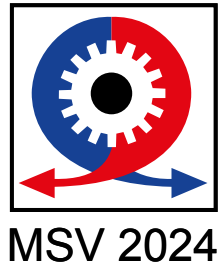




**ENTRY FORM FOR THE COMPETITION FOR THE BEST INNOVATIVE EXHIBITS GOLD MEDAL  
AT 65<sup>th</sup> MSV INTERNATIONAL INDUSTRIAL FAIR**



**Exact name of the exhibit**

(in Czech)

**Exact name of the exhibit**

(in English)

**We propose to enter the exhibit in the following category**

(see Article 4.6 of the Articles)

**Brief characteristics of the exhibit**

(Czech – approx. 5 sentences)

**Brief characteristics of the exhibit**

(English – approx. 5 sentences)

**Manufacturer:**

(company name and address, telephone, e-mail, website)

**Exhibitor:**

(company name and address, telephone, e-mail, website)

**Location of the exhibit within the expo (hall, stand no.)**

**Registration fee:**

**for a single entry CZK 5000 + VAT (total CZK 6,050),**

**for each additional entry CZK 4,000 + VAT (total CZK 4,840)**

**Registration deadline: 1 October 2024**

**(please pay the registration fee only after receiving an invoice from the organizer)**

**Entrant/payer:**

Company name and address:

Company ID, VAT No.:

Bank account:

Contact person:

E-mail, mobile phone:

We agree to the terms and conditions of the competition set out in the Articles, which are an integral part of this Entry Form.

In \_\_\_\_\_ on \_\_\_\_\_ name of the entrant

(the document is deemed to be signed by sending the filled-in Entry Form to the organizer's e-mail address)

**Billing data: Veletrhy Brno, a.s., Výstaviště 405/1, 603 00 Brno, IČO: 25582518, DIČ: CZ25582518**

**Bank account:** ČSOB, a.s., SWIFT: CEKOCZPP IBAN: CZ85 0300 0000 0000 0340 1803, Account No.: 3401803/0300, Constant symbol: 0558,

**Variable symbol:** entrant's Company ID, Specific symbol: 5999219010

**Contact: Jaroslav Bílek, BVV Trade Fairs Brno, a.s.,**

**mobile +420 602 584 376, e-mail: [jbilek@bvv.cz](mailto:jbilek@bvv.cz)**

**ENTRY FORM FOR THE COMPETITION FOR THE BEST INNOVATIVE EXHIBITS GOLD MEDAL**  
AT 65<sup>th</sup> MSV INTERNATIONAL INDUSTRIAL FAIR

**Recommendations for completing the entry documentation:**

The below-mentioned Annexes P1, P2 and P3 serve to evaluate the entered exhibit in four criteria: novelty, degree of inventiveness, differences of the main function and differences of complementary functions of the exhibit from a comparable product on the market. The Annexes refer to the Articles included in this documentation. **Please tick the option that best describes the exhibit you are entering.** It is advisable to submit comments on the checked selections electronically in a separate document. We recommend that technical specialists of the exhibitor, preferably the author or their colleagues, who can significantly support the fulfilment of the technical criteria of the exhibit (novelty, inventiveness, differences of the main and complementary functions from a comparable product on the market), also participate in filling in the Entry Form for the prestigious Gold Medal competition.

**Novelty of the exhibit (Article 6.1)**

1. Proving the novelty of the exhibit **pursuant to the law** means that the entrant shall attach a **copy of the document** of legal protection of the technical solution (patent, trademark) that is part of the exhibit.

