

AQUATHERM  
MOSCOW  
AWARDS 2020  
**Regulations**

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## 1. General

These Regulations govern the procedure for organising and holding the ceremony of the **Industry Awards Aquatherm Moscow Awards 2020** (hereinafter the "Awards").

The following are invited for nomination for the Awards: goods producers, official goods distributors/resellers, developers, installers, and service providers operating in the Russian market and abroad as well as their official representatives.

### **Awards goal:**

To determine the best companies operating in the field of infrastructure development of buildings and structures in Russia or another country which concentrate on creation and high-quality service support of innovation and energy-efficient products, which target the maximum satisfaction of the needs of the end users, which set high quality standards for products and have a significant potential of growth in the Russian and global markets.

### **Awards objectives:**

- To encourage high professionalism.
- To determine the best achievements of companies.
- To assist in establishment and maintenance of the Russian and international product quality standards.
- To improve the investment prospects and transparency of the Russian market of the products used for infrastructure development of buildings and structures.
- To inform consumers about the Awards results.

### **Application deadline:**

Applications for the Awards are accepted until 24/01/2020.

## 2. Terms and Definitions

The following terms and definitions are used in the Regulations:

**Producer/Supplier** means an individual (sole trader) or a legal entity duly registered in Russia or another country which produces the relevant equipment independently or engaging subcontractors and which sells it under its own or another trademark.

**Official distributor/reseller** means a legal entity duly registered in Russia or another country which buys equipment wholesale directly from the producer for resale.

**Developer** means a legal entity duly registered in Russia or another country which core business is development and implementation of projects in the field of infrastructure development of buildings and structures.

**Service Provider** means a legal entity duly registered in Russia or another country as well as

authorized by the equipment **Producer**. The core business of the **Service Provider** is maintenance of equipment at facilities.

**Company Service Unit** means a business unit of the equipment **Producer** which core business is maintenance of equipment at facilities.

**Awards Judging Panel** means a group of individuals to whom the Awards Organisers have assigned the functions of professional and independent assessment of the Nominees' applications and selection of the Winners.

**Awards Partner** means a company cooperating with the Awards Organisers within preparation and/or holding the Awards ceremony if the company is awarded the Awards Partner status based on a contract entered into with the Awards Organisers.

**Nominee** means a legal entity duly registered in Russia or another country which has applied for the Awards and has paid the entry fee.

**Winners** means the most successful Awards Nominee, in the opinion of the Judging Panel.

### 3. Awards Organisers

The following are the Awards Organisers:

**HYVE Group**

**Reed Exhibitions**

**C.O.K. magazine**

(hereinafter the "Organisers").

The Organisers form the Awards coordinating body which carries out the overall management and control of the Awards pursuant hereto.

The Awards Organisers' powers shall include the following (the powers shall be distributed at the initial meeting or as a result of prompt decisions made during internal working meetings):

- To organise the technical work of accepting and processing the applications by the Awards participants;
- To engage with mass media, partners, the Awards participants;
- To determine the categories list;
- To determine the assessment criteria in each category;
- To determine the schedule and procedure for holding events within the Awards, including organisation of the awarding ceremony;
- To set up and organise the work of the Awards Judging Panel;

- To hold a qualification selection of the applications;
- To establish other advisory and (or) coordinating bodies of the Awards;
- To perform other functions required to organise and hold the Awards.

#### **4. Judging Panel**

The Judging Panel shall be set up to assess the products and projects participating in the Awards as well as to determine the Awards winners in the categories approved. The Judging Panel shall include the leading Russian professionals of the relevant and related markets: representatives of associations, companies, science, governmental agencies etc.

Information about the Judging Panel composition shall be posted on the official web site of the Awards following the Organisers' decision at the time of expert assessment start.

The Judging Panel shall consist of three subpanels:

- **Products Subpanel**
- **Projects Subpanel**
- **Business Achievements Subpanel**

The composition and number of members of each subpanel shall be determined by the Organisers.

The **Products Subpanel** shall participate in selecting the Awards winners in the following categories:

- Product of the Year
- Innovations
- Design
- Energy Efficiency and Energy Saving
- Import Substitution (Made in Russia subcategory)

The **Projects Subpanel** shall participate in selecting the Awards winners in the following categories:

- Project of the Year
- Energy Efficiency and Energy Saving
- Social Development Projects and Charity
- Best Equipment Service

The **Business Achievements Subpanel** shall participate in selecting the Awards winners in the following categories:

- Best-selling product
- Import Substitution (Enterprise of the Year subcategory)
- Brand of the Year
- Marketing (all subcategories)
- Best Equipment Service

**The Judging Panel's powers shall include the following:**

- Consideration of the Nominees' list submitted by the Organisers.
- Professional and independent assessment of the Nominees' applications.
- Selection of the winners in the categories pursuant to the assessment criteria approved.
- Official and timely recording of each decision made.
- Ensuring competence and an objective opinion on the Nominees' compliance with the Awards criteria.

