

# **TERMS AND CONDITIONS INNOVATIVE PRODUCTS CALL PISCINA BARCELONA 2025**

## **One. COMPANY ORGANISING THE PROMOTION AND PARTICIPANTS**

- 1.1. FIRA INTERNACIONAL DE BARCELONA (Fira de Barcelona), with its registered address at Avda. Reina M<sup>a</sup> Cristina, s/n 08004 (Barcelona) and identification no. Q0873006A, is organising the Call for the Innovative Product Award as part of Piscina & Wellness Barcelona 2025; hereinafter, “the event”.
- 1.2. The scope of this Competition is international, it will be conducted through the Internet, and it is exclusively for persons of legal age.

## **Two. START DATE AND END DATE**

- 2.1. The Promotion will start on 1 May 2025 and end on 20 September 2025.

## **Three. REQUIREMENTS FOR PARTICIPATION**

- 3.1. The requirements for participation will be as follows:
  - Participation is open to all exhibitors at Piscina Barcelona 2025 that wish to display the new products in their catalogues from 2024 and 2026 within the framework of the above-mentioned event.
  - Any person who formally enters by means of the steps set out in point four shall be deemed to be a participant.
  - All the personal data with which the participants fill in the entry form must be true and make it possible to contact them.

#### **Four. FORMALISATION OF PARTICIPATION IN THE INNOVATIVE PRODUCTS AWARD**

**4.1.** All the projects/products displayed by the exhibiting companies during the 2025 event will participate in the Innovative Products Award, provided that they comply with the provisions of these terms and conditions. Projects which FIRA DE BARCELONA deems are not compliant with the terms specified in the above Bases will be automatically rejected.

**4.2.** The registration process will be as follows:

**4.2.1.** Registration via the form that will appear together with the rules in the Exhibitor Area (AEX).

The registration form link is as follows:

[https://app.bipeek.com/registro-evento/eDzsl7BoumnLEUQRXUS8FFYgwFyF8qBOvj8J5UDvJS0VkmgDo0qILm02rTD?tc\[\]=523](https://app.bipeek.com/registro-evento/eDzsl7BoumnLEUQRXUS8FFYgwFyF8qBOvj8J5UDvJS0VkmgDo0qILm02rTD?tc[]=523)

**4.2.2.** The following documentation must be submitted through the registration form:

- a) TECHNICAL AND GRAPHICAL INFORMATION:** Catalogues, brochures, plans, certificates, etc. in .pdf, .jpg or .doc format.
- b) PRODUCT DESCRIPTION:** Product description with a **maximum of 150 words**, in .pdf or .doc format.
- c) PHOTOGRAPHS:** In .jpg format (a minimum of 2).

The files should be attached to the same form in the places assigned to each section.

The information must be completely filled out in Spanish and English. Proposals in any other language will not be accepted.

Queries about the call for entries can be sent to [congresos@firabarcelona.com](mailto:congresos@firabarcelona.com).

Registration for the Call for Innovative Products can only be made on-line and will only be valid if the required documentation is delivered and the relevant fee

is paid upon receipt of the invoice issued by FIRA DE BARCELONA, within the time frames specified in these bases.

The registered proposals may be displayed in the Innovation Zone throughout the event, exhibiting the selected material or product.

Each material or product accepted for participation in the Call for New Products must be physically accompanied by a **poster explaining the material or product**, which FIRA DE BARCELONA will send to the exhibiting company once the relevant fee has been paid and the necessary documentation has been sent. This poster, A3 in size, will be sent to the selected companies and must be filled out by each company with the necessary details in one of the indicated languages (Spanish, Catalan or English).