**Sending electronically:**  YES  NO

2. Proven **information about the novelty** of the technical solution in the exhibit is the **entrant's comment** on the question of how the novelty is perceived by the customer and the manufacturer. Innovation according to **novelty** perceived by customer and manufacturer<sup>1</sup>

**(please check as appropriate):**

**1) Incremental innovation:**

For the manufacturer, there are **little requirements on new technology** that produces **products with little advantages and benefits to the user and does not require changes in user habits.**

**2) Technical (i.e., production, technological) innovation:**

For the manufacturer, there are requirements on **major changes in technology** (production process innovation) that produces **products with little advantages and benefits to the customer.**

**3) Application (user) innovation:**

For the manufacturer, **there are no requirements on new technology, but the products are completely new in their benefits (functions) for customers and therefore imply changes in the use of such products.**

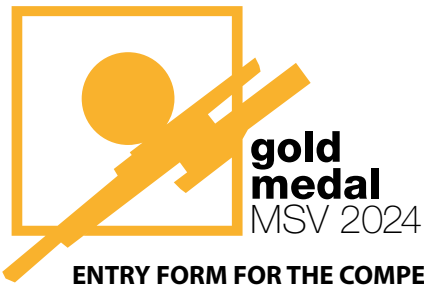
**4) Radical innovation:**

For the manufacturer, this means implementation **of a high degree of innovation in the production process** that produces **products completely new to the manufacturer and to the customer.** Radical innovations often require changes in customer usage habits.

**Sending comments on the checked innovations electronically:**  YES  NO

(maximum comment size 600 characters)

1) R. Vlček: Management hodnotových inovací, VŠE Praha, Management Press, 2008



**ENTRY FORM FOR THE COMPETITION FOR THE BEST INNOVATIVE EXHIBITS GOLD MEDAL**  
AT 65<sup>th</sup> MSV INTERNATIONAL INDUSTRIAL FAIR

**ANNEX P2**  
TO THE ENTRY FORM FOR THE COMPETITION  
FOR THE BEST INNOVATIVE EXHIBITS



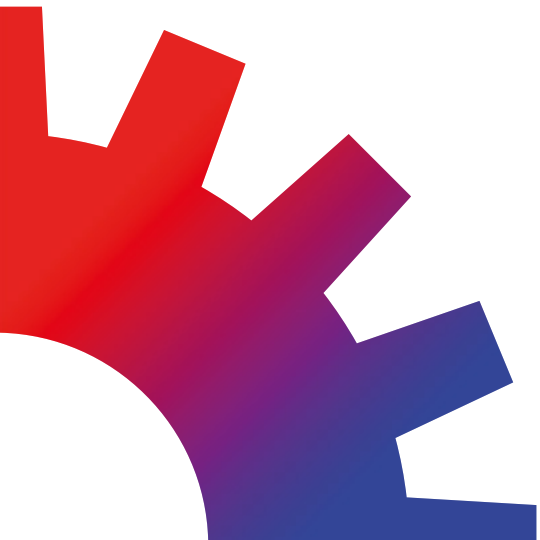
**Degree of inventiveness (Article 6.2)**

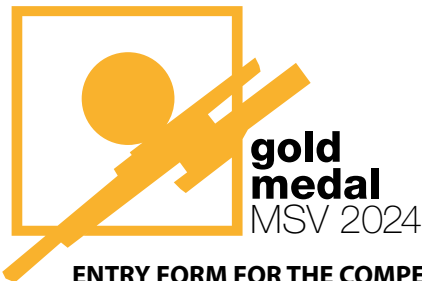
**Criteria of inventiveness (please tick):**

- 1. Adoption** – the exhibit contains invention to the extent of adoption of a known solution pattern – without a change,
- 2. Adaptation** – the exhibit contains invention to the extent of adaptation of a known solution pattern,
- 3. Transformation** – the exhibit contains invention to the extent of transformation of a known solution pattern,
- 4. Creation** – the exhibit contains invention to the extent of creating a new solution pattern.

**Sending comments on the checked innovations electronically:**  YES  NO

(maximum comment size 600 characters)





## ENTRY FORM FOR THE COMPETITION FOR THE BEST INNOVATIVE EXHIBITS GOLD MEDAL AT 65<sup>th</sup> MSV INTERNATIONAL INDUSTRIAL FAIR



### 1. Differences of the main function of the exhibit (Article 6.3)

The entrant shall describe, and the jury shall assess the differences of the parameters of the main function of the exhibit from the main function of a comparable product on the market.

