



FLORALL AWARD RULES OF THE COMPETITION

Article 1. General description

On the occasion of the FLORALL horticultural fair exhibitors can participate in a commercial competition, the "FLORALL AWARD". This competition is divided into two categories: the evaluation of the best "New variety" and of the best "Concept". Prior to the fair, a jury committee will evaluate all submissions. These categories are evaluated separately, according to certain criteria (in accordance with the stipulations of article 2). All submissions sent in in accordance with the stipulations of the rules will be shown to the visitors during the FLORALL fair. The jury will announce the prizes during the fair. The aim of these AWARDS is to give the winners the opportunity to generate commercial attention. The participants therefore agree to it that their participation and/or AWARD may be mentioned in several media.

Article 2. Categories

Article 2.1. "New variety"

This competition focuses on all new plant cultivars from the widest possible range of the horticultural sector. The word 'new' means that this cultivar was cultivated by the grower himself or that it was cultivated after having obtained a licence, and that it was launched onto the Belgian market less than six months ago.

Participants are requested to use the relevant registration form and to register in advance, under the "New variety" section.

Participants are also asked to send in at least 3 plants per submitted novelty in a deliverable/saleable quality, one day before the start of the fair. The quality and the specific, new decorative value of the submission will be evaluated by the jury committee prior to the fair. The jury committee has the right to bar from the competition any submissions that do not have any innovative added value or that do not meet the expected quality standards.

All plants must have a label or product information mentioning the exact cultivar name and the brand name, if any. When submitting plants under a brand name, kindly attach a copy of "proof of registration" with the Trademark Office, making it possible to verify whether the trademark in question was actually registered.

Within this category the jury committee will evaluate the submissions on the basis of the following criteria:

- the quality of the plants
- the innovative aspect of the new variety
- its added value within the existing horticultural range
- its distinguishing quality



Based on this evaluation the jury committee will present a Golden, a Silver and a Bronze FLORALL AWARD.

Article 2.2. "Concept"

This competition focuses on new, commercial sales concepts in the broadest sense of the word. The sales concept must be aimed at a better positioning and presentation of the flowers or plants with the new or the existing target group and, last but not least, boost the sales thereof. The word 'new' means that the concept was presented for the first time on the Belgian market less than six months ago.

Participants are requested to use the relevant registration form and to register in advance, under the "Concept" section.

Participants are also asked, if possible, to send in an example of the concept in a deliverable/saleable quality, one day before the start of the fair. The quality and the specific added value of the submission will be evaluated by the jury committee prior to the fair. The jury committee has the right to bar from the competition any submissions that do not have any innovative added value or that do not meet the expected quality standards.

All concepts must mention the exact company name as well as the concept name or brand name, if any.

Within this category the jury committee will evaluate the submissions on the basis of the following criteria:

- the creativity of the concept
- the added value for the specific target group for which the concept was developed
- its added value within the existing product range
- its distinguishing quality
- If possible: an assessment of the commercial feasibility (cost price versus added value)

Based on this evaluation the jury committee will present a Golden, a Silver and a Bronze FLORALL AWARD.

Article 3. The jury committee

As indicated in the articles above, the jury committee will evaluate the various submissions from the different categories. The jury committee is composed of representatives from the horticultural sector and is represented by a chairperson designated by the jury committee. The composition will be announced in advance to the participants. The evaluation of the submissions by the jury committee will be based exclusively on the criteria indicated in article 2.

Article 4. AWARDS



Participants must make their submitted plants, concepts or demonstration material available during the entire duration of the fair, at the relevant presentation stand. The winners of the AWARDS may mention this evaluation in all proprietary communications. To this end, a uniform digital logo will be made available to the winners.

Article 5.

The “variety” and “concept” FLORALL AWARD categories will not be evaluated by the jury unless there are at least 8 submissions for the two categories, and at least 4 submissions per category. If the number of submissions per category is lower than 4, these novelties and/or concepts will however be shown to the visitors at a central FLORALL Award stand, and they will be presented as novelties in the communication to the press.

The jury committee will have freedom of decision with regard to the stipulations not provided for by the present rules.