

**motortec**  
**automechanika**  
IBÉRICA

**INNOVATION  
GALLERY  
AWARDS** 2013  
**13-16 MARCH**

[www.motortec-automechanika-iberica.com](http://www.motortec-automechanika-iberica.com)

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GALERÍA DE INNOVACIÓN

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IFEMA  
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# INNOVATION GALLERY AWARDS

## PRESENTATION AND GOALS

**Motortec Automechanika Ibérica 2013, announces the Innovation Gallery Awards.**

The primary goal of the Innovation Gallery Awards, under Motortec Automechanika Ibérica showcase unlocks the value of **the most innovative and novel products, services and projects** exhibited at each edition of the trade fair.

**The idea behind** the Innovation Gallery Awards is **to encourage innovation** in the practical application of know-how and technologies in industrial development, while **also underscoring and popularising significant advances in this new material**. It brings recognition for the efforts and investments made by aftersales market companies in the fields of research, development and innovation.

The **Innovation Gallery Awards represents a further tool that exhibitors can employ to maximise their commercial impact and optimise returns on their investment** in the trade fair. It also serves to demonstrate the dynamic innovation, technological excellence and cutting-edge developments seen in the sector.

The aim of the Innovation Gallery Awards to boost and **promote those products and services which stand out due to their technological innovations or their design, organization, functionality or instrumental novelty** for introducing improvements in efficiency and production in one of the categories of the contest.

## CONTEST ORGANIZERS AND SECRETARIAT

The Innovation Gallery Awards are organised by IFEMA in partnership with industry representatives, who act as the jury. Motortec Automechanika Ibérica will act as the Awards Secretariat. Its contact details are as follows:

**Contact:** María Martínez de Velasco.  
**Phone:** +34 91 722 51 71 • E-mail: mariamv@ifema.es  
**Address:** IFEMA, Feria de Madrid. Avda. del Partenón, 5. 28042 Madrid. Spain

## PARTICIPATION RULES

### 1. PARTICIPANTS

MOTORTEC AUTOMECHANIKA IBÉRICA 2013 **direct exhibitors** will have the right to participate in the Innovation Gallery Awards.

If the product or service presented corresponds to

another manufacturer or owner of a patent, it will be necessary to obtain their written approval, authorizing the exhibitor to present their product.

### 2. CHARACTERISTICS OF PRODUCTS PRESENTED

- Should be exhibited at MOTORTEC AUTOMECHANIKA IBÉRICA 2013.
- Should have been designed and intended for their mass manufacture.
- Should have its marketing initiated after July 1st, 2011.
- They must comply with applicable legislation.
- Should have an innovating nature, "innovating" will be defined as any quality of the products which involve a special technological, design, functional or instrumental that enhances improvements of performance in one of the awards categories.

### 3. EVALUATION CRITERIA

The evaluation criteria (anonymously, individually and independently of each judges) to be taken and their weighting for the final assessment are:

- Innovation: ..... 20%
- Functionality (installation and use): ..... 25%
- Design: ..... 20%
- Quality: ..... 15%
- Contribution to energy efficiency: ..... 10% (of the product itself or as a result of its installation)
- Quantification of environmental Impact: ..... 10%

### 4. CATEGORIES OF THE CONTEST

All products or services must belong to one of the following categories:

1. WINDOWS, BODYWORK AND PAINTING
2. MECHANICAL PARTS
3. ELECTRICAL AND ELECTRONIC PARTS
4. ACCESSORIES
5. WASHING
6. SERVICE STATIONS
7. EQUIPMENT AND TOOLS FOR WORKSHOPS AND GARAGES
8. DIAGNOSIS EQUIPMENT AND SOLUTIONS
9. CONTRIBUTION TO INNOVATION IN INDUSTRIAL VEHICLE
10. SERVICES OR PLATFORMS FOR MANAGEMENT, TRAINING, INFORMATION... FOR THE WORKSHOP
11. MOTORIST AWARENESS RAISING CAMPAIGN

### 5. PROCEDURES

- Open only to MOTORTEC AUTOMECHANIKA IBÉRICA 2013 exhibitors. The company must own the patent and/or the commercialization rights of the product / service. If not, it must have the written authorization of the company owning the patent or the commercialization rights.
- Each exhibitor can present more than one product, filling in by separate forms, as long as each individual product fulfils the prerequisites. The same product can

only be submitted once and only in one category. Each company may submit a maximum of 2 products / services for each category.

- Inscription fees are 200 € + 10% VAT<sup>(1)</sup> per company / category (independently of the number of products / services submitted). This fee is compulsory and will not be reimbursed regardless the product is a winner or not. After receiving the inscription each participant will receive a proforma invoice for the amount.

(1) For companies established in the Spanish territory (excluding Canarias, Ceuta and Melilla): 10% VAT not included.