### 2. Differences of complementary functions of the exhibit (Article 6.4)

The complementary functions (CF) of each technical system (TS: device, process, service) reduce VARIOUS – so-called complementary costs of the user (not only financial costs, but also time, energy, space, physical, intellectual efforts, etc.). The user has incurred a certain INITIAL cost, has purchased your TS (such as a hand drill) in order to use its main function and to act on the product produced by the user (drilled holes). However, an advanced TS will also provide a certain quantity and quality of complementary functions (desirable benefits) in addition to the main function. CF are derived from the various additional costs incurred by the user after the purchase of your TS. Wherever costs are incurred by the user, there is an objective need to reduce those costs, through complementary functions. There are four types of additional costs and thus four types of possible complementary functions (benefits, actions) more or less fulfilled by your TS.

Your TS, when delivered to the user, not only provides the main function, but also provides a certain **quantity (number)** and **quality (degree)** of fulfilment of **complementary functions** (CF) that reduce the additional costs to the user and therefore objectively increase the competitiveness of your TS.

#### Please check as appropriate:

- 1. **CF** – focused on complementary actions:
  - before the performance of the main function of the entered TS.
  - after the performance of the main function of the entered TS; and/or
  - to extend the main function to other activities of the user
- 2. **Operational CF** – aimed at reducing the user's additional costs:
  - storage of the TS,

- transport of the TS,
- work with the TS,
- maintenance of the TS,
- disposal of the TS.

- 3. **CF of safety** – aimed at reducing additional costs that the user would otherwise have to spend to prevent risks or minimize the consequences of damage:
  - to the environment (to people, to nature, to other TS) caused by your TS,
  - on your TS caused by the environment (people/nature/other TS),
  - inside your TS caused by self-inflicted damage to your TS.
- 4. **Supersystem-friendly CF** – aimed at reducing the user's costs that the user would otherwise have to spend on:
  - bringing the TS into compliance with the TS user's diverse installation circumstances (such as underwater drilling, backlash suppression, drill power supply options, etc.).
  - satisfying generally accepted human values (health, emotions, design, self-esteem, conformity, individuality...).

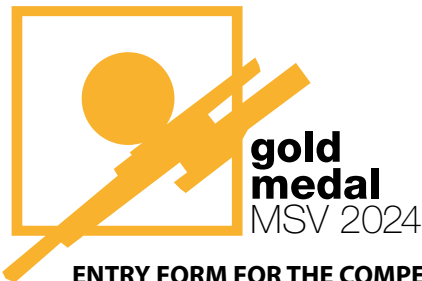
#### Sending comments on the differences between the main function and the complementary functions electronically: YES NO

(maximum comment size 600 characters)

#### Supporting documents (please check which documents you attach to the Entry Form):

- image (jpg format in print quality)
- expert articles and publications about the exhibit
- visualization of the exhibit's activity (animation, video, etc.)
- references
- information on any awards already received
- other information and promotional materials for the exhibit at the discretion of the entrant
- other

#### All documents must be sent in electronic form only!



## ENTRY FORM FOR THE COMPETITION FOR THE BEST INNOVATIVE EXHIBITS GOLD MEDAL AT 65<sup>th</sup> MSV INTERNATIONAL INDUSTRIAL FAIR



### Article 1 – Promoters of the GM competition

Confederation of Industry of the Czech Republic and the Brno University of Technology announce the Gold Medal Competition for the Best Innovative Exhibits at the International Engineering Fair 2024.

The organizer of the GM MSV competition is traditionally the company BVV Trade Fairs Brno.

### Article 2 – Objects of evaluation in the GM competition

The objects of evaluation are innovative exhibits, which means commercial produce (products, technologies, services) intended for the market, which are presented at the expo and are comparable to or exceed the world level.

### Article 3 – Aim of the evaluation of exhibits in the GM competition

The aim of the evaluation is to award the Gold Medal to those results of creative work that have best materialized the results of research and development into an innovation – an innovation exhibit – a competitive commercial product on the market.