**5. Categories**

<b>No.</b>	<b>Category</b>	<b>Subcategory</b>	<b>Category/subcategory description</b>
1.	<b>Best-selling product</b>		Equipment producers and distributors which have submitted data concerning the quantity of items sold of the best-selling product make (series) are included in the category.
2. - 2.1.	<b>Import Substitution</b>	Enterprise of the Year	Russian and foreign companies with production facilities in the Russian Federation are included in the category
2.2.		Made in Russia	Products made in the Russian Federation are included in the category
3.	<b>Product of the Year</b>		Domestic and foreign products are nominated

4.	<b>Brand of the Year</b>		Russian and foreign trademarks and companies are nominated
5.	<b>Project of the Year</b>		Projects implemented in the Russian Federation are nominated
6.	<b>Best Equipment Service</b>		Russian and foreign specialist companies carrying out service of the equipment or service units of producers are nominated
7.	<b>Energy Efficiency and Energy Saving</b>		Energy-efficient and energy-saving domestic and foreign products as well as projects implemented in the Russian Federation are included in the category
8.	<b>Innovations</b>		Domestic and foreign products and solutions are nominated
9.	<b>Design</b>		Domestic and foreign products and solutions are nominated
10. - 10.1.	<b>Marketing</b>	Best Industry Website	Domestic and foreign companies are nominated
10.2.		Best Industry Online Shop	Domestic and foreign companies are nominated

10.3.		Best Marketing Concept	Domestic and foreign companies are nominated
10.4.		Best Product Catalogue	Domestic and foreign companies are nominated
11.	<b>Social Development Projects and Charity</b>		Social development and charity projects of Russian and foreign companies implemented in the Russian Federation are nominated

## 6. Framework List of Contest Documentation

### Best-selling product category

Applications in the Best-selling product category should include the following information:

1. Information about the equipment nominated (brand, make, main technical parameters)
2. Documents confirming the declared quantity of the equipment sales.

### Import Substitution category

Applications in the Import Substitution category (Enterprise of the Year subcategory) should include the following information:

1. Reference information about the company (and the foreign parent company in case of a multinational company).
2. Description of the import substitution achievement: launch of production facilities producing equipment of foreign origin, the facilities parameters, including the area, production quantities, production technologies used, production organisation (workplaces for Russian residents, workplace environment, level of compensation, social benefits, further training, occupational health and safety etc.)

Applications in the Import Substitution category (Made in Russia subcategory) should include the following information:

1. Description of the import substitution achievement: carrying out R&D which enabled to create a device similar to or exceeding foreign analogues by technical parameters.
2. Main technical specifications of the device.
3. Specifications by which the device exceeds foreign analogues.



### **Product of the Year category**

Applications in the Product of the Year category should include the following information:

1. Trademark name.
2. Product make name.
3. Brief product description.
4. Technical certificate.
5. Rating plate photo.
6. Conformity certificates.
7. Equipment photos from all relevant angles (2 to 5 pcs.).

### **Brand of the Year category**

Applications in the Brand of the Year category should include the following information:

1. Brand name.
2. Results of surveys of the brand awareness among the domestic consumers.
3. Product scope of the brand (types and quantities of the equipment produced under the brand nominated).
4. Information about the brand participation in certain PR events not directly related to its positioning (social, sports, and other events).

### **Project of the Year category**

Applications in the Project of the Year category should include the following information:

1. Project name.
2. Brief project description.
3. Project design certificate (Word file) containing:
  - 3.1. Information about the project customers, project developers, designers, customers and other participants and partners;
  - 3.2. Description of the facility/building/production facility at which the project was implemented
  - 3.3. Description of the project and its features:
    - 3.3.1. Original task.
    - 3.3.2. Description of the solution selected.
    - 3.3.3. Description of the result: technical and economic. Project budget – optional.
    - 3.3.4. Project implementation schedule and stages.
    - 3.3.5. Calculations of consumption, saving in physical and monetary units (file).
    - 3.3.6. 3D visualisation of the project (3 to 5 pcs.).
    - 3.3.7. Photos of the project implemented (3 to 5 pcs.).
    - 3.3.8. Project video.

### **Best Equipment Service category**

Applications in the Best Equipment Service category should include the following information:

1. Service company name and detailed data about it.
2. List of types (type) of the equipment serviced and of the brand (brands).
3. Description of the service arrangement, principles of work with customers, the price and discount policy.
4. Success achieved during the period of the service company (figures and facts).