For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

## 6. DOCUMENTATION

- The Innovation Gallery Awards Form must be filled in for each individual product presented, together with the documentation indicated therein, clearly describing the innovative features of the product submitted, the added value it contributes and specifying if it has already obtained any special distinctions or awards and any other additional and pertinent data.
- Informative or descriptive material of the product must be given in along with the Registration Form. The documents must be in Spanish or if not they should bring along a translation to the mentioned language. They can be only on computer format. This material will not be returned to the participant.
- The participating company will have to present a certificate which states whether the product / service is currently being marketed and, the date on which its marketing was initiated.
- Proof of payment of registration fee.

## 7. JUDGES, COMPOSITION AND HOW IT WORKS

- Out of all of the products / services submitted a maximum of 3 will be chosen as FINALISTS in each category.
- All FINALIST products will have the right to:
  - Take part in Innovation Gallery Awards Exhibition during Motortec Automechanika Ibérica.
  - Include a special mention or notice in its stand during the fair.
  - Appear on the website and be voted for by trade visitors.
  - Make a short presentation (advocating their candidacy), including a question and answer session lasting no more than 5 minutes before the jury, the trade fair visitors and industry media. This space will be called "INNOVATION SPEAKER'S CORNER" (ISC), and will provide the jury with the chance to ask technical questions while assessing and scoring the products / services, and thus find a winner for each category.
- Use the Innovation Gallery Awards mark for the product's advertising and packaging until the next Motortec edition.

- Mention this selection in its communication and advertising campaigns.
- Those products or services participating in the Innovation Gallery Awards that are considered by the Panel of Judges as outstanding in its category can be awarded a Special Mention.
- The Panel of Judges of the Innovation Gallery Awards comprises representatives from the Administration, Technological and University Centers, Associations and Technical Press. No member of the panel of judges can be related to any of the presented products or participating companies. The jury's votes will represent 75% of the total score.
- Trade visitors at Motortec Automechanika Ibérica will also be able to vote during the first two first days of the trade fair in the exhibition halls. These votes will represent 25% of the total score.

## 8. LEGAL CONSIDERATIONS

- The products and services displayed in the Innovation Gallery Awards are property and/or responsibility of the participants, manufacturers or, where appropriate, of the exhibitors who represent them. IFEMA expressly states that the contestants are responsible for the legitimacy and authenticity of the products and services submitted as well as for the compliance of the ruling legislation applicable.
- The Inscription of Motortec Automechanika Ibérica 2013 exhibitor in the Awards implies full knowledge and acceptance of the contents of these rules, as well as the acceptance of the decision of the jury, without the right to appeal.
- All products submitted to the Contest must fulfill with the EU security and operating legislation. They will also have to submit an EU Declaration of Conformity.
- The decision of the Panel of Judges is conclusive.
- The Panel of Judges undertakes to uphold confidentiality, although IFEMA Motortec Automechanika Ibérica 2013 will not be responsible for any breach that may take place.
- The fair reserves the right to suspend, postpone, modify or cancel this event for whatever technical reasons it judges necessary. Should this occur, the decision will be communicated to all the participants, and only in this case, reimbursed for the payments already made for the inscription fees of the products.

## DATES AND DEADLINES

- 26th February:** Deadline to send the inscription form.
- 28th February:** Communication from the finalists.
- 13th-16th March:** Exhibition in the Trade Fair.
- 14th March at 5 p.m.:** Presentations in the Innovation Speaker's corner.
- 15th March at 1 p.m. :** Awards Ceremony.

## WINNERS OF THE INNOVATION GALLERY AWARDS 2011

### SAGOLA

Product: **Sagola 4.500 Xtreme Digital**  
Category: Bodywork and painting



### SCHAEFFLER IBERIA

Product: **INA UNIAIR**  
Category: Mechanical parts



### HELLA

Product: **Hightech Headlights for the Audi A8. 100% Led**  
Category: Electrical and electronic parts



### MANN + HUMMEL IBÉRICA

Product: **Cabin Air Filters "Frecious Plus"**  
Category: Accessories



MANN-FILTER – Perfect parts. Perfect service.

### ISTOBAL

Product: **Link-it**  
Category: Service stations and vehicle care



### AGUADO AUTOMOCIÓN

Product: **BFH 2000 Balancing John Beam**  
Category: Equipment and tools for workshops



### TEXA IBÉRICA DIAGNOSIS

Product: **OBD Matrix**  
Category: Equipment for vehicle diagnostics



### CONTINENTAL AUTOMOTIVE SPAIN

Product: **ATE Ceramic Pads**  
Category: Environmentally friendly



### GT MOTIVE

Product: **GTCO!**  
Category: Professional repair



### IFEMA CALL CENTRE

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