

## Interpoma Award 2026 PARTICIPATION RULES

Fiera Bolzano presents the Interpoma Award 2026, in cooperation with the Faculty of Agricultural, Environmental and Food Sciences of the Free University of Bolzano and the Italian Society for Horticultural Science (SOI).

The Interpoma Award 2026 aims to honor **spraying technologies** that enable outstanding progress in the canopy application of products (plant protection products, foliar fertilizers, thinning agents), allowing a significant enhancement of their efficiency, an optimization of working time and a reduction of the losses to the environment.

The Interpoma Award focuses on individual technological products. It does **not** evaluate integrated digital systems as a whole, since these were already assessed in the 2024 edition.

### Categories and awarded titles

The Interpoma Award 2026 is open for companies and startups, exhibiting at Interpoma 2026 - in the pavillons or in the H1 EventSpace - and each one has the right to apply with one product only. The Award consists of a unique category where companies, individuals and startups can apply. A jury of 5 experts in the field will be responsible for the evaluation of applications.

Besides the main prize designed by the jury, there will be an additional prize for the most voted technology, chosen by the Interpoma visitors amongst the exhibitor candidates present onsite within the H1 Eventspace.

### Application and Evaluation

The jury will make its selection based upon an assessment of the submitted documents, a targeted questioning of the listed contacts – where needed-, as well as a visit to the exhibition stand on the first day of the trade show, to see the technologies in person.

The criteria the jury will base the judgement on are:

- Efficiency in reaching one or more of these goals
  - o Reduction of environmental losses
  - o Enhancement of product's efficacy
  - o Optimization of working time
- Innovation degree
- User friendliness

The application must be submitted before September 30<sup>th</sup>, 2026, in English, either filling out the participation form on the Interpoma website or sending the application to the organization office:

Email: [interpoma@fieramesse.com](mailto:interpoma@fieramesse.com)

Tel. +39 0471 516019

## The Jury

The jury is composed of the following experts:

- Massimo Tagliavini (Jury-President), Free University of Bolzano/Bozen, Italy
- Fabrizio Mazzetto, Free University of Bolzano/Bozen, Italy
- Jens Karl Wegener, Julius-Kuhn-Institut, Germany
- Luigi Sartori, Università di Padova, Italy
- Ester Foppa Pedretti, Università Politecnica delle Marche, Italy

Jury members will examine the submitted information and data before shortlisting the candidates. The jury will then choose the winner and can also select up to three honorable mentions. The jury's decisions are definitive and incontestable.

## Prizes and Honorable Mentions

The jury's final decision will be taken during Interpoma and shared with the companies and public at the end of the first day of Congress (Award ceremony Thursday, 26<sup>th</sup> November).

The winning product of the Interpoma Award 2026 will be guaranteed high visibility on the different Interpoma channels through a "communication package" worth EUR 5,000 composed as follows:

1. Mention of the winners in an official press release about the Interpoma Award, sent out to the entire database of international fruit and agriculture trade media.
2. A professional video about the Interpoma Award with involvement of the winners (if on site during the fair), which will be made available to the winners and published on Facebook and YouTube.
3. A professional photo shoot with the winners and of the award ceremony and the awarded products/services (if on site during the exhibition), which will be made available to the winners and excerpts of which will be used to communicate the award to the international press.
4. Mention of the winners in a dedicated Interpoma Award newsletter sent out to the Interpoma community.

5. Posts with tags about the winners on the main social media channels (Facebook, Instagram, LinkedIn) of Fiera Bolzano Exhibition Center.
6. A story (article) with photos and link about the winners published on the homepages of Interpoma and Fiera Bolzano Exhibition Center.

## Application Deadline

Speculative applications for the Interpoma Award 2026 will be accepted until September 30<sup>th</sup>, 2026.  
Late applications will only be accepted by the jury in exceptional and justified cases.

## Privacy and data collection

Submitting the application to the Interpoma Award, the candidates declare that they have read and accept the [Fiera Bolzano SpA privacy policy](#) and -filling in the form online- the [Paperform privacy Policy](#).