

ARTISAN AWARD 2025 CONTEST REGULATIONS



Art. 1 : Description and goal

On the occasion of Artisan 2025, a contest is organized among exhibitors to award the most outstanding new product of the exhibition in terms of innovation and sustainability.

Visitors are always looking for new products, which are an important guide for their visit and purchasing decisions. Through this contest, Artisan aims to highlight innovation in the sector and help visitors in their search for new products.

All approved new products will be displayed during the fair at the Inspiration Square Deli in hall 1.

A jury of professionals will evaluate the products based on the exhibitor's arguments and will present an award in 2 categories: Innovation and Sustainability.

Visitors can vote for their favorite product at the Inspiration Square Deli. Based on these votes, the Artisan Audience Award will be granted.

Art. 2: Participation and General Admission Conditions

- The participant must be an exhibitor at Artisan 2025.
- The product must have been launched on the market after October 1, 2024, and no later than September 28, 2025 (i.e., market introduction at the latest during Artisan 2025). The product must be fully finalized (mock-ups of packaging, etc., are not accepted) and must be new in Belgium. The participant agrees to provide all information requested by the organization. Incomplete or incorrect information will automatically lead to exclusion of the concerned products.

Art. 3: Product Acceptance, Jury and Evaluation

The professional jury is composed of professionals from the sector and/or experts specialized in sustainability. They will select, based on the information in the registration form, which products may participate in the contest. If your submission is not accepted, you will be informed before September 15. If you are not contacted before September 15, your product has been selected and will continue to participate in the contest. The actual evaluation will then be based on the following criteria:

1. **Innovative character**
 - Degree of originality (never-seen-before effect)
 - Commercial value and success potential of the innovation
 - Value of the argumentation regarding its novelty
2. **The product itself**
 - User-friendliness
 - Appearance of the product (attractiveness, color, shape)
3. **Presentation**
 - Packaging
 - Marketability

Art. 4: Registration

The participation fee is €100 (excl. VAT) per product for the first two products ; €50 (excl. VAT) per product for each additional product

Registration is done exclusively via the online registration form, no later than September 10, 2025.

Art. 5: Delivery of new products for presentation at the fair

Selected new products must be delivered during the setup of Artisan to the Fair Office (or to the showcases in Hall 1 if explicitly requested). The organization will take great care in presenting the new products in a qualitative manner. However, it cannot be held responsible for any damage to the products or other issues. Therefore, participants are advised to deliver the products in optimal condition.

After the fair, products can be collected at the Inspiration Square Deli in Hall 1 on Wednesday, October 1, 2025 (between 18:00-19:00). Products not collected will remain the property of the organization.

Art. 6: Awards and Announcement of the winners

From the entries, two products will be awarded by the professional jury and one by the visitors. The jury

reserves the right not to award a prize.

The winners will be announced on the evening of Wednesday, October 1 via Artisan's social media channels.

Art. 7: Presentation

Products will be exhibited in Hall 1. Each new product will be accompanied by a card with the product name, market introduction date, and a brief description of its innovative character.

For food products, a fresh sample must be provided daily—if necessary—to ensure the product's appearance and attractiveness.