

GENERAL REGULATIONS

“Targa Beltrami”

2010-2011 Edition

Introductory note

During the “Fiera internazionale del bovino da latte” (International Dairy Cattle Show) (2010 edition) and the “Salone Nazionale delle Agroenergie – Vegetalia” (the Renewable Sources Exhibition) (2011 edition), taking place at the CremonaFiere Exhibition Centre, the “Comizio Agrario di Cremona – Ente eredità Girolamo Beltrami” and CremonaFiere promote the competition named “Targa Beltrami”.

Art. 1 – The competition “Targa Beltrami” has the aim to promote new machinery, equipment and facilities presented at both exhibitions and created for the optimization of cattle husbandry, agriculture and energy production from renewable sources (biogas and biomass, solar and PV energy, geothermal, wind and hydro energy, sustainable housing and energy from wood) through the improvement of work conditions, animals’ productivity, ease of use, consumes reduction and sustainability.

Art. 2 - For the aim stated at Art. 1 CremonaFiere has set up a “Judging Committee”. The Committee is made up by 1 (one) representative of the Academic world, of a professional association or a researcher, 1 (one) representative of the Comizio Agrario Beltrami and 1 (one) representative of CremonaFiere, for a total of 5 (five) members. The members of the Committee are appointed by the Show Office in general agreement with the *Comizio Agrario Beltrami* and the CremonaFiere board of directors.

Art. 3 - The Committee Secretariat is located at CREMONAFIERE spa P.zza Zelioli Lanzini 1 26100 Cremona and announces the first meeting at least 20 days before Vegetalia 2011 – Salone Nazionale delle Agroenergie (Vegetalia 2011 - the Renewable Sources Exhibition).

Art. 4 – Representatives of the exhibitors for both shows will oversee the works of the Committee as a guarantor without voting rights and free speech. They will be drawn at random, under the supervision of CremonaFiere, from all exhibitors who have sent the entry form 31 days before the opening of the exhibitions.

Participants and categories

Art. 5 – The competition “Targa Beltrami” is open to all companies exhibiting at the International Dairy Cattle Show of Cremona (2010 ed.) and at Vegetalia Agroenergie – the Renewable energies exhibition (2011 edition) as direct exhibitors or represented companies.

Art. 6 - The novelties presented will be classified as follows:

- Category 1 – **Machinery and equipment** for livestock breeding
- Category 2 – **Services and Technical devices** for livestock breeding
- Category 3 – **Machinery and equipment** for soil working
- Category 4 – **Services and Technical devices** for the optimization of crops
- Category 5 – **Services and Technical devices** for energy production from renewable sources

Entry Forms

Art. 7 – The entry forms, written on plain paper, must be sent to “Comitato di valutazione «Targa Beltrami» presso la Segreteria del Comitato” (the Committee Secretariat) within and no later than **October 15, 2010** for the exhibitors of the International Dairy Cattle Show and within **February 25, 2011** for the exhibitors of Vegetalia Agroenergie – The Renewable Sources Exhibition, with reference to the knowledge and agreement to the present general regulations. The entry forms received after the deadline will not be taken into consideration.

The entry forms, under penalty of cancellation, must contain the name, address, telephone number, fax number and mobile number of the entitled representative of the Company for any urgent communication.

Art. 8 – Entry forms must be accompanied by:

- 5 copies of a short summary containing information about the creation process and the special features relevant to the aim stated at art. 1

- 5 copies of information material (pictures, leaflet, etc.)

In case of incomplete documentation, the applications will not be taken into consideration.

Art. 9 - The documentation referred to in art. 8 will not be returned and contents will be kept secret till the end of the evaluation process.

Judging Process

Art. 10 – During the first meeting of the Committee the members will elect the President who will coordinate and supervise the judging procedures and a Secretary who will have the task of drawing up the minutes.

Art. 11 - The Committee will judge the validity of the applications according to the following criteria:

a) the presence of really innovative features or improvements compared to already known products.

b) Innovations must also refer to at least one of the following aspects:

- manpower reduction
- safety improvements, highest comfort standards and workplace ergonomics
- highest productivity and improved products' quality also from a nutritional point of view
- reduction and rationalization of energy inputs or raw materials
- reduction of environmental impact
- improvement and rationalization of the production process

Art. 12 – The Committee may request, at its sole discretion, technical or operational tests and further information to obtain clarifications about the innovative value of the product.

