

## II EDITION OF THE FRUIT ATTRACTION PODCAST COMPETITION: #AGROINSPIRATION STORIES

IFEMA MADRID and FEPEX announce the 2nd Podcast Competition for Fruit Attraction, in support of new communication formats within the agri-food sector.

### RULES

1. Any natural person of legal age, or any public or private legal entity, may apply for this prize.
2. The works submitted must comply with the following characteristics:
  - **Format:** The works must be presented in PODCAST format with a maximum duration of 10 minutes and must be unpublished.
  - **Thematic:** The podcasts must be #agroinspiration stories, gathering real stories and testimonies with an inspiring approach of overcoming and work, commitment to sustainability, love for the trade and quality in the field, examples of unique products or exclusive/differentiating productions, small producers and good management,... The aim will be to bring to light the tireless work of the fruit and vegetable sector, bringing us closer to the countryside, and to value the commitment to rural development, giving visibility to small producers.
  - It is essential that the podcasts have the highest possible audio quality, which will be a factor in the jury's assessment.
  - The podcast **must be accompanied by a title and a brief presentation/synopsis** of its content.
3. The prizes\* awarded will be as follows:
  - There will be four finalists who will receive a prize of 200 € each.
  - There will be one winner who will receive a prize of 1000 €.
4. Formats that are considered to be advertising are not valid.
5. Creativity and freedom of resources will be valued.

6. The presentation of these works implies the acceptance of the cession of use and publication of the pieces by Fruit Attraction.
7. Only one entry per person may be submitted, in Spanish or English.
8. Entries must be sent **before the 15<sup>th</sup> of July 2022** by e-mail, specifying this in the subject line: **CANDIDATE SUBMISSION PODCAST COMPETITION FRUIT ATTRACTION 2022** to the following address: [psantamaria@ifema.es](mailto:psantamaria@ifema.es)

They will be accompanied by the following data:

- In the case of an individual:
  - Name and surname, e-mail address and telephone number (in the case of a natural person).
  - Name, e-mail address and telephone number of the entity (in the case of a legal entity).
  - Link to Wetransfer or other platform to download the corresponding audio file.
  - Title and brief presentation/synopsis of the work presented.
  - Signed declaration of cession of use and publication of the pieces by Fruit Attraction.
9. The jury will be made up of experts in agri-food and of general interest.
10. The jury will choose 5 finalists from the presented pieces, which will be made public on the 16<sup>th</sup> of September 2022. Among these 5 finalists, the winner will be chosen by voting through a survey open to the public, which will be available on the fair's website. Voting will be open between the 16<sup>th</sup> and 30<sup>th</sup> of September 2022 and the jury will be sovereign in deciding on all matters affecting the competition that do not appear in these rules.
11. The prize-giving ceremony will take place during the celebration of the on-site fair between the 4<sup>th</sup> and 6<sup>th</sup> of October 2022.
12. The prize may be declared void if, in the opinion of the jury, the works presented do not have sufficient merit or do not comply with the conditions established in the call for entries.
13. Participation in this competition implies full acceptance of these rules.



*\* The holding of the competition, as well as the awarding of the prizes, are subject to the tax regulations in force. In particular, the prizes are subject to the withholdings that, in accordance with said regulations, may be applicable.  
The amounts of the prizes awarded, as described in section 3, shall not include, where applicable, the amounts of VAT that may correspond.  
Any other fiscal, tax or legal charges that the acceptance of the prize may entail will be borne by the winners.*