### Article 4 – Procedure for the evaluation of exhibits in the GM competition

- 4.1 The exhibits are evaluated by an independent evaluation committee composed of experts representing the academic sphere and professional associations of the Czech Republic. The members of the committee are appointed by the promoters and the organizer of the competition on the proposal of the chairman of the committee. The work of the commission is directed by its chairman. The work of the commission is not public.
- 4.2 The evaluation committee shall classify the exhibits into the announced competition categories according to their nature, as specified in Article 4.6.
- 4.3 The evaluation committee shall evaluate the exhibits according to the criteria set out in Article 6, both on the basis of the study of the documents supplied by the entrant and on the basis of the exhibit's performance at the stand. The entrant is obliged to provide the members of the evaluation committee with a qualified description and demonstration of the exhibit at the exhibition stand, **one day before the expo, i.e. Monday 7 October 2024 at 13.00 o'clock**. The committee has the right to request additional information about the exhibit from the entrant or exhibitor at any time during the evaluation. The committee shall do the evaluation in two rounds. In the first round of evaluation of all exhibits entered, the committee nominates exhibits for awards. In the second round of evaluation of the nominated exhibits, the commission proposes exhibits for the GM award.
- 4.4 The Gold Medal is awarded by the organizers of the competition.
- 4.5 The Gold Medal is presented by the representatives of the promoters and the organizer together with the chairman of the evaluation committee.
- 4.6 **Categories of the GM competition:**
  1. Gold Medal for innovation **in materials, components and drives in engineering**
  2. Gold medal for innovation **in production machinery**
  3. Gold Medal for innovation **in technology for sustainable manufacturing**

4. Gold medal for innovation **in industrial automation, digital technology and Industry 4.0**

5. Gold Medal for innovation **in transport and logistics**

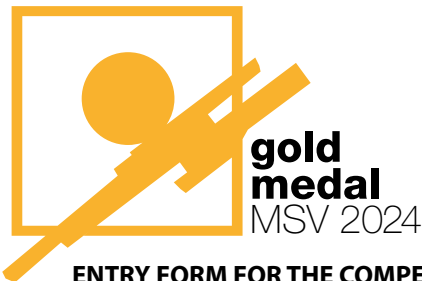
**Gold Medal of the Chairman of the Evaluation Committee for an outstanding result in research and development cooperation between academia and industry.** (Exhibits are not to be entered in this category, as they are nominated by the members of the evaluation committee in the first round of evaluation.)

**Gold Medal for a lifetime of creative technical work and achievements in innovation.**

The committee has the right not to award any of the exhibits in a particular category if the quality of the exhibits entered in that category does not meet the requirements set for this competition or if the number of entries in a particular category is less than three. The committee has the right to award, by way of exception, two Gold Medals in any category. Exceptionally, also an Honorary Gold Medal may be awarded.

### Article 5 – Conditions of the GM competition

- 5.1 Submission of a duly filled-in Entry Form by the deadline **(1 October 2024)**.
- 5.2 Submission of the documents for evaluation by the deadline **(1 October 2024)**.
  - 5.2.1 **Mandatory supporting documents (all electronic and hard copy):**
    - Photograph (in jpg format) and description of the purpose and use of the exhibit (main function),
    - short annotation describing the competition exhibit (max. 600 characters) in Czech and English,
    - commentary on the fulfilment of the criteria set out in Articles 6.1 and 6.2.
    - description of those functions and their parameters in which the exhibit is superior to a comparable competitive product on the market (Article 6.3 and Article 6.4), and
    - documentation of compliance with legislative requirements.
  - 5.2.2 **Supporting documents (all in electronic form):**
    - Expert articles and publications on the exhibit,
    - visualisation of the exhibit's operation (animation, video, etc.),
    - list of users so far, or number of pieces sold,
    - information on any awards already won,
    - other information and promotional material on the exhibit at the discretion of the entrant.
- 5.3 Payment of the registration fee based on the invoice received from the organizer.
  - 5.3.1 Amount of registration fee – **first entry (1 exhibit): CZK 6,050 incl. VAT For each additional entry: CZK 4,840 CZK incl. VAT.**
  - 5.3.2 **The Entry Form, evaluation documents and annotations must be delivered in electronic form to the address of the promoter: Jaroslav Bilek, e-mail: jbilek@bv. cz by 1 October 2024 (deadline for entering). After the deadline for entering, the competition organiser will issue an invoice, on the basis of which the entrant will pay the registration fee.**