Art. 13 - Every member of the Committee will assign a score from 1 (little or no innovative value) to 5 (very high innovative value). The Committee may also draw the attention to special products according to features different from the above mentioned.

Art. 14 -The Committee judges according to the achievement of the objectives stated at art. 1 and according to the criteria described at art. 13 of these general regulations. The Committee may also draw the attention to products which do not correspond exactly to the description contained in the above mentioned articles or which have are not the winners of the competition.

Art. 15 - The novelties with the highest ranking in their category will receive a prize.

In case of joint winners the prize will be given to the novelty that, according to the Committee, will have the deepest impact on the livestock and agricultural world.

The prizes "Targa Beltrami" will be assigned according to the unquestionable judgement of the Committee.

The decisions taken by the Committee are undisputable.

Art. 16 – The Committee Secretariat will draw up the ranking and communicate the final results to companies by fax or e-mail within March 11, 2011.

Prizes and recognitions

Art. 17 - There shall be 1 (one) prize winner in each of the categories stated at art. 6

Art. 18 – Every winner of the "Targa Beltrami" will receive a certificate and an Award Plate during the award ceremony.

Art. 19 - *CremonaFiere* and the *Comizio Agrario di Cremona - Ente Eredità Girolamo Beltrami* will award the prizes during the ceremony taking place within *Vegetalia 2011*.

Notification of results

Art. 20 – After having notified to the winners the results of the competition, the Committee Secretariat will inform the media about the final ranking and the reasons for prizes allocation.

Art. 21 – Prize winners may promote the prize, also for marketing purposes, only with reference to their status as winners.

Entry Form

Forms to be filled in for the participation to the competition

“Targa Beltrami”

(2010-2011 edition)

IMPORTANT NOTICE: *In compliance with Leg. Decree no. 196/2003, all sensitive information provided by filling in the following files will be kept by CremonaFiere. The descriptions of new products presented at the competition with the related information material will be kept by CremonaFiere and, as deemed necessary, subject to publication in any form and manner deemed appropriate by CremonaFiere.*

TO BE FILLED IN BY THE SHOW OFFICE

[Submission number: _____]

[Date of arrival: _____]

INFORMATION ABOUT THE COMPANY ENTERING THE COMPETITION (1)

Name of the company:

Address: _____

Post Code: _____ City: _____

Province: _____

Tel.: _____ Fax: _____ E-mail: _____

Legal representative: _____

Tel.: _____ Fax: _____ E-mail: _____

Contact person responsible for the product (2):

Tel.: _____ Fax: _____ E-mail: _____

- (1)** The competition is open to the owners of the new product or their Italian legal representative. The data provided by filling in this form will be cancelled after their use and will not be shared with third parties.
- (2)** It is necessary to provide this information in case of needed additional information

INFORMATION ABOUT THE PRODUCT (3)

Full company name (and/or name of the Italian importer):

Address, telephone number and fax:

PRODUCT DESCRIPTION

Trade name or identification number:

Choose the competition category

(tick the category of interest)

Category 1 – Machinery and equipment for livestock breeding

Category 2 – Services and Technical devices for livestock breeding

Category 3 – Machinery and equipment for soil working

Category 4 – Services and Technical devices for the optimization of crops

Category 5 – Services and Technical devices for energy production from renewable sources

Brief description of the product (*maximum 30 lines*) **(4)**:

(3) The information provided in these pages will be subject to partial or total publication.

(4) You must provide a written description containing product's main features.

Detailed description of the product *(for use by the Judging Committee) :*

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Features related to the innovative value of the product (max 30 lines) (5):

FURTHER INFORMATION ABOUT THE PRODUCT (6)

Compulsory information material

(please check if you attached the following items by crossing the boxes):

Pictures and slides of the product (5 copies) (7)

Schematic construction drawings (5 copies)

Videotape (5 copies)

Logo of the company presenting the product (7)

Logo (if any) of the Italian legal representative (7)

Additional information material

Other (_____)

- (5) You must provide a written description containing product's main features
- (6) Make sure that all sections of the dossier are duly filled in and cross the boxes referring to the attached information material.
- (7) Compulsory material otherwise your entry will not be processed.

DECLARATION OF ACCEPTANCE OF THE GENERAL REGULATIONS

I, the undersigned, _____,
legal representative of the company _____,
presenting to the Judging Committee the following new product

declare

to know and accept the General Regulations of the "Targa Beltrami" Competition in their entirety.

In witness whereof

(Stamp and legible signature)

Date: