



AWARD AND JUDGING REGULATIONS FOR THE AGRITECHNICA INNOVATIONS CAMPAIGN 2025



1. Aim and responsibilities

With innovations and trends AGRITECHNICA assumes a pacemaker function for the international agricultural machinery industry. The Innovations Awards System highlights trail-blazing innovations in agricultural machinery and equipment and supports communications concerning them. The Innovations Campaign is organised by DLG e.V. The competition is judged by an independent international commission of recognised consultants, scientists and practitioners appointed by the DLG. Members of this commission serve a term of two years until a new one is nominated by the DLG board.

2. Participation

All companies qualifying as exhibitors at AGRITECHNICA and SYSTEM & COMPONENTS whose products fall within the categories listed below are eligible to participate in this competition. Joint submissions may also be made. Participation is voluntary and involves no extra costs. The participating company bears sole responsibility for adhering to all relevant statutory provisions and to these DLG award and judging regulations.

3. Product categories

Products in the following categories may be entered:

1. Tractors, mobile loading equipment, transport technology
2. Machinery and equipment for tillage and seed-bed preparation
3. Machinery and equipment for drilling and sowing
4. Machinery and equipment for fertilising
5. Machinery and equipment for plant protection
6. Machinery and equipment for irrigation and drainage
7. Machinery and equipment for harvesting
 - 7.1 Machinery and equipment for combining
 - 7.2 Machinery and equipment for lifting (potatoes, beets)
 - 7.3 Machinery and equipment for chopping, mowing, conditioning and baling of mowed material
8. Post-harvest technology
9. Machinery and equipment for fruit, vegetables and other special crops
10. Machinery and equipment for forest management, municipal applications and landscape care
11. Digital systems and IT

Exclusions

- Products that do not fall within the categories listed above;
- Services, farm inputs and varieties;
- Products that have already won an award at another exhibition;
- Products that were available on the market more than 12 months prior to the commencement of AGRITECHNICA 2025 and/or were exhibited, launched or demonstrated at another national or international exhibition.
- Products submitted for the SYSTEMS & COMPONENTS Trophy cannot be submitted for the AGRITECHNICA Innovation Award as well. Double submission will result in exclusion from both contests.

Products that fulfil the conditions for inclusion but which were exhibited, launched or demonstrated at another national or international event after the 9th of November 2024 may be entered for the Innovations Campaign with the proviso that they cannot qualify for a gold or silver medal. If they are judged to be innovative, however, they will nonetheless qualify for inclusion in the *AGRITECHNICA Innovation Award magazine*.

4. Submission procedure

Every innovation must be submitted individually. Submissions are made online and only via <https://portalagritechnica.dlg.org/vrExhibitor/> along with all supporting documents and image material. **Submissions by post, fax or email will not be accepted.** Submissions may be made in either German or English. Submissions can be made online by midnight on the closing date for submissions (18 July 2025).

Joint submissions are accepted. In this case, the submission must be identified as a joint submission and all parties involved must be named (see point 2). The innovation will be published in the AGRITECHNICA Innovation Award magazine as a joint submission with the details of all parties involved.

Clear explanation of the innovation and its benefits

The online form summarising the main facts should be completed carefully. The innovative nature of the product should be clearly evident. Therefore, the submission documents must clearly explain the innovative and beneficial aspects of the product. The innovative product features should be described plausibly and in an easy-to-understand way, supported where possible by independent test results.

Image material

For illustration purposes in the media and to help the commission reach their verdict, please provide no more than one image file (jpg, tif, with 300 dpi resolution). All publication and reproduction rights are transferred to the DLG.

Closing date for submissions

All documents must be uploaded to the online database by the closing date stated (18 July 2025). Any submissions received after this date or deemed incomplete or not in compliance with the requirements stated above will not be considered for the Innovations Campaign. Exhibitors should ensure that any copyrights relating to the products submitted are protected and any relevant patents are registered. The DLG undertakes to treat all documents submitted in the strictest confidence, except and unless these are necessary for description of the product in the AGRITECHNICA Innovation Award magazine. The commission's decision will be announced in conjunction with the DLG Marketing division.

5. Judging principles

For the purpose of judging the innovations, the DLG appoints an independent international commission made up of recognised experts, researchers and practitioners. The chair of the commission is designated by the DLG Executive Board at the time of its appointment.

The commission will meet the following criteria:

- Independence and impartiality
- Competence to judge the innovations submitted
- Pertinent experience in the industry

The commission will award the gold and silver medals on the basis of the documentary evidence submitted.