### **Energy Efficiency and Energy Saving category**

Applications in the Energy Efficiency and Energy Saving category should include the following information:

1. Name of the trademark and producer of the energy-efficient/energy-saving equipment.
2. Product make name.
3. Brief description of the product and its energy-efficient and energy-saving characteristics.
4. Technical certificate.
5. Rating plate photo.
6. Conformity certificates.
7. Equipment photos from all relevant angles (2 to 5 pcs.).

### **PROJECT NOMINATION**

In case of a project, and not a product, nomination, the documents listed in the Project of the Year category but put emphasis on achievements in the field of energy saving and energy efficiency.

### **Innovations**

Applications in the Innovations category should include the following information:

1. Name of the trademark and producer of the innovation equipment.
2. Brief product description.
3. Substance of the innovations applied with a description of the characteristics achieved and/or responses to the market (consumers') needs previously difficult to satisfy.
4. Technical certificate.
5. Rating plate photo.
6. Conformity certificates.
7. Equipment photos from all relevant angles (2 to 5 pcs.).

### **Design category**

Applications in the Design category should include the following information:

1. Equipment and producer name.
2. Description of the design concept, the idea underlying it.

3. Information about the design authors.

### **Marketing category**

Applications in the Marketing (Best Industry Web Site subcategory) category should include the following information:

1. Web site name.
2. Purpose and target audience of the web site.
3. Web site features (functionality) for the users.
4. Web site features for the owners.
5. Main features making the resource stand out among similar web sites.
6. Traffic (provide references to counters for the weekly, monthly, annual periods).

Applications in the Marketing (Best Industry Online Shop subcategory) category should include the following information:

1. Web site name.
2. Target audience of the shop.
3. Features (services) for the users.
4. Features for the owners.
5. Main features making the resource stand out among similar online shops.
6. Traffic (provide references to counters for the weekly, monthly, annual periods).

Applications in the Marketing (Best Marketing Concept subcategory) category should include the following information:

1. Company name.
2. Description of the goals, concept, and the results achieved as a result of its use.

Applications in the Marketing (Best Product Catalogue subcategory) category should include the following information:

1. Company name.
2. Description of a catalogue in hard copy. Description of intended use. Circulation and features of navigation in it (for paper versions).
3. Description of an electronic catalogue. Description of intended use. Medium (web site or disk), the URL, navigation features and possibilities offered to the users (jumps in the catalogue, search for necessary information, comparison etc.).

### **Social Development Projects and Philanthropy category**

Applications in the Social Development Projects and Philanthropy category should include the following information:

*For social development projects:*

1. Company name.
2. List of social development projects/project.
3. Their description (concept, target audience, scope, results and participants among the organisers and target audience presented in figures and facts).
4. Social effect and doctrine.
5. List of and brief information about partner structures involved in implementation of the

- projects (other companies, non-profit partnerships, governmental agencies etc.).
6. Project budgets.

*For charity campaigns:*

1. Campaign name.
2. Campaign concept and goals.
3. Budget and its spending structure.

## **7. Requirements for Contest Documentation**

The written part should be prepared in the standard black font, the font size shall be at least 10 spaced with a single line. Colour fonts and background shading shall not be permitted. It shall be allowed (and encouraged) to use features to enhance the text readability such as bullets, the bold type, space etc, in the complete application form.

A colour font may be used in the application diagrams only. Tables and diagrams may be used in any part of the application, the members of the Judging Board encourage their use.

It shall be prohibited to use logos of competitors in the nominee company's application records.

Logos (of the brand participating in the Awards only), colour, and visual elements may be present in graphs, diagrams, and tables only.

It shall be prohibited to include screenshots or images in the written part of the application. These elements may be uploaded in the application as separate files and references to them may be added to the written part. For example: "See fig. 3".

The application should not exceed 8 pages of the Word application.

Photos should represent the product in the best manner possible or reflect the project content. This image may be published in printed and digital publications about the winners as well as used for advertising if the application wins. While images will be published, they should have high resolution.

Technical requirements: jpg/.jpeg; from 300 DPI; CMYK format; up to 10 MB. Sharp, blur-free, not dark.

All logos of the company, customer, product specified in the project should be provided in the .png format (.eps or .ai are also allowed).

All information, facts, figures etc. provided in the application should be confirmed with references to sources. Applications with no references to sources will be disqualified. The nominees should be as specific as possible in describing the rationale and should specify the sources of the data as well as the time to which the references refer. These may include the data of the company, external agencies, consultants or another third party. The sources of the data should be specified next to each data element or clearly designated with references in the application text. Use the company names in the references to the source, except when the applying company is the source.

Dates should be included concerning all results in the project.

## 8. Entry Fee

The entry fee should be paid upon receiving a notice of the application compliance with the requirements for participation in the Awards within 5 (five) banking days as of the invoice issuance, otherwise the application will not be allowed to the Judging Board's assessment stage.

