



**BEST
EXHIBIT
COMPETITION**

**29th International Fair of Eye Optics,
Optometry and Ophthalmology**

Articles of the Competition
TOP OPTA 2025

March 7–9, 2025
Brno Exhibition Centre, www.opta.cz

ARTICLES OF THE COMPETITION

Article 1

- 1.1 BW Trade Fairs Brno (hereunder the „Promoter“) organise the best exhibit competition – TOP Opta (hereunder the „competition“) – on the occasion of the International Fair for Eye Optics, Optometry and Ophthalmology OPTA.

Article 2

- 2.1 The competition is intended for exhibits showcased at the international fair OPTA, the parameters of which are comparable with the world-class products or are on the cutting edge in its field.
2.2 The competition may also be entered by exhibits already awarded at exhibitions or other competitions; however, the TOP OPTA award may only be granted to the same exhibit once.

Article 3

- 3.1 Exhibits are entered into the competition by the exhibitor, co-exhibitor (hereunder the “Entrant”).
3.2 The exhibit is understood as a product showcased at the exhibition stand on a site leased by the trade fair organiser (exhibitor) or the exhibition stand of the exhibitor (co-exhibitor).
3.3 Only one exhibit can be entered per registration form (set of products, or a system if it forms a single user unit). The number of registration forms per Entrant is not restricted.

Article 4

4.1 Basic categories of the competition:

1. **Glasses and sun** – Technologies or products for the protection of sight against solar radiation, incl. fashion non-prescription sun glasses. Emphasis is put on various possibilities of spectacle lens processing and surface finish.
2. **Glasses frames** – technological innovations (focused on frame processing in terms of technologies, innovative materials, eyepiece and arm design, new fixing design, component connections, application of new materials etc.)
3. **Glasses and contact lenses, modifications and improvements**
4. **Technology in optometry**
 - examination and measuring instruments for measuring eye sight
 - optical instruments and tools for glasses lenses processing
 - sales tools and retail tools
- 4.2 The competition categories are based on the sectors presented at the fair. These are only basic categories and they can be further specified and extended by the Evaluation Committee based on the requirements and nature of the entered exhibits. The final allocation to the competition categories will be carried out by the Evaluation Committee.

Article 5

5.1 Basic conditions for inclusion in the competition:

- 5.1.1 Submission of a duly completed registration form before the closing date for entries, i.e.: - by **February 26, 2025** (closing date for the entries)
5.1.2 Submission of documentation with detailed characteristics of the exhibit (the documentation will only be returned after previous agreement with the organiser):
5.1.2.1 **Compulsory documents**
 - comprehensive description and picture of the exhibit, technical parameters
 - written commentary on the fulfilment of the specific evaluation criteria according to Art. 7
 - justification of the exceptionality of the exhibit compared to similar products
 - data and documents confirming the compliance with the law with respect to the product market launch (official documents, approvals, consents, test protocols from internal and independent test rooms, certificates, declaration of conformity)
 - submission of a sample and/or is presentation at the exhibition stand
- 5.1.2.2 **Supporting documents**
 - specialist articles and publications about the exhibit or awards received
 - references provided by potential users
 - promotional and information material about the exhibit
 - further information at the Entrant’s discretion
- 5.1.3 Payment of the registration fee to the organiser’s account totalling:
 - for one registration form CZK 2,000 + VAT
 - for another registration form CZK 1,000 + VATOn the basis of the submitted application, an advance invoice will be sent to the applicant, which must be paid. The applicant will receive a final invoice after the fair.
- 5.2 **For the promotion and presentation of the evaluated exhibits** (posting on the Internet, press releases etc.) the promoter requires the following:
 - short annotation (approx. 5 sentences in Czech and English) characterising the competition exhibit
 - colour photograph of the exhibit in an electronic format in the jpg, jpeg. format.
 - address of the presentation website of the company (to be provided in the registration form)
- 5.3 The duly completed registration form in an electronic form, supporting documents for the evaluation, receipt of the registration fee payment and potential samples of the exhibits must be delivered as of the closing date to the address of the promoter: Veletrhy Brno, Jaroslav Bílek, jbilek@bv.cz.
- 5.4 All documentation will be delivered electronically (by e-mail).
- 5.5 If the basic conditions of participation are met, the exhibit will be put on the list of evaluated exhibits that will be continuously made public along with the latest information on the website of the competition promoter.

