

REGISTRATION FORM

HERMES AWARD 2009

HANNOVER MESSE International Technology Prize



HERMES
AWARD
2 0 1 0

All information provided will be treated as confidential !

Part A: Company Data

Company name					
Branch					
Registered office					
Our stand location		Hall:		Stand:	
Contact					
Last name				First name	
Gender		male <input type="checkbox"/>		female <input type="checkbox"/>	
				Date of birth*	
Address					
Street address					
Postcode		City		Country	
Phone		Mobile*		Fax	
E-mail					
How did you find out about the HERMES AWARD?					
		* = voluntary information			

Part B: General

Fundamentals / Conditions of Participation

- In 2010 Deutsche Messe will once again be presenting the "HERMES AWARD – HANNOVER MESSE International Technology Prize", worth a total of EUR 100,000 to the winner. The award is targeted at all companies and institutions who are exhibiting at HANNOVER MESSE 2010 (19 - 23 April).
- The HERMES AWARD is endowed with a prize worth a total of EUR 100,000 and will be presented during the official opening ceremony for HANNOVER MESSE 2010.
- Participation is only open to products or technological innovations or solutions (e.g. processes, software components or components of a product or a technical innovation) which meet the following criteria:
 - are on display at HANNOVER MESSE 2010 for the first time, or represent a significant refinement of something presented previously at the fair
 - have undergone industrial trials and/or are already in industrial use
 - have particular innovative merit in both technological and economic terms
 - have the potential to make an important contribution towards satisfying industrial or societal needs
- After a screening process by an independent panel of experts (engineering and scientific consultants), an independent Jury will judge the final field of 20 entries, nominating the Top 5 from among them. The final prizewinner will then be chosen from this Top 5 group.

Fundamentals / Conditions of Participation, continued

The distinguished **Members of the Jury** for the “HERMES AWARD – HANNOVER MESSE International Technology Prize” are:

Head Jury Member: Prof. Dr. Dr. h.c. mult. Wolfgang Wahlster

Managing Director of the German Research Center for Artificial Intelligence,
Member of the Nobel Prize Academy

Dr. Wolf-Dieter Lukas

Undersecretary in the German Federal Ministry of Education and Research (BMBF)

Prof. Dr.-Ing. Hans-Jörg Bullinger

President of the Fraunhofer Society

Dr. Herbert Bauer

Director General, European Patent Office (EPO),
Building & Thermodynamics Division

Eduard Altmann

Editor-in-Chief, *Produktion*

Ken Fouhy

Editor-in-Chief of *MM – Das Industriemagazin*

Georg Giersberg

Editor of Business & Economics, *Frankfurter Allgemeine Zeitung*

Werner Götz

Editor-in-Chief, *Industrieanzeiger*

Rudolf Schulze

Editor-in-Chief, *VDI Nachrichten*

Official patrons

Dr. Annette Schavan, German Federal Ministry of Education and Research (tbc)

Christian Wulff, Premier of the German State of Lower Saxony (tbc)

The jury's decision shall be considered final, and participants shall have no express or implied rights to legal recourse in connection with the jury's decision.

EVALUATION CRITERIA

The following evaluation criteria will be applied:

Degree of technological innovativeness (as a “technology driver”)

- New technical insights vs. the status quo
- Technological quality and creativity
- Singularity in comparison with previous solutions

Benefits for industry, the environment and society

- Technological benefits in application
- Environmental compatibility and socially relevant features

Economic feasibility (“market driver” potential)

- Demand situation / Sales markets
- Economic benefits for the end consumer or user

Form of presentation

Feasibility in actual industrial trials

Fundamentals / Conditions of Participation, continued

- **Persons employed by Jury member firms or organizations are prohibited from competing** (including employees of Deutsche Messe, BMBF, DFKI, the Fraunhofer Society, the European Patent Office and/or media representatives).
- **Registration documents** must be submitted **in quadruplicate**, in either English or German. The documents should **present the product clearly and comprehensively, in no more than 10 pages (DIN A4 size), including parts C and D.**
- Deutsche Messe pledges to distribute registration documents exclusively to people, including jury members, who are directly involved with the competition. This group of recipients is obligated to protect the confidentiality of these documents. Irrespective of this policy, we urgently recommend contestants to undertake the appropriate measures to protect their intellectual property rights (e.g. by applying for patent or utility model protection) before shipping their products and related documents. Deutsche Messe rejects any liability for damages resulting from a violation of the rights to any products submitted for the competition.
- Each registration is subject to a **registration fee of € 250.00 plus VAT**. The registering company will receive an invoice for this amount from Deutsche Messe AG.
- Please make sure your registration is submitted with **all of the following**:
 - Parts A through D of the registration form, completely filled out
 - Photo(s) of the product in good quality, plus sketches or other graphics as necessary
- Please **mail your registration materials to**:

Deutsche Messe
HERMES AWARD – HANNOVER MESSE International Technology Prize
Attn.: Ms. Cristina Festerling
Messegelände
30521 Hannover
Germany
Tel.: +49 (0)511 / 89-32003
E-mail: hermesaward@messe.de
- To be eligible for the competition, all registration materials must be received and the registration fee paid by the registration deadline.

Registration deadline: February 18, 2010

(Signatures required – see next page!)

By signing this form I hereby confirm that...

- I know and accept all the conditions pertaining to this award competition.
- All the data submitted on this form is factually correct.

Signature

Date

Furthermore, I hereby confirm that the development of the product was completely achieved by the aforementioned company and that this company has authorized this work as well as the participation in the "HERMES AWARD 2010" competition.

Signature

Date

Teil C: Project Data

Project name

Project description (max. 400 words)

Part D: Questionnaire

Please answer the following questions shortly and precisely (max. 100 words per response).

Technical Innovation

Please describe the technical innovativeness (progress) that characterizes your product as compared with the status quo.

In what sense does your product demonstrate particular creativity and quality?

What makes your product unique compared with existing solutions?

Benefit for industry, environment and society

What are your product's technological benefits (and limitations) in actual industrial use?

Please describe how your product can make a contribution to the environment or society in general.

Economic merit

What are the economic benefits possible by using your product?

What consumer/market demand do you see for your product, and what principle market(s) would it serve? (projected market size, potential unit sales, market share)