

"Vending Innovation"

Competition at the

2007 "Eu'Vend" International Trade Fair for the Vending Industry in

Cologne

Competition

1. Sponsors

The sponsors of "Vending Innovation" are Koelnmesse and BDV (The German Vending Association).

The competition procedures are administered and the relevant documentation distributed by

Koelnmesse / Eu'Vend, Messeplatz 1, 50679 Cologne, Germany

2. Occasion and purpose of the competition

The competition has been organized to encourage the submission of innovative vending solutions and thereby create a further attraction at the international "Eu-Vend" trade fair. Its purpose is to enhance the quality of vending services and to provide all the market players in the vending sector with new inspiration.

3. Participants

Both companies and individuals are eligible to participate.

4. Eligible entries

Entries from the following four categories are eligible.

a) Technical equipment

A piece of technical equipment may be a classic vending machine, coffee machine or any other kind of machine used to dispense and/or produce goods of any kind; alternatively, it may be a certain payment system for a vending machine or any other piece of peripheral equipment used to support a vending machine or payment system. The equipment must be submitted in a fully functional condition.

b) Aids to enhance the operation of vending machines

Entries submitted in this category must already be fully realized. Eligible aids include data-readers, handling systems, IT solutions, advertising media and fully functional tools.

c) Concept

For this purpose, a concept means an innovative business idea for vending in the widest possible sense. A written description of the concept (in both German and English) to a maximum length of three A4 pages must be submitted. It is a condition of entry that the concept has already been realized and is now being used in practice.

d) Product

Eligible for entry are products that can either be dispensed or produced by a vending machine

5. Procedure

Competition entries must be submitted by mail to Eu'Vend, Messeplatz 1, 50679 Cologne, Germany by 1st July 2007 at the latest. In order to ensure anonymity, participants must enter the recipient address as the sender address.

In addition to the proposal, submissions must also include a written declaration (according to the application document and in compliance with the appropriate specifications, e.g. participants must attend the award presentation in person) containing, among other things, the following details:

- Participant's address
- A short description of the entry in both German or English
- An assurance that the participant is eligible to enter in line with the competition rules
- A declaration that the entry represents the participant's own development.

6. Judgement of competition entries

a) Jury

The competition entries will be judged by an independent international jury.

b) Criteria

The jury will base its decision on the quality of the entries submitted using the following criteria:

- Fulfilment of functional requirements
- Ergonomic quality (in the case of technical equipment and aids)
- Degree of innovation compared to existing technical equipment, aids, concepts or products.

7. Prizes and acknowledgements

The five winners of the competition will receive:

An award plus free presentation in the special exhibition during the Eu'Vend 2007 and free participation in the Vending Evening. The overall winner will receive the "Vending Star 2007" (working title). (The remaining participants all receive a commemorative prize)

8. Important dates

a) Closing date for entries: 1st July 2007

b) Award presentation: 21st September 2007