**4.2.3.** The deadline for registration and receiving the supporting technical and graphic information is **11:59 pm CET on 1 September 2025**

#### **Five. REGISTRATION FEES**

**The registration fee for the Innovation Zone is as follows:**

- **PODIUM format:** Includes display of the product in the podium area within the Innovation Zone, accompanied by a DIN A3 descriptive data sheet. **Fee: €990 + VAT.**
- **PODIUM + Augmented Reality option:** Display of the product in podium format combined with Augmented Reality, enabling visitors to digitally interact with the product by means of mobile devices and tablets. This option provides a more immersive experience, highlighting the innovative and functional features of the product through 3D visualisations, animations and additional information accessible by scanning. **Fee: €2,240 + VAT.**

Once the proposal has been selected, Fira de Barcelona will issue an invoice for the amount corresponding to the category of participation chosen.

Payment must be made within a maximum of three business days following receipt of the invoice. If payment is not made within this period, the company's participation will be automatically rejected.

## **Six. SELECTION CRITERIA**

Places are limited and will be assigned upon the basis of the reserved spaces upon payment of the participation fee. Companies that have hired a Partner typology that includes the presentation of new products will have priority.

Registrations will only be valid once FIRA DE BARCELONA has received the corresponding payment.

The products that are displayed must take into account the following criteria:

- **The extent to which the catalogues' season is a new one** (years from 2024 to 2026).
- **Sustainability criteria:** the product must entail an environmental improvement (social, economic, nature or landscape-related) that adds value both to the consumer and to the production chain and have a design that takes into account the entire life cycle.
- **Connectivity criteria:** greater value will be given to connected products, in other words, ones that create a solution bringing together different technologies to generate value while focusing on the customer, with the aim of offering a sustainable and scalable solution, i.e. one designed to adapt to changing market needs.
- **Technological innovation:** Products that incorporate significant technological advances improving their functionality, efficiency or user experience will be prioritised.
- **Energy efficiency:** Products that contribute to reducing energy consumption or using renewable sources will be considered.
- **Safety and regulations:** Products must comply with the current regulations regarding safety, quality and the certifications applicable to their sector.

- **Design and usability:** The product design will be evaluated in terms of ergonomics, ease of use and aesthetics, ensuring an optimal experience for the end user.
- **Impact on the market:** Value will be placed on products with high potential for adoption by the market that provide a differential value in their sector.

## **Seven. EXCLUSIONS**

**7.1.** Any entry that is not duly completed because it is not supported by the relevant personal data, those in which the person cannot be identified, that are simply photocopies, or that have been tampered with, altered or torn/damaged, shall not be allowed to participate in the Competition and will be excluded.

**7.2.** Any entry not duly completed, as indicated in point 4.2 of this document, will not be admitted to the Call and will be excluded.

## **Eight. BUILD-UP AND BREAKDOWN**

It is the responsibility of FIRA DE BARCELONA to tell each of the exhibitors where their material or product will be located, as well as to notify them of the assembly day and any requirements during the assembly, the event itself and the breakdown. Depending on the size of the product, FIRA DE BARCELONA reserves the right not to accept it.

The exhibiting company will be responsible for providing the technical and human resources required for the installation of its materials or products in the assigned spaces. All the costs related to the transport, installation and placement will be borne by the exhibiting company.

The exhibiting company must also maintain the products or materials during the event and dismantle and remove them after it.

Fira de Barcelona cannot be held liable for the condition of materials or products that are not removed within the established period (**20 November, after 4:00 pm**).

## **Nine. RESTRICTIONS**

**9.1.** If it is found that any of the participants do not meet the requirements set out in the Rules, or that the information provided to participate is invalid, their participation shall be deemed null and void and they shall be automatically disqualified from the Promotion, losing any rights to any awards given on the basis of this Promotion.

**9.2.** The following persons may not take part in the Innovative Products call:

- Workers employed by FIRA INTERNACIONAL DE BARCELONA (and the other legal entities associated to it), or any of their direct relatives.
- Any other natural person who has participated directly or indirectly in the organisation of this Promotion or has been involved directly or indirectly in its preparation or implementation (agency, suppliers, exhibitors, etc.).

**9.3.** FIRA DE BARCELONA reserves the right, on the basis of just cause and upon communication in a lawful manner, to make any change to, suspend or extend this Promotion.

