



Novelties competition Innovert® 2010

Over the last 18 years, the Innovert® innovations competition has revealed new varieties, innovative marketing concepts and new products to members of the plant industry. It is aimed at exhibitors, and is an opportunity for many companies to launch their new products on the french market.



Why take part?

☞ **This is the plant industry's leading competition for innovative products and concepts in France.** Every year, professional buyers in the trade (local authorities, specialist distribution, mass distribution, landscaping, production) visit the Salon du Végétal trade show in large numbers and come to the Innovert® stand to find out about the latest innovations.

☞ **A competition that attracts excellent media coverage.** Before and after the show, prize-winning and /or selected products enjoy widespread coverage in the trade and mass market media (magazines, TV, radio, Internet). Over 100 journalists attend the Salon du Végétal every year.

☞ **A sustained communication plan.**

Selected products are promoted on a special stand, the Innovert® stand in the Novaxia hall. They are mentioned and described in the Salon du Végétal catalogue and in the Innovert® brochure, which are distributed during the show, and on the website www.salon-du-vegetal.com.

A press pack is sent to approximately 500 French and foreign media.

An email campaign is run.

Special Innovert® advertisements appear in trade magazines.

The list of prize-winners is circulated during the show and also sent to the media.

☞ **So take the opportunity to communicate about your new products by taking part in the Innovert® competition!**



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How do I take part? What are the stages of the competition?

- 1. Fill in and send us sheet no. 4 of the application to register for the Salon du Végétal, before 1st November 2009.** On receipt of this, we will send you an email with an Innovert® registration pack and the rules of the competition.
- 2. Read the rules carefully, fill in the application and send it to us before 16 November 2009, along with high-definition pictures** and any other relevant documents (brand protection, etc.). We cannot accept your registration after this date. In your registration application, **it is important to be precise about your product and its innovative aspects, as this will make it easier to select your product for the competition.**
- 3. During December, a selection committee made up of members of the plant trade will study your application.** The study is carried out anonymously, i.e. the committee members have no knowledge of the names of the companies presenting the products.
- 4. In early January we will let you know whether or not your product has been selected to take part in the competition.** If the answer is positive, your product will take part in the Innovert® competition.
- 5. The day before the show (Monday 15 February 2010), bring your product to the Innovert® stand** between 10.00 and 12.30. That afternoon, a jury of members of the trade will work out the rankings and the prizes.
- 6. The prize award ceremony will take place on Tuesday 16 February** at 18.45, in the Loire Room. It will be followed by the cocktail party for exhibitors.

IF YOUR PRODUCT IS SELECTED TO TAKE PART IN THE COMPETITION AND SO IS ON THE INNOVERT® STAND, WE INSIST ON THAT IT'S COMPULSORY THAT THE «NEW ASPECTS» OF YOUR PRODUCT MUST BE CLEARLY VISIBLE ON THE INNOVERT® STAND. Thus, for plants that couldn't be at their «top» in February, we advise you to force them, even if you have not yet been informed of the selection of your product.

Rules of the Innovert® 2010 competition



Article 1 – Purpose of the competition

The Innovert® competition is organized by the Organizing Committee of the Salon du Végétal and takes place during the Salon du Végétal the 16, 17 and 18 February 2010. The Innovert® competition is only opened to the exhibitors of the Salon du Végétal.

According to the aim of the Salon du Végétal, Innovert® focuses on the plant market (the products and their sales).

The purpose is to reward and promote novelties and innovations likely to enhance the development of the plant market.

Article 2 – Inscription conditions

A novelty may only be registered under the following conditions:

- if it has not been marketed prior to the 1 July 2009 on the french market,
- if it is accepted for competition according to the criteria (article 3) and accepted by the Innovert® Competition Selection Committee.

Each candidate may not submit more than 2 products for all categories of the competition.

Article 3 – Admissible categories

Products which only refer to a production process can't participate in the Innovert® Competition.

Participating products must represent a real novelty on the market and not a simple change or evolution of an existing product.

CATEGORY A: NEW PLANT

New cultivar, new species, new plant resulting from a plant breeding process (hybridation, mutation...).

If a range of plants (or a serie) with several varieties is submitted, the whole range will be take into account.

The jury may divide the A category and reward a new plant both for « nursery » and « horticulture ».

For a plant you can't present at the competition, for somes reasons due to its production cycle, the jury will judge it on pictures. They must be in a good quality and very descriptive on the new aspects.

CATEGORY B: COMMERCIAL INNOVATION IN PLANTS

A botanically known plant, offered on the market in an original way compared in relation to what is available until July 2009, either as a result of a cultural operation (pruned, shapes, trained, propped, etc.) or in the recipient of marketing or merchandising.

This novelty should be cultivated with some significative quantities in the grower company.

In case you present a range (or a serie) including several varieties, the whole range will be taken into account.

CATEGORY C: NON PLANT PRODUCT

Product which are with the plants on the point of sales or at the using place (house, town, park, garden): display, pot, label, POS materials...; or product which brings information on plants to the end users.

Article 4 – Inscription procedure

- Candidates must fill in the attached form, which must be accompanied by a photograph (paper, digital file).
- By participating in Innovert®, the company agrees that information related to the description of the product and the pictures can be used in the documents of the Salon du Végétal and given to the press. For any restriction, please inform the Organizing Committee (Innovert® – Ghislain Bousseau)
- Inscriptions shall not be accepted after the 16 November 2009.
- A Selection Committee, made only of professional experts, will meet in December. It shall check that products presented are in accordance with the criteria stated in articles 1, 2 and 3 herein. The name of the companies is not communicated to the Selection Committee, which must keep confidential all matters relating to the products. The Committee can request complementary information. If not receiving this information, the Selection Committee can refuse the product. Complaints will be received and examined by the Selection Committee. It has the right to register a product into another category.
- Selected candidates undertake to provide a minimum of 3 samples of each product taking part in the competition.

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Article 5 – Procedure of the competition

Products selected by the Selection Committee must be brought on Monday 15 February 2010 between 10.00 and 12.30 on the Innovert® stand (Novaxia Hall, upper level). The work of the Jury will occur the same day during the afternoon.

The jury is made of professional experts, different from the ones of the Selection Committee, and representing the whole plant sector (production, distribution, landscape, medias).

Amongst the selected products, the Jury determines the most interesting ones in comparison with the products already on the market and decides of the prizes.

The Jury can refuse the attribution of a price in one or several categories.

If the Jury wishes to enhance more than 3 products in a category, it can create some new distinctions and awards special mentions.

Article 6 – Results

Results will be announced on Tuesday 16 February 2010 and communicated to the press. Awarded novelties may receive prizes in cash or through advertising.

They are also given a logo to be used on their communication documents. It refers to the prize.

Small posters will be given to the participants for a highlighting on their stand.

Article 7 – Presentation of novelties during the Salon du Végétal

Competing products will be automatically shown in the catalogue and on the presentation stand (Innovert® stand – Novaxia Hall).

The Innovert® presentation stand is under surveillance during the Salon du Végétal openings hours, but the Organizing Committee refuses any responsibility in case of theft, disappearance or deterioration that might occur.

1 - For encumbering products, please contact the organizing committee.