AUTOMATION AWARD 2011
Product Entry Requirements

All Exhibitors at this year's **SPS/IPC/DRIVES 2011** Exhibition in Nüremberg are hereby cordially invited to apply for the prestigious **AUTOMATION AWARD 2011**.

Each submitted product will be carefully judged by a select jury comprising experts from **VDMA**, **ZVEI** and **elektro AUTOMATION**. Your application must be safely received by the submission deadline of **12th September 2011**. Applications should be clearly addressed to: AUTOMATION AWARD 2010, **elektro AUTOMATION,** Ernst-Mey-Strasse 8, 70771 Leinfelden-Echterdingen, Germany. **Fax:** +49 (0)711-7594 1417. **E-mail:** automationaward@konradin.de

Jury members are required to select, vote and finally nominate a total of ten products out of all applications received. The finally selected **"TOP 10 Products"** will subsequently face the public vote of visitors to the AUTOMATION AWARD Stand at the **SPS/IPC/Drives 2011** Exhibition.

All applicants agree that should your product be selected for the final **TOP 10 Products** by our panel of judges you must subsequently supply said product, for presentation on the **Automation Award** Stand of Publishing house **Konradin** at the SPS/IPC/Drives Exhibition. This will be free of cost; additional marketing bundles are possible.

Entry and subsequent **Top 10 Products** nomination will provide several key benefits:

- Additional exhibition presence on Konradin's **AUTOMATION AWARD 2011** Stand. In previous years this dedicated Stand has attracted in excess of 3,000 visitors.
- Enhanced stand traffic, thanks to the additional daily raffle.
- Product presentation within an innovative surrounding, directly referencing your personal Stand at the exhibition. Including an additional collection box for business cards and a display case for your Product marcom materials.
- Promotion of your Product and Stand on approximately 10,000 Voting Cards, extensively distributed throughout the SPS/IPC/Drives Exhibition.
- A short presentation at the Forum of the SPS/IPC/Drives Exhibition, held on **22th November 2011.**
- Extensive editorial reporting in four special issues of **elektro AUTOMATION** with continuous information featured on the dedicated website at **www.wirautomatisierer.de**.
- Utilization of the provided automation award logo for own purposes.
- Representative Certificate for all nominees and an attractive Award Cup for the final Winner, presented as part of a shared Award Ceremony at the Konradin Publishing headquarters in Leinfelden, Germany – in the beginning of 2012.

The independent and objective analysis of the final voting cards will remain the sole responsibility of **elektro AUTOMATION**. The naming of any nominated company by employees and/or third-party employees of associated companies is strictly forbidden. The judges decision is final.

Stefan Ziegler
Editor-in-Chief **elektro AUTOMATION**

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