## **Ten. BUILD-UP AND BREAKDOWN**

It is the responsibility of FIRA DE BARCELONA to tell each of the exhibitors where their material or product will be located and to inform them of the assembly day and any requirements during the assembly, the event itself and the breakdown. Depending on the size of the product, FIRA DE BARCELONA reserves the right not to accept it.

As for the exhibiting company, it is responsible for providing all the technical and human resources required for the installation of the materials or products in the assigned spaces. It will incur all the transport, installation and placement costs. Similarly, the exhibiting company will be responsible for the maintenance of the products and materials during the event, as well as their breakdown and removal once the event is over.

Fira de Barcelona cannot be held liable for the state of the materials or products of the exhibiting company if they are not removed within the period indicated, i.e. **after 4:00 pm on 20 November**.

## **Eleven. RESTRICTIONS**

**11.1.** If it is found that any of the participants do not meet the requirements set out in the Rules, or that the information provided to participate is invalid, their participation shall be deemed null and void and they shall be automatically disqualified from the Promotion, losing any rights to any awards given on the basis of this Promotion.

**11.2.** The following persons may not take part in the Competition:

- Workers employed by FIRA INTERNACIONAL DE BARCELONA (and the other legal entities associated to it), or any of their direct relatives.
- Any other natural person who has participated directly or indirectly in the organisation of this Promotion or has been involved directly or indirectly in its preparation or implementation (agency, suppliers, exhibitors, etc.).

**11.3.** The prize awarded shall be non-transferable and may not be exchanged, altered or offset at the request of the Participants; it may not be exchanged for any other product or for money.

**11.4.** FIRA DE BARCELONA reserves the right, on the basis of just cause and upon communication in a lawful manner, to make any change to, suspend or extend this Promotion.

**11.5.** The winner shall bear any fiscal charge that the acceptance of the prize may incur, as well as any other expense derived from the Promotion that is not expressly borne by FIRA DE BARCELONA in these Legal Terms and Conditions.

## **Twelve. PUBLICATION OF COMMENTS OR OPINIONS**

**12.1.** No comments or opinions whose content is considered inappropriate, offensive, abusive or discriminatory or that could violate the rights of third parties will be permitted. Nor will any comments be permitted against any individual that

violate the principles of the right to reputation, personal and family privacy or public image. We will not be liable for any harm caused by comments made by participants in the Promotion, and that at any time could hurt the sensitivity of other participants.

### **Thirteen. WAIVER OF LIABILITY**

**13.1.** By way of example, but not limited to the following, FIRA DE BARCELONA will not be held liable for any losses, thefts, delays or any other circumstance attributable to third parties that may affect the conduct of this Promotion, nor is it responsible for the use made by the participant of the award obtained from this Promotion, and assumes no liability for any harm or loss of any kind that the Participants, winners or third parties may suffer.

**13.2.** FIRA DE BARCELONA does not accept liability in cases of force majeure or fortuitous events that could prevent the Promotion taking place or prevent the total or partial enjoyment of the award. In the event that this Promotion cannot be carried out, either due to fraud found relating to it, technical errors, or any other reason that is not under the control of FIRA DE BARCELONA and that affects the normal conduct of the Competition, FIRA DE BARCELONA reserves the right to cancel, modify or suspend it, including the participation website.

### **Fourteen. PRIVACY POLICY**

**14.1.** At FIRA DE BARCELONA we are aware of the importance for our customers of obtaining clear and transparent information about the data they provide to us.

**14.2.** Relationships with our customers are based on honesty, rigour and transparency to build strong relationships and mutual trust. Through this Privacy Policy we detail how we process your personal data when you communicate with us. By participating in this competition, you accept and give your consent to this Privacy Policy:

**1. Who is the data controller responsible for the processing of your data?**

**Identity:** FIRA INTERNACIONAL DE BARCELONA with Tax I.D. Q-0873006-A



**Postal address** Avda. Reina M<sup>a</sup> Cristina s/n 08004 Barcelona

**Phone:** 932 332 000

**Email** [datos@firabarcelona.com](mailto:datos@firabarcelona.com)

**DPO** [dpo@firabarcelona.com](mailto:dpo@firabarcelona.com)

## **2. For what purpose do we process your data?**

We process the data that you have provided to us for the following purposes:

- a) To manage your voluntary participation in the competition.
- b) To send promotional and/or advertising information about the event and the activities that we carry out, including electronically.
- c) Maintenance of lists of people to whom commercial mailing must not be sent if they have informed us that they do not want to receive promotional/advertising information electronically.
- d) Maintenance of data erasure/cancellation lists if rights have been exercised regarding erasure of data. This data will remain blocked and with restricted access for the minimum period established by law.

