



EuroTier[®]

First in animal farming.

EuroTier 2018 Innovation Award

The leading international award



Raise your score on your innovations!

EuroTier has established itself as the world's leading trade fair for animal production and as the most prominent platform for manufacturers to introduce their innovations to the market. As an exhibitor, you can benefit from the high profile, recognition and great appeal of our awards.

Closing date for registrations: 27 July 2018

www.eurotier.com/en/innovation-award

MADE BY



Your admission ticket to the livestock industry

The "EuroTier 2018 Innovation Award" is one of the world's leading awards in the agricultural industry. Honouring innovations in animal welfare, safety, sustainability and efficiency, the award is a sought-after benchmark for livestock professionals when making their investment decisions.

The DLG Innovation Award offers EuroTier exhibitors numerous attention-grabbing opportunities to promote their attendance at the fair and pitch themselves as suppliers of high-quality products in various media that are published throughout the year.

Innovation in gold and silver

All companies that exhibit at EuroTier can enter the "EuroTier 2018 Innovation Award" competition and submit their innovations. The awards will be presented as gold and silver medals.

- Gold medals are awarded to products that incorporate a new concept or a significantly changed functionality that enables a new procedure or substantially improves an existing procedure.
- Silver medals are awarded to existing products which have been developed to such an extent that a substantial improvement in function and procedure is achieved.



Benefit from high-profile marketing opportunities

- The independent verdict of an international committee of experts
- Attention-grabbing press releases on the award winners in the run-up to EuroTier in mid-September to prepare for a successful fair
- Additional documentation and promotional material for the award winners
- Publication of all award winners in mid-September on www.eurotier.com and www.facebook.com/eurotier
- Extensive international press services
- High-profile award presentation ceremony at EuroTier that is accompanied by extensive promotion and press coverage
- High-quality press coverage of award-winning (and hence well-known) products throughout the year

NEW: Animal Welfare Award

In collaboration with the German Association of Practising Veterinary Surgeons (bpt), DLG is presenting the extra "Animal Welfare Award" for innovations that are specifically directed towards improving animal welfare. This prize is extended to companies who are among the winners of a gold or silver "EuroTier Innovation Award 2018".



Register and read the regulations at www.eurotier.com/en/innovation-award

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