



INTERNATIONAL ROAD  
SAFETY AND EQUIPMENT  
EXHIBITION

15 - 18  
**OCTOBER**  
**2013**  
MADRID-SPAIN

ORGANISED BY



IFEMA  
**Feria de  
Madrid**

**GI**  
**TRAFIC**  
**2013**

## II EDITION INNOVATION GALLERY

### PARTICIPATION RULES

**SAFETY**



**INFRASTRUCTURE**



**INTELLIGENTE  
TRANSPORT  
SYSTEMS**



**PARKING**



**SUSTAINABILITY**



## PRESENTATION

**TRAFIC 2013** announces the second **INNOVATION GALLERY**.

The primary goal of the Innovation Gallery is to support the introduction and promotion of new products presented at the exhibition, particularly noteworthy for their innovative features.

The idea behind the Innovation Gallery is to encourage innovation in the practical application of know-how and technologies in the road safety and equipment industry, while also underscoring and popularising significant advances in this new material. This is coupled by our desire to recognize and promote the continuous research undertaken by businesses in this industrial sector.

In its ongoing duty to act as a commercial springboard and meeting point for the industry, with its new Innovation Gallery, TRAFIC provides an added value for exhibitors and visitors with this exhibition of cutting-edge introductions in the sector.

## GOALS

To boost and promote those products and services which stand out due to their technological innovations or their design, energy efficient, novelty for introducing improvements in efficiency and production in one of the five categories of the contest. (Point 4).

## PARTICIPATION RULES

### 1. PARTICIPANTS

- TRAFIC 2013 direct exhibitors will have the right to participate in the "Innovation Gallery" and will be able to request the inclusion of their products or services in the Gallery following the indicated procedure.
- 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 at TRAFIC to present their product or service.

### 2. CHARACTERISTICS OF PRODUCTS AND SERVICES PRESENTED

The products or services presented:

- Should be exhibited at TRAFIC 2013.
- Should have been designed and intended for their mass manufacture and marketing.
- Should have its marketing initiated after November 1, 2011.
- Should have an innovating nature.
- For the purposes of these rules, "innovating" will be defined as any quality of the products, equipment, systems or services which involve a special technological, organizational, functional, design or instrumental contribution, and which results in an improvement in its operation or functioning.

### 3. CRITERIA FOR EVALUATION OF PRODUCTS AND SERVICES

- Safety
- Innovation
- Functionality
- Design
- Quality
- Energy efficiency
- Environmental sustainability

### 4. CATEGORIES OF THE CONTEST

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

1. Infrastructure
2. Road Safety
3. Intelligent Transport Systems
4. Parking
5. Sustainability in the road

### 5. PROCEDURES

- Open only to TRAFIC 2013 direct exhibitors. The company must own the patent and/or the commercialization rights of the product. If not, it must have the written authorization of the company owning the patent or the commercialization rights.
- The "Innovation Gallery Form" must be filled in for each individual product presented, 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 on written, audiovisual or computer format. This material will not be returned to the participant. Full details of the innovative features of the product must be supplied, and the date of first commercialised.
- The participating company will have to present a certificate which states whether the product or service is currently being marketed and, the date on which its marketing was initiated.
- 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.
- Inscription fees are 100 € + VAT (1) per product or service. This fee is compulsory and will not be reimbursed regardless the product is not included in the Innovation Gallery.



## 6. COMPOSITION AND RESPONSABILITIES OF THE PANEL OF JUDGES

The Panel of Judges of the Innovation Gallery is presided by the most representative associations of the road safety and equipment sector, and it comprises representatives from Technological Centers, University Technical Institutes, Consultancy and Technical Press. No member of the panel of judges can be related to any of the presented products or participating companies.

The responsibilities of the Panel of Judges will be the following:

- Analyse the different applications
- Value each product or service
- Prepare a final document indicating the winner products
- Guarantee confidentiality of information received and analysed

The panel's decision will be conclusive.

## 7. RIGHTS OF SELECTED PRODUCT

Products selected for the Innovation Gallery will have the right to:

- Take part in "TRAFIC Innovation Gallery Exhibition" placed in a special area within TRAFIC's halls.
- Include a special mention or notice in its stand during the fair.
- Use the Innovation Gallery mark for the product's advertising and packaging until the next TRAFIC edition.
- Mention this selection in its communication and advertising campaigns.



## 8. PROMOTION OF INNOVATION GALLERY

- Information on selected products will be displayed in an area specifically designed for that purpose at TRAFIC 2013.
- The Innovation Gallery will be given special promotion, as the following:
  - Special section on TRAFIC 2013 website including the selected product's description ([www.traffic.ifema.es](http://www.traffic.ifema.es)).
  - Technical and general press media
  - Specific information for trade visitors
  - Traffic 2013 Official Catalogue.
- The prizes delivery act will be held on Tuesday, October 15 during the opening of the fair.

## 9. DATES & DEADLINES

- Inscription deadline for the Innovation Gallery: April 15, 2013.
- Communication to participants of the results of selection process: August 15, 2013 (two months prior to the fair).
- Deliberation of Panel of Judges: the selection of products for the Innovation Gallery will be made public prior to the opening of TRAFIC 2013.

## 10. LEGAL CONSIDERATIONS

- The products and services displayed in the Innovation Gallery 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 a TRAFIC 2013 exhibitor in the Innovation Gallery 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 Innovation Gallery must fulfil the Safety and Operation Ruling of at least one European Union country. Furthermore, documentation proving that the product has obtained the CE Mark should be presented if necessary. The country where the product has been manufactured must also be indicated.
- The Panel of Judges undertakes to uphold confidentiality, although IFEMA / TRAFIC will not be responsible for any breach that may take place.
- The decision of the Panel of Judges is conclusive.
- The fair reserves the right to suspend, postpone, modify or cancel this event for whatever reasons it judges necessary, in this case, communicating the decision to the participants and reimbursing only in this case, them with any payments already made for the inscription fees of the products.



(1) For companies established in the Spanish territory (excluding Canaries, 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.





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