## **3. For how long will we retain your data?**

Your data will be retained:

1. For the duration of the competition.
2. In the event that you have authorised the receiving of commercial mailing until you exercise your rights of withdrawal of consent and/or objection to the processing of your data.

## **4. What is the legal basis for the processing of your data?**

Depending on the type of business relationship and/or association with us, the legal basis for the processing of your personal data may be:

- Your consent, granted at the time you voluntarily provide your data in our forms and accept the processing of your data in the relevant checkbox (e.g. sending advertising about our trade fairs)
- The legitimate interest will be our legal basis for the processing of your data in browsing the websites (e.g. browsing our web pages)
- A legal obligation, included in the European Data Protection Regulation and in the LSSI Law on Information Society Services and Electronic Commerce (e.g. blocking of your data and maintaining a list of those who do not wish to receive commercial emails).

### **5. To whom will we disclose your data?**

Whenever FIRA DE BARCELONA provides you with a service through a third-party company that provides your data to us, they will disclose them to this company under a strict obligation of confidentiality and having first executed the relevant service provision contractual agreement between the Data Controller (FIRA DE BARCELONA) and the Data Processor (the provider company)

In the event of a data transfer to third-party countries, we will use our best endeavours to provide the utmost privacy and security of our customers' data. In this respect, most of our providers and partners are located within the EEA (European Economic Area). If any of them is located outside this area, in the case of the USA, they will have to subscribe to the Privacy Shield or in a country with a suitable level of protection in accordance with the criteria of the European Commission. In the case of other countries that do not have laws as strict as EU law, we apply standard contractual clauses in accordance with the Decision of the European Commission of 5 February 2010.

FIRA DE BARCELONA guarantees that under no circumstances will it sell, offer and/or commercialise its customers' data.

### **6. What are your rights when you provide us with your data?**

Any person has the right to obtain clear and comprehensible information about whether FIRA DE BARCELONA is processing their personal data.

Data subjects have the right to access their personal data and to request the rectification of any inaccurate data or, as applicable, request the data be deleted when, among other reasons, the data is no longer necessary for the purpose for which it was provided, and to withdraw the consent granted. The exercise of the right to object to the processing of your data for the sending of advertising information electronically. You can also exercise your right to the restriction of the processing so that your data will not be deleted; however, its processing will be subject to restrictions.

The exercising of the rights to portability and not to be subjected to automated decisions do not apply in this case due to the type of data and its processing.

The rights set out above can be exercised by post enclosing a copy of one's national ID card or passport addressed to FIRA INTERNACIONAL DE BARCELONA, whose address is: Avda. Reina Maria Cristina, s/n 08004 Barcelona, CRM Marketing Services Department or via email to: [datos@firabarcelona.com](mailto:datos@firabarcelona.com), with the same documentation as specified for notification by post.

### **7. Contact**

For any query regarding the processing of your data, you can contact our D.P.O. at:  
[dpo@firabarcelona.com](mailto:dpo@firabarcelona.com)

If you wish, you can also address any complaints you may have with regard to the processing of your personal data to the Spanish Data Protection Agency ([www.agdp.es](http://www.agdp.es)).

#### **Fifteen. ACCEPTANCE OF THESE TERMS**

**15.1.** Participation in these Awards implies, in and of itself, the full and absolute acceptance of these legal Terms and Conditions.

**15.2.** The promotion is not sponsored, endorsed, managed or associated in any way with Facebook/Instagram; hence, the Participants release these companies from any liability for any harm or loss arising therefrom.