



## LFA INNOVATION RULES AND REGULATIONS

### A Valued Space for Featuring Innovative Products

#### Framework:

Lisbon Food Affair (LFA 2024) features and merits INNOVATION in the extended food sector, through the distribution of an area dedicated to all exhibiting companies.

**LFA INNOVATION 2024** will be the focal meeting point of great added value for the supply and demand present in the LFA 2024 edition.

With its main aim to support the efforts of companies in the conception, development and market launch of new Food & Beverage products, but also equipment and technology for the Industry and Horeca channel, LFA 2024 provides companies with a proper and suitable area for their promotion in the fair. **LFA INNOVATION 2024** emerges as an area for launching and promoting new products, organized, and decorated in a careful and functional way, which will display the type of innovation (radical/total, market or continued).

This will be one of the most attractive areas for professional trade visitors and communication professionals since it allows them to discover the most recently launched products in the market.



### Regulation:

1. The space designated as **LFA INNOVATION 2024** is open for all companies registered in this 2024 edition of the Lisbon Food Affair to participate in. It is an additional space, free of charge, created with the objective of highlighting new products and innovations that are present in the exhibition.
2. To participate, exhibiting companies must submit to the organizers an individualized proposal for each product, through a descriptive form, made available by the organization.
3. Only Products launched between January 1, 2023, and the first day of the event, February 4, 2024, will be accepted in this area of new products.
4. The descriptive files for the proposed products of this exhibition area will be appraised and approved by the organization, which will validate the participation of the product as well as the compliance of what is stated in point 3 of this Regulation.
5. 3 copies of the product<sup>1</sup> and a photo in digital format must be submitted to the exhibition which can be applied in other means of promotion.
6. Perishable or frozen products should not be shipped. They will be displayed only with the package, with a simulated product, should the company so prepare and deliver it.
7. All products must be sent or delivered directly to FIL - Feira Internacional de Lisboa, "LFA Innovation 2024", Edifício PT Meeting Centre, Rua de Bojador - Parque das Nações 1998-010 Lisbon, upon receiving the acceptance of your application, as described in point 4,



each one properly packaged, and identified with the name of the exhibiting company and its specific product designation.

8. The requested files and information that are not totally filled out or with omissions, will be featured in that exact fashion, therefore its correct completion is of the interest of the exhibiting companies. If you wish the information to be also published in English, you must fill out the same form also provided in that language. Please note that this information will be the basis for future business contacts.
9. The organization is not responsible for omissions or errors in the completion of the information.
10. Applications will be accepted up to a maximum of 4 products per company, subject to the maximum availability of the exhibition space, and considering the date of their registration.
11. The Organization may refuse an application if the products do not meet the requirements of this Regulation. Those companies whose products are eliminated or restricted by the quantity of products and available space will be contacted.
12. Reference dates
  - i) **Deadline** for filling out the application form for new products including photo: **January 16<sup>th</sup>, 2024;**
  - ii) **Deadline** for sending product samples: **January 25<sup>th</sup>, 2024<sup>i</sup>.**
  - iii) **Failure to comply with these dates will be grounds for immediate exclusion.**



- iv) The members of a jury, made up of experts from the sector and the LFA2024 Strategic Council, will assess the applications **by January 30th**.

### 13. Participation Conditions

13.1. What participating in LFA INNOVATION 2024 represents:

- a) **Presence in the exhibition area:** the products will be featured in the exhibition area developed for this purpose, in display cases, together with the technical data sheet of each product.
- b) The organization will disclose information regarding the **LFA INNOVATION 2024** products on the event's website, in the event's social networks and in specific communication to be developed for the media.

13.2. The jury will assess the proposals to award the following distinguishing elements.

- **Digital Stamp**

The Organization will provide a distinctive stamp **LFA INNOVATION 2024**, in digital format, to all participating companies. This seal may be used by the company as a guaranteed mark of Innovation of their product and may be applied in all promotional media: packaging, Web, catalogs, etc...

- **Identification Element in the Stand**

The Organization will provide an identifying element **LFA INNOVATION 2024**, to the exhibiting companies for their stand, identifying them as a participating company in the **LFA INNOVATION 2024** Area. This way, professional trade visitors will be able to easily identify companies with New Products, generating visitation flows between the area and the stands of the participating companies and vice-versa.



- **LFA INNOVATION AWARD 2024**

This award will be granted to the product(s) that show truly distinguishing characteristics of an innovative product, a physical trophy with the distinctive LFA INNOVATION 2024 seal.

This award will be published in national and international magazines in the sector with which this Organization has established agreement.

This award may not be given if none of the products meet the consensus of the jury members in regard to the presentation of the truly distinguishing characteristics of said products.

13.3. The jury's decisions cannot be appealed.

#### **14. Innovation Product Classification Criteria**

The products presented at the **LFA INNOVATION 2024**, must be classified in one of the three following defined INNOVATION categories:

- **Radical or Total Innovation**

Completely innovative Products with respect to their composition, applied technology, or presentation.

- **Market Innovation**

New products launched in the Portuguese market that already exist in other markets and whose innovation is either in their composition, technology, or presentation.

- **Continued Innovation**

New Products are characterized by being either an improved version of a product, a range extension, or a new range.



## 15. Technical Support

The Organization will be supported by entities representing the sector which comprise the LFA 2024 Strategic Council, aiding with the coordination and information concerning the material submitted by the participating companies, whenever doubts arise regarding the classification of the products.

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<sup>i</sup> Exceptions are large products such as machinery and equipment, software, services or others that cannot be delivered. The reason for non-delivery must be explained by email and the respective confirmation must also be received by email.

<sup>ii</sup> Exceptionally, when authorized, products may be delivered during the assembly period of the fair, due to their size or characteristics. The reason for not sending them by post must be explained by email and the respective confirmation must also be received by email.