Presentation Form". It will be clearly stated in the form what the innovation consists in: innovative aspects of the product, added value in terms of technological advancement, usability, functionality, design and relevance for new educational methodologies. The date on which the product was introduced onto the Spanish market must also be stated, as well as the rest of the data requested.
- The "Product Presentation Form" must be received, fully completed, before 15 September 2017.
- In order to better assess the product, the exhibitor may optionally send, along with the "Product Presentation Form", the product's descriptive material (in digital format) in Spanish or English (or translated into one of these languages). This material must be received at simoeducacion.innova@ifema.es before the 15 September deadline.

- If the **patent is held by a company other** than the exhibitor, the **express written consent** of the other company must be received at simoeducacion.innova@ifema.es before the 15 September deadline.
- The exhibiting company **may present more than one product** as long as **only one form is sent per product**.
- **A Selection Committee will decide whether the product** will be included in SIMO EDUCACIÓN INNOVA 2017.

7. SELECTION COMMITTEE

- Will be made up of renowned professionals in Education and IT and media specialised in these fields.
- Its role will be to examine the information available about the products presented and to what extent they meet the established requirements, and consequently decide whether to include them in SIMO EDUCACIÓN INNOVA.
- **The decision of the Selection Committee will be irrevocable.**

8. BENEFITS FOR THE PRODUCTS SELECTED

The **organisers** of SIMO EDUCACIÓN undertake to carry out the following:

- **A specific press release** issued by the SIMO EDUCACIÓN Communications Office, which will be part of the fair's press dossier.
- **Publication on** the SIMO EDUCACIÓN 2017 website and social networks
- **Mention in other fair communication elements**
- **Special signage at the fair** with the location of stands with a product included in SIMO EDUCACIÓN INNOVA 2017.

Also, **companies with a product selected** for SIMO EDUCACIÓN INNOVA 2017 may

- **Use the SIMO EDUCACIÓN INNOVA 2017 insignia, which will be provided, to advertise the selected product at your stand.**
- **Use this insignia in the marketing of the selected product** – communications, advertising, packaging, etc.

9. DATES AND DEADLINES

- **Deadline** to submit products to SIMO EDUCACIÓN INNOVA 2017: **15 September 2017**.
- **Notification to participants of the result** of the selection: **before 6 October 2017**.
- **Publication in the media** of the products forming part of SIMO EDUCACIÓN INNOVA 2017 **before 25 October 2017**.

10. LEGAL CONSIDERATIONS

- **The presentation of a product to SIMO EDUCACIÓN 2017 2017 implies knowledge and acceptance of the content of these conditions**, as well as acceptance of the decision made by the Selection Committee, which is not subject to appeal.
- **All of the products presented to SIMO EDUCACIÓN INNOVA 2017 must comply with the applicable regulations of at least one country in the European Union.**
- The Selection Committee promises to respect the required confidentiality, although IFEMA/SIMO EDUCACIÓN shall not be held responsible for any incidents in this regard.
- **The decisions of this Selection Committee shall be unappealable.**
- The trade fair reserves the right to terminate, postpone, change or cancel this meeting for any reasons that it deems necessary, in which case participants shall be notified of this.

www.simoeducacion.ifema.es

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ORGANIZA:



IFEMA
Feria de
Madrid

SIMO EDUCACIÓN INNOVA

MADRID

25 - 27

October

2017

LINEA IFEMA

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INFOIFEMA	91 722 30 00
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www.simoeducacion.ifema.es

PRODUCT PRESENTATION FORM SIMO EDUCACIÓN INNOVA

Deadline for receipt of forms: 15 September 2017

SIMO EDUCACIÓN will send you an "Acknowledgement of Receipt" as confirmation that your application for SIMO EDUCACIÓN INNOVA has been processed. Please only present one product per form.

EXHIBITING COMPANY (only direct exhibitors may present products)

Company _____ Stand no _____

Contact for notifications

Name _____

Tel.: _____ Email _____

Select one of the following two options

- The Exhibiting company confirms that it has the manufacturing patent for the product.
- The Exhibiting company confirms that it has the authorisation of the patent holder to present the product to SIMO EDUCACIÓN INNOVA 2017, and will send documentary evidence of this authorisation to simoeducacion.innova@ifema.es before the deadline.

PRODUCT BEING PRESENTED (equipment, service or solution)

Name: _____

Description of features, uses and functions:

Main innovative aspect and improvement it contributes:

Please indicate which of the following qualities the product has and give a brief description of them:

- New feature: _____

- Technological advancement: _____

- Improved functionality: _____

- Improved usability: _____

- Improved design: _____

- Relevance for new educational methodologies: _____

Other details of interest (awards, certifications, etc.)

Optionally, provide links to websites where more can be learned about the product: _____

Date it was first introduced on the market: _____

Would you like to include any other documentation or explanatory material?

Yes No

Please send it to simoeducacion.innova@ifema.es before the deadline

The company certifies that the information provided here is true and accurate.

Date _____

Stamp and signature _____

The details you provide with the contract documentation will be entered into an IFEMA computer file, domiciled at Avda. del Partenón, 5 (28042) Madrid, with the aim of organizing your relationship with IFEMA and your participation at the trade fair. By submitting your details you expressly authorize us to use them for periodic communications, including by electronic means, to inform you of trade fair business - activities, content and services. Furthermore, you authorize that your professional details (company name or trading name, postal and e-mail address, telephone and fax numbers and contact person) may also be passed on, under the obligation of confidentiality, to companies which partner IFEMA, either in organizing the trade fair in which you are participating or in providing it with auxiliary or value-added services, so that they may provide you with information about their work and services and attend your requests. The rights of access, rectification, opposition and cancellation of this data may be exercised by writing to IFEMA at Protección de Datos, apartado de correos 67.067 (28080) de Madrid or by e-mailing: protecciondedatos@ifema.es, heading both with the word "Exhibitor" together with the sender's name and national identity card number. Please help us keep your details up to date by informing us of any modifications to them.