The entry fee for participation in one category of the Awards for Russian companies:

Nominee	Entry fee, rubles*
Aquatherm 2020 exhibitor	36,000
Non-exhibitor company	72,000

*\*Prices include the VAT.*

The entry fee for participation in one category of the Awards for foreign companies:

Nominee	Entry fee, euros*
Aquatherm 2020 exhibitor	500
Non-exhibitor company	1,000

*\*Prices include the VAT.*

## 9. Winner Selection Procedure (except the Best-selling product category)

The Judging Panel shall assess the Nominees' applications and select winners by categories and subcategories.

By the Judging Panel's voting following consideration of the documents submitted by the nominees and of the assessment criteria provided in Schedule 1 hereto.

Each member of the Judging Board shall have one vote and may vote in the category only once.

The voting shall be deemed valid if at least two thirds of the members of the Judging Panel participate in it.

If a member of the Judging Board is employed with the company which has submitted an application, s/he may not participate in its consideration and voting.

The Judging Board's resolution shall be passed by simple majority.

Until consideration of the applications, the members of the Judging Panel shall determine a weighting factor of 1 to 5 depending on the criterion importance for assessing the item under consideration (where 1 is a low-priority criterion and 5 is a high-priority criterion) for each of the assessment criteria in each category. This weighting factor shall be deemed the same for all applications in the same category/subcategory.

Upon completion of applications acceptance and determination of the weighting factors for the criteria by the members of the Judging Panel, the Organiser shall submit the applications to the Judging Panel for consideration. During consideration of the application, each member of the Judging Panel shall individually assign points from 1 to 10 (where 1 is the minimum and 10 is the maximum) by each assessment criterion in the voting ballot.

Winners in each category shall be determined by calculation of the total points of each category.

The total points of each application shall be determined according to the formula:

$$B_{\Sigma} = \sum_{i=1}^n B_i * \mathcal{B}_i$$

where:

$B_{\Sigma}$  means the total points

$n$  means the number of criteria in the category

$B_i$  means the weighting factor of the criterion

$\mathcal{B}_i$  means the criterion points

5. The list of the winners shall be published on the official web site of the Awards upon their announcement at the Awarding Ceremony (see clause 10 of the Awards Regulations).

6. Should the number of applications in a category be fewer than two, the Winner selection procedure shall not be performed, and the applicants shall be refunded their Entry Fees.

#### **9.1. 9. Winner Selection Procedure in the Best-selling product Category**

By the Judging Panel's voting following consideration of the documents submitted by the nominees. *The documents should include data concerning the 2019 sales of the equipment nominated in pieces.*

Each member of the Judging Board shall have one vote and may vote in the category only once.

If a member of the Judging Board is employed with the company which has submitted an application, s/he may not participate in its consideration and voting.

The Judging Board's resolution shall be passed by simple majority.

Should the number of applications in a category be fewer than two, the Winner selection procedure shall not be performed, and the applicants shall be refunded their Entry Fees.

## 10. Awarding Ceremony

The Awards Winners shall be announced and awarded at the official Awarding Ceremony.

The Awarding Ceremony will take place during the Aquatherm Moscow 2020 exhibition at Crocus Expo at Moscow Region, Krasnogorsk, ul. Mezhdunarodnaya, 20.

Following the Awards Organisers' and Partners' decision, other honorary and valuable awards may be awarded.

The Awards Winners shall receive:

- An Awards Winner Diploma;
- A prize;
- A logo to use on the product and in all promotional materials.

All of the Awards nominees shall receive:

- An Awards participant certificate.

Information about the winners and the Awards results shall be made known to the expert community and consumers via:

- The official web page of the Awards (on the web site of the Aquatherm Moscow exhibition);
- Electronic newsletters of the Organisers, the Awards participant companies;
- Resources of the Awards information partners.

## 11. Awards Partners

The status of the Awards Partner shall be assigned on the basis of a contract entered into with the Awards Organisers.

The Awards Partners shall be provided a number of PR, branding, and advertising opportunities, including posting information about the Awards Partner:

- On the Awards web page,
- In the Awards advertising campaign,
- In Russian national and regional mass media,
- In professional industry publications,
- On the Internet.

## 12. Complaints

Complaints concerning the organisation and the results shall be sent to the Awards Organisers.

Complaints shall be accepted for 1 (one) month upon the results publication on the official Awards web page and shall be considered by the Organisers for 1 (one) month as of the request receipt.

A complaint should be sent to the email at **elena.mikhailina@hyve.group**.

A complaint should be prepared on the letterhead of the organisation participating in the Awards

with its seal, the signature of its CEO, and the email to which the Organisers may send a reply to the complaint.