## ENTRY FORM FOR THE COMPETITION FOR THE BEST INNOVATIVE EXHIBITS GOLD MEDAL AT 65<sup>th</sup> MSV INTERNATIONAL INDUSTRIAL FAIR



- 5.4 For the Entry Form, the Competition Articles, the Annexes to Article 6 of the Articles, information on the required Annexes and other information please go to <http://www.bvv.cz/msv>.
- 5.5 All supporting documents (5.2.1 – mandatory documents, 5.2.2 – supporting documents, 5.2.3 – annotations) must be submitted solely in electronic form to [jbilek@bvv.cz](mailto:jbilek@bvv.cz).
- 5.6 After meeting the conditions under Articles 5.1 and 5.2, the exhibit will be included in the official list of exhibits entered and evaluated in the GM competition.
- 5.7 The exhibit entered must be displayed at the MSV for the first time. An exhibit which has been displayed at the MSV before, but which has been demonstrably innovated may also be entered.
- 5.8 The announcer and the organiser reserve the right to change the conditions of the competition. In this case, the organizer undertakes to inform the entrant without delay.

### Article 6 – Criteria for the evaluation of exhibits in the GM competition

#### 6.1 Novelty of the exhibit

1. pursuant to the law (patent, applicable pattern);
2. according to the novelty perceived by the customer and/or the manufacturer (incremental, technical, application, radical). (The notion of novelty is discussed in more detail in Annex **P1 of the Articles**.)

#### 6.2 Degree of inventiveness in the exhibit

Invention is understood as the originality of the creative contribution to the design – the idea behind the innovation. The entrant shall describe in the commentary and the jury shall evaluate the degree of invention contained in the exhibit: adoption of a design, adaptation, transformation, creation of a new pattern. (The notion of inventiveness is discussed in more detail in Annex **P2 of the Articles**.)

#### 6.3 Differences of the main function of the exhibit

The entrant shall describe, and the Committee shall assess the difference in parameters/characteristics of the main function of the exhibit from the main function of a comparable product on the market. (The notion of functions is discussed in more detail in Annex **P3 of the Articles**.)

#### 6.4 Differences of complementary functions of the exhibit

The entrant shall describe, and the Committee shall assess the differences

of the number and degree of complementary functions performed by the exhibit from those of a comparable product on the market. (The notion of functions is discussed in more detail in Annex **P3 of the Articles**.)

### Article 7 – Publication of the results of the GM competition

- 7.1 The list of entered exhibits, the nominated exhibits, the list of members of the evaluation committee and the best evaluated exhibits will be published successively in print and on the organiser's website [www.bvv.cz/msv](http://www.bvv.cz/msv).
- 7.2 The results of the competition will be officially announced during a gala evening on **8 October 2024**, where the awards – Gold Medals – will be handed.
- 7.3 The Gold Medal will be awarded to the innovative exhibit that has received the highest number of points in categories 1 to 5 in the multi-criteria evaluation (Article 6), or to the exhibit awarded the Gold Medal by the Chairman of the Evaluation Committee as an outstanding result of cooperation in industrial research and experimental development between academia and industry. The award of a Gold Medal implies the handing of the competition symbol and a diploma. The sculpture and the diploma may be used to further promote the winning exhibit. For the purposes of promotion, the entrant has the right to use the logo of the competition. The awarded exhibits are guaranteed presentation in the professional media of the expo's media partners, in press releases of BVV Trade Fairs Brno, and on the website [www.bvv.cz/msv](http://www.bvv.cz/msv).
- 7.4 The evaluation process of exhibits is not public. The promoters and the organizer of the competition will make the results of the competition available to the press, audio-video media, professional associations, chambers of commerce and other interested organizations and institutions.

BVV Trade Fairs Brno, a.s.

Deadline for entering the competition: **1 October 2024**.

**Entry forms and supporting documents submitted past the deadline will be disregarded.**