

20 & 21
OCTOBRE
2023

PARC
EXPO
NANCY

SALON DU
BRASSEUR

BRASSINOV® COMPETITION REGISTRATION INNOVATION DECLARATION

What is it ?



As an exhibitor at the Salon du Brasseur, created by the French Brewery Museum in Saint-Nicolas-de-Port and organised jointly with Destination Nancy, you have the opportunity to declare the innovations you will be presenting at the 2023 event.

The innovations will be assessed by a **judging panel** of experts appointed by the Board of Directors of the French Brewery Museum in Saint-Nicolas-du-Port.

The panel will announce the best Brassinov innovation(s) during the official opening of the Salon du Brasseur on **20 October 2023**.

This makes declaring your innovations the ideal way to **promote your products and services** and make sure visitors notice them. The results of the competition will be announced via the leading relevant media and on the French Brewery Museum website <https://www.passionbrasserie.com> and the Salon du Brasseur website <http://www.salondubrasseur.com>

Important: the **closing date for innovation declarations is 29 September 2023**.

Conditions of participation:

- **You must be a direct exhibitor or co-exhibitor.**
- **Your product/machine/equipment/service must be presented on your stand.**
- **Your product/machine/equipment/service must have been launched since 30 September 2022.**

Please complete one form for each innovation.

Exhibitor

Company:

Address:

Postcode:

Town/City:

Country:

Contact for the innovation: (1 per innovation)

Tel.:

E-mail:

Website:

Your innovation (product/machine/equipment/service)
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Product name:

Product country of origin:

Launch date: ___ / ___

Will the innovation be presented for the first time at the show?

Yes No

If so: First time in France First time in Europe

Is the innovation patented?

Yes In progress No

If so: Patent number:

Which category is your innovation in?

Raw materials and consumables

Production process

Machines and equipment for production, packaging, distribution or testing

Labels and packaging

Services

Other _____

In what way is it innovative?

The way it is obtained (cultivation, yield, etc.)

Its design (technology, form, volume, etc.)

The components or materials used

Its components or method of assembly

The manufacturing process

Its appearance (graphics, colour, etc.)

The way it works

The way it is used

The automation and mechanics

Its features and performance

Please describe your raw materials and consumables/process/machine and equipment/labelling and packaging/service/other - 500 characters max

How will the customer/user benefit (from a technical, financial, environmental, etc. point of view) from your materials and consumables/process/machine and equipment/labelling and packaging/service/other, and what **makes it genuinely different to what is currently available? -1000 characters max**

This presentation is essential to the evaluation of your application.

VERY IMPORTANT

Please attach in PDF format any documents that the panel will need to fully understand your innovation.

You must also include your company logo and at least one photo, diagram or illustration of your product (A3 format, 300 DPI).

NB: By participating in this competition, you accept the Brassinov rules. All exhibitors taking part in the Brassinov campaign authorise the organiser to use the product itself or any reproduction of it (e.g. photograph) for the purposes of promoting the French Brewery Museum and the Salon du Brasseur. Participants confirm that they hold the rights required to circulate, or have circulated, any photographs they have submitted, for the purposes of the Brassinov campaign and/or competition.

Please post or email all the documents to:

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