

GRAND AWARD ANNOUNCEMENT

Dear Exhibitor, Partner,

if you want your service to receive special attention and have a chance to be the best, you have the opportunity to enter the AUTOMOTIVE HUNGARY GRAND PRIZE innovation product competition.
In 2027, HUNGEXPO Ltd. will organise the product competition with the participation of the exhibitors of AUTOMOTIVE HUNGARY. The aim of the tender is to **reward the best of the innovative products, processes and technical services distributed in Hungary**.
The applications receivedwill be evaluated by renowned experts. The winners of each category will be announced in a ceremonial setting at AUTOMOTIVE HUNGARY. The award-winning innovations will be presented in the co-exhibitions, so visitors will have the opportunity to view them during the event.
The product competition is organized by HUNGEXPO Ltd.

What are the benefits of winning the GRAND AWARD?

- **Raising awareness -** It directs attention onto your product
- **Increasing trust** - Increases confidence in your product among the target group
- **Preparing a purchasing decision** - Helps customers make purchase choices
- Gives your product **prestige**, acknowledgement **among professionals**
- Grand award-winning products receive much **greater attention during the trade fair** *– the awards are presented to the winners in a ceremonial setting, winners are listed in the presse release, on the website of the fair and on the social surfaces.*
- **Strengthens marketing activities:**
  - *The companies receiving the GRAND PRIZE and SPECIAL PRIZE are prominently featured in the online exhibitor catalog on the website and in the application of the exhibition,*
  - *prior to the exhibition, in the DM letter addressed to the visitors, we indicate the prize winners in a separate section,*
  - *who are also included in the exhibition editions or newsletter of trade magazines,*
  - *GyártásTrend magazine will conduct short interviews with the GRAND PRIZE and SPECIAL PRIZE winners, which will be published in their weekly newsletter after the exhibition*

What are the evaluation criteria?

- High standards in terms of technical, economic value and usability
- The innovative nature of the product and the sphere of activity of technical development and innovation
- The economic and economical benefits of launching the product/service on the market

Your company may enter the competition with more than one product; however, each product must be submitted on a separate application sheet.
You can find more information about the application for the Grand Award on the „**Grand Award Competition Guidelines”** (on the next page).

Deadline for submission of application: 19th March 2027
Apply to the competition with your product or service!
Be the one recognized by the market, highlighted by the profession, and chosen by the future!

Grand Award Competition Guidelines
For Apply and Judging (AUTOMOTIVE HUNGARY)

1. Only AUTOMOTIVE HUNGARY 2027 exhibitors are eligible to enter the competition.
2. Any product, process, or technical or intellectual service falling under a product category at AUTOMOTIVE HUNGARY presented there (hereafter referred to as a product) is eligible to compete if its market impact can be measured.
3. A product /service that has not been sold on the market (a prototype) is not eligible for entry nor is a product that has been awarded a prize at AUTOMOTIVE HUNGARY within three years.
4. An Entry Form must be completed for every product /service in three copies each, with annexes. The entire package including the attached annexes must be sent to HUNGEXPO Ltd. electronically.
5. Please provide clear and specific responses to the questions. Please provide clear criteria for each product entered so as to prevent any possibility of error in identification. If the competing exhibitor is a distributor of the registered product, and not its manufacturer, this must be indicated on the Entry Form.
6. Only one product/service or product line with similar specifications may be placed in one entry.
7. A previous prize-winning product can be entered every three years if it can be proved that the product/service has been improved.
8. If a product has won a prize, this fact and the year in which it was won can be used in further publications and other communication about it, as long as the product has remained the same as the previous prize-winner.
9. The entry will be judged by a jury consisting of recognised experts.
10. Only those applicant products may be awarded with the Grand Prix of the Exhibition that are considered state-of-the-art in Hungary and internationally, has the technical specifications and cost-effectiveness of similar products and possesses features that are at least equal or more favourable to them.