Article 6

- 6.1 The exhibits will be evaluated by the Evaluation Committee composed of experts in the relevant field and a chairperson. The Evaluation Committee will act as an advisory body to the managing director of BW Trade Fairs Brno presenting the awards.
6.2 The Evaluation Committee will evaluate the exhibits based on criteria listed under Art. 7 in two basic rounds:
1st round – nomination (evaluated exhibit short listing), 2nd round – evaluation (selection from the nomination=award-winning).
6.3 The first round of evaluation will take place prior to the trade fair based on the submitted supporting documents (see Art. 7.1, 2), in the second round of evaluation, the Entrant shall provide for a qualified presentation of the exhibit at the exhibition stand for the Evaluation Committee one day before the start of the trade fair, i.e. **on March 6, 2025 from 1 to 3 pm**.
6.4 The Evaluation Committee will be entitled to request additional information from the Entrant for the evaluation and the evaluation may also be based on information from other sources. The Evaluation Committee determines the importance of the individual available pieces of information while emphasising validated data.

Article 7

7.1 Basic evaluation criteria:

- 7.1.1 novelty, originality of the conceptual and structural design with a documented effect
7.1.2 technical and technological standard
7.1.3 production workmanship of the whole as well as details
7.1.4 user comfort (safety and ease of handling, hygiene at work, servicing and spare part supplies etc.)
7.1.5 readiness of the exhibits for deliveries in terms of production, commerce and legislative requirements
7.1.6 design
7.1.7 overall presentation of the exhibit
7.2 If one product is entered into the competition by several Entrants, the overall presentation of the exhibit will be considered in the evaluation.

Article 8

8.1 The entered exhibit will not be evaluated if:

- 8.1.1 the Entrant fails to meet the basic conditions for being included in the competition
8.1.2 the Entrant or as, the case may be, the exhibitor fails to provide qualified information about the exhibit at the request of the Evaluation Committee
8.1.3 the Entrant removes the exhibit from the competition
8.1.4 the exhibitor withdraws his participation from the fair
8.1.5 the exhibit will not be showcased at the fair
8.2 If not evaluated for reasons specified under Art. 8.1, the Entrant is not entitled to the registration fee refund.

Article 9

- 9.1 The evaluated exhibits and the results of the competition (nomination and evaluation) will be continuously made public via press releases and on the website of the organiser and promoter of the competition (www.opta.cz).
9.2 The official announcement of the competition results and the award ceremony will take place on OPTA Stage on March 7, 2025 at 4.00 pm in Hall V during OPTA 2025.
9.3 The evaluated exhibits will receive a diploma and a prize that can be used for further promotion of the award-winning exhibit. For these purposes, the award-winning company is entitled to use the competition logo, too.
9.4 The evaluation process is not public and no appeal can be made against the final decision. Neither the promoter nor the organiser are obliged to substantiate the results of the competition.

Article 10

- 10.1 All the latest information about the competition will be posted on the Internet and in press releases.
10.2 The promoter and the organiser guarantee to publish the award-winning exhibits through the media partners and on the Internet. They also undertake to provide information about the competition and its results to other media.

Article 11

- 11.1 The promoter reserves the right to respond to technical and organisational circumstances that may result in changes in the time-limits or the course of the competition. All Entrants are guaranteed timely information.

BW Trade Fairs Brno

Central
European
Exhibition
Centre

BVV

**Veletrhy
Brno**

APPLICATION FORM

for the competition

TOP OPTA 2025

at the 29th International Fair for Eye Optics, Optometry and Ophthalmology OPTA



Exact name of the exhibit:

We register the exhibit for the category:

(see the Articles of the competition)

Brief characteristics of the exhibit
(approx. 5 sentences)

Producer:

*(company's name and address,
phone, e-mail, www)*

Exhibitor:

*(company's name and address,
phone, e-mail, www)*

Location at the fair:

(Hall/stand No.)

Registration fee:

- single application 2,000 CZK + VAT
- each additional application 1,000 CZK + VAT

Deadline for applications: February 26, 2025

Registered by:

Company business name and address:

Contact person:

Phone (mobile), fax, e-mail:

Reg. No.:

Bank link:

Enclosed:

1. basic documentation
2. supporting documentation
3. contact person's business card
4. further documents will be sent

We agree with the conditions of the competition stated in the Articles which form an integral part of this Application.

In _____ date

.....
Applicant's name

The applicant is obliged to fill in the form completely and legibly and is responsible for the accuracy of the information entered. The text on the application form is definite and a diploma will be made according to it in case of award, for the press purposes and for an invoice.

Invoice information: Veletrhy Brno, Výstaviště 405/1, CZ-603 00 Brno, CRN: 25582518, TRN: CZ25582518

Banking connection: ČSOB, a.s. SWIFT: CEKOCZPP IBAN: CZ85 0300 0000 0000 0340 1803 Account No.: 3401803/0300

Constant symbol: 0558, Variable symbol: CRN of the applicant, Specific symbol: 5999217022

Contact: Mr. Jaroslav Bílek, BVV Trade Fairs Brno, phone: +420 602 584 376, jbilek@bvv.cz