Guidelines for the award of gold medals

To win a gold medal for innovation, a product must represent a new concept in which the function has changed significantly and which facilitates a new process or substantially improves an already familiar method. Decisive in its selection will be its practical significance, the impact on operating affordability and efficiency, on the environment and on energy consumption. Its impact on labour saving and health and safety at work will also be considered.

Guidelines for the award of silver medals

To win a silver medal for Innovation, a product must represent an advance on an existing product such that a significant improvement in functionality and process is achieved. It will be a product that does not fully meet the criteria for the award of an Innovation Gold Medal. Decisive in its selection will be its practical significance in terms of cost, its performance and quality under working conditions and its functional safety. Further factors taken into consideration include impact on the environment and energy consumption.

Products which have a level of innovation assessed as adequate by the commission and are therefore rated as innovative but falling short of gold or silver medal standard, may nonetheless subsequently feature in the Innovations Magazine.

Award-winning products must be fully functional at the time of the exhibition and ready for market launch and available on the market at the latest by AGRITECHNICA 2027. Exhibitors themselves are obliged to provide information about the market availability. This is done in two steps.

1. One year after the award the exhibitor must provide information about the market availability of the award-winning innovation.
2. Shortly before the next AGRITECHNICA the exhibitor must provide a second statement about whether the award-winning product is available on the market.

DLG will publish the reports from the exhibitors on the internet.

The commission abides by a Code of Ethics (compliance system).

6. Award of medals

The decision as to which products will win an AGRITECHNICA Innovation Award medal is made by the Innovations commission meeting in accordance with the **Guidelines for the Award of Gold and Silver Medals**. The commission's decision is final. Any recourse to a court of law is excluded.

For products that are not awarded a medal, the commission is under no obligation to inform the exhibitor of its reasons for not awarding a medal. Complaints should be addressed to the commission chair via the responsible employee at the DLG head office only. Submitted documents cannot be returned. The award-winners will be presented with a certificate and a medal for each winning product. In the case of joint submissions, each of the companies involved will receive a certificate and a medal.

Award ceremony

Gold and silver medals and certificates will be awarded at a public award ceremony at AGRITECHNICA. The organizer will decide on an appropriate setting for the award ceremony in advance of the event.

Publication

The award-winners and their winning innovations will be published on the AGRITECHNICA website and in the *AGRITECHNICA Innovation Award magazine* (in German and English).

- All award-winning innovations will be published along with an image, product information and a summary of the commission's verdict.
- All submitted products judged by the commission as being innovative will be published in a separate list. If video or image material is to be presented as part of the award ceremony, the DLG reserves the right to edit the material provided.

In addition, the national and international trade and business press will be informed about the award ceremony and the award-winning companies and innovations approximately eight weeks before AGRITECHNICA opens.

7. Advertising award-winning products

The award may be used in all product advertising, including:

- the certificate
- the medal (in colour or b/w)
- a text reference to the award (e.g. in media releases, advertisements or online)
- and along with any other campaign logos or publicity materials defined by the DLG in advance and approved by the DLG for advertising purposes.

Permitted forms of use

- Certificates and medals may be depicted in any size, providing the width/height ratio is maintained. No changes may be made to the medals (e.g. wording or colour).
- Duplicates may not be made.
- The award logos and other design materials defined by the DLG can be downloaded from the DLG website in the form of a four-colour or b/w image file.

Advertising rules

Advertising with award logos and textual references to the AGRITECHNICA Innovation Award is only permitted in connection with a clear reference to the award-winning product(s). It must be clearly stated at which exhibition and for which innovative features the product won the award. The year of the award must also be stated.

Exclusivity

The award-winning product may only be advertised as such with the features submitted for judging. It may not be used for advertising the company or for corporate image purposes in isolation from the product.

Submitter's details

The name of the award-winner must be stated.

Duration of advertising

There is no restriction on the length of time an award-winning product may be advertised in association with the year of the award; this is up to the manufacturer.

Prohibition on misleading statements

In all advertising, care should be taken to avoid any statements that may give a misleading impression. All information provided must be in compliance with competition law. Responsibility for this rests solely with the participant or its legal successor(s).

8. Withdrawal of medals

The DLG reserves the right to withdraw an awarded gold or silver medal if the award-winner makes false statements concerning the award-winning innovation or grossly contravenes the advertising rules (see point 7). The same applies if the information regarding market availability (see point 5) is not received on time.

9. Compensation claims

No compensation claims will be entertained unless they are based on wilful or grossly negligent acts. This exclusion does not apply to circumstances in which injury to life, limb or health has been caused by ordinary negligence or breach of so-called cardinal obligations.

10. Final provision

The award and judging regulations and any annexes thereto become legally binding on the participant on submission of their product to the innovations database