11. A competing exhibitor must provide appropriate documentation of the technical specifications and parameters of the product, and must certify the provided data by attaching the annexes below:

- a detailed description of the product;
- official documents required to begin distribution on the market;
- test reports; „first sample" test records
- press copy (of no more than 1250 characters in length) drafted for use by the media;
- technical descriptions, documentation and photographs, CAD/CAM models and presentations based on which the product presented can clearly be judged;
- certifications and, where required, official permits;
- audited ISO certification for the manufacturer or distributor;
- a declaration of product liability pertaining to the product entered;
- other documentation, e.g. expert opinions or, where required for a product, a distribution permit;
- an indication of the number of items manufactured and sold up to the submission of the entry and in the year prior thereto as well as supporting documentation (using only natural units e.g. no. of items, kg, l etc. and net sales returns e.g. Ft, €, $ etc.)

GUIDELINES OF JUDGING:

In awarding the Grand Prize of the Exhibition, the jury will compare the entries by analysing and evaluating the documents above on the basis of the following guidelines:

1. Completeness of the submitted documents
2. A high standard achieved in terms of technical specifications, economic considerations and value to end user.
3. The amount and quality of intellectual and technical work and innovation embodied in the entry.
4. Innovative content in which preferred fields.
5. Evidence that in manufacturing the product the applicant consistently complies with technical specifications and economic criteria. And delivers even quality (We recommend attaching supporting documents.)
6. Market success that the product / service has achieved (Quantity produced and sold, turnover)
7. Other financial advantages enjoyed by end-users since distribution began in respect of market competitiveness:

– the product has innovation content;
– the product broadens the range
- the product contributes to an increase in the volume of exports
- per unit materials and energy costs can be decreased
- the product promotes a modern, healthy lifestyle and labour conditions
– it meets environmental protection guidelines.
- life-cycle yuality management (TQC) is achieved in the product concept.



GRAND AWARD ENTRY FORM

Please send the form via e-mail to automotivexpo@hungexpo.hu!

Please send large files in ZIP format and/or via a link with no download time limit!
Please provide precise answers to the questions, highlighting the key points and including a brief summary! The jury will only take into account the information provided in the submission; external sources (links) will not be considered.

APPLICATION DEADLINE: March 19, 2027.

We would like to enter the competition announced by HUNGEXPO Ltd. for the **GRAND AWARD** that was made for indicate that a product exhibited at AUTOMOTIVE HUNGARY Trade Exhibition in 2027 is outstanding in quality and innovation.
We understand the terms and conditions of participation and agree to accept the decision of the jury.

FULL NAME OF EXHIBITOR: _____

NAME OF CONTACT PERSON: _____

POSITION: _____

ADDRESS: _____

PHONE: _____

E-MAIL: _____

1. Name of product (a trade/brand name is not sufficient)
.....
.....
.....

2. The competing exhibitor is the **manufacturer/distributor** of the product. (Please underline as appropriate).

3. A detailed description of the product or product line:
.....
.....
.....
.....

4. Is the product entered an improvement of an item manufactured previously or is it a new product?
.....

5. An assessment of the product entered compared to other products serving a similar function on the basis of usability, quality, aesthetics, and cost-effectiveness.

.....
.....
.....

6. Has the product been presented at previous fairs or exhibitions? Where? When? What prizes did it win? (See point 6 in the guidelines for entry.)

.....
.....
.....

7. Does the product have the required official documents to begin distribution (legal protection of property rights, patent etc.)?

.....
.....
.....

8. Do you have an approved quality assurance system and handbook? (Please mark as appropriate.)

Manufacturer Yes No
Distributor Yes No

10. Production launch date for this product in Hungary: .....

11. Amount manufactured and sold up to the submission of the entry and in the year prior thereto (natural unit and/or net sales returns). .....

12. Which preferred fields have been the innovation content of the product/services?

.....

We accept that

1. applications not received by HUNGEXPO Ltd. by the **19th March 2027** deadline and
2. applications containing insufficient information will not be considered by the jury;

– each section of the Entry Form should be completed, and further information may be attached with reference to certain sections. We ask you to give a complete documentation to ensure fair play.

– **the application fee is EUR 410** per product. That sum will be included in the service invoice which **should be settled by** the construction date of the exhibition **(9th April 2027).**

Attached documents:

1. Technical description
2. Documentation
3. Photographs and videos
4. Drawings
5. Test reports
6. Production and distribution permits
7. Quality testing certificates, expert opinions etc.
8. Press materials (of no more than 1250 character in length)
9. Other

Date: ..... Legally binding signature .....

Printed name of authorised signer: .....
Position: .....

The jury assures confidentiality for all information provided.