

Interpoma Award 2024 PARTICIPATION RULES

Fiera Bolzano Messe Bozen presents the Interpoma Award 2024, in cooperation with the Faculty of Agricultural, Environmental and Food Sciences of the Free University of Bolzano and the Italian Society for Horticultural Science (SOI).

The Interpoma Award 2024 aims to honor **digital technologies** that enable outstanding progresses in the sustainable management of apple orchards, allowing significant reduction of the use of plant protection products and/or fertilizers and/or carbon footprint, paving the way towards the “orchard of the future”. The award excludes digital technologies in the field of water management, since the Interpoma 2022 Award has been completely dedicated to that topic.

Categories and awarded titles

The Interpoma Award 2024 is open for companies and startups, may they be exhibitors at Interpoma 2024 or not, and each one has the right to apply with one product or technology only. The Award consists of a unique category where companies, individuals and startups can apply. A jury of 5 experts in the field will be responsible for the evaluation of applications.

Besides the main prize designed by the jury, there will be an additional prize for the most voted technology, chosen by the Interpoma visitors amongst the exhibitor candidates present onsite within the “Orchard of the Future” spaces.

Application and Evaluation

The jury will make its selection based upon an assessment of the submitted documents, a targeted questioning of the listed contacts – where needed-, as well as a visit to the exhibition stand on the first day of the trade show, to see the technologies in action. The technologies which will not be onsite, will be evaluated through videos and the sent documentation only.

The criteria the jury will base the judgement on are:

- Innovation degree
- User friendliness
- Efficiency in terms of reaching the goals
- Market presence

The application must be submitted before September 30th, 2024, in English, either filling out the participation form on the Interpoma website or sending the application to the organization office:

Email: interpoma@fieramesse.com

Tel. +39 0471 516019

The Jury

The jury is composed of the following experts:

- Massimo Tagliavini (Jury-President), Free University of Bolzano/Bozen, Italy
- Luigi Manfrini, University of Bologna, Italy
- Katrin Janik, Laimburg Research Centre, Italy
- Fabrizio Mazzetto, Free University of Bolzano/Bozen, Italy
- Claudia Notarnicola, Institute for Earth Observation, Eurac Research, Italy

Jury members will examine the submitted information and data before shortlisting the candidates (shortlisting will be an option depending on the number of applications). The jury will then choose the winner and can also select up to three honorable mentions. The jury's decisions are definitive and incontestable.

Prizes and Honorable Mentions

The visitors' voting process and the candidate technologies will be presented to the press and selected guests during the Interpoma opening ceremony, which takes place on the eve of Interpoma, Wednesday evening (CET), November 20th, 2024. The jury's final decision will be taken during Interpoma and shared with the companies and public at the end of the second day of Congress (Friday 22nd November).

The winner of the Interpoma Award 2024 and the product which will be most voted by the public will be guaranteed high visibility on the different Interpoma, "prize package" worth EUR 5,000, which is composed as follows:

1. Mention of the winners in an official press release about the Interpoma Award, sent out to the entire database of international fruit and agriculture trade media.
2. A professional video about the Interpoma Award with involvement of the winners (if on site during the fair), which will be made available to the winners and published on Facebook and YouTube.
3. A professional photo shoot with the winners and of the award ceremony and the awarded products/services (if on site during the exhibition), which will be made available to the winners and excerpts of which will be used to communicate the award to the international press.



4. Mention of the winners in a dedicated Interpoma Award newsletter sent out to the Interpoma community.
5. Posts with tags about the winners on the main social media channels (Facebook, Instagram, LinkedIn) of Fiera Bolzano Exhibition Center.
6. A story (article) with photos and link about the winners published on the homepages of Interpoma and Fiera Bolzano Exhibition Center.

Application Deadline

Speculative applications for the Interpoma Award 2024 will be accepted until September 30th, 2024. Late applications will only be accepted by the jury in exceptional and justified cases.