



REGULATIONS

1. Duration and Timeline

The call for the *SPS Italia UP Challenge 2026* is officially open. Applications can be submitted up until Friday, February 6th, 2026 at 6pm. After this deadline, no further applications will be accepted.

2. Promoting Entity

The promoting entity of this initiative is Messe Frankfurt Italia – Single Member Limited Liability Company - Share Capital €11,000.00 - VAT and Tax Code 12632140153 - R.E.A. Milan 1571257 - Company Register no. 240632, Legal and Operational Headquarters: Corso Sempione 68, 20154 Milan, Tel: 02 8807781 - Email: info@italy.messefrankfurt.com, organizer of the SPS Italia trade fair.

3. Objective of the initiative

This initiative aims to encourage entrepreneurship by supporting the most innovative technological or application-based projects. The call is aimed at Start-ups that have developed or intend to develop a technology or application in the manufacturing sector.

4. Participation conditions

Start-ups may participate if their entrepreneurial objective is clearly linked to innovation and technology, aiming at the development and creation of new projects, creative ideas, services and products realizable in technological and applicative domains, capable of generating a positive societal impact and fostering the transition towards sustainable business models.

The eligibility requirements for Start-ups are as follows:

- have been established for no more than 5 years;
- be headquartered in a European Union Member State or in another European Economic Area Country;
- have annual revenue of less than €5 million;
- have a corporate purpose involving the development and/or creation of new projects, creative ideas, services and products in technological and applicative manufacturing domains.

Companies may participate in the Challenge if they *have a marketable product*.

To join the call, the designated online form must be completed:

<https://forms.gle/oeV2BagrdEMGC6DTA>

Regarding the pitch during the fair, participants must follow the guidelines provided by the organization.

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5. Selection Parameters

Participants will be assessed according to the following parameters, which will be used by the Technical Committee in selecting the finalists:

Feasibility and implementability of the project

Relevance to context and market needs

Level of innovation, originality and defensibility

Positioning and size of the customer base

Business potential and economic sustainability

Completeness and integrity of the provided documentation.

The 3 finalist Start-ups will be announced by March 16th, 2026.

6. Prizes

The 3 finalist companies, selected by a committee of experts, will be evaluated by a technical jury and by a public jury using the following evaluation criteria:

Feasibility and implementability

Relevance to context and market needs

Level of innovation, originality and defensibility

Positioning and size of the client base

Business potential and economic sustainability

Completeness and integrity of the documentation.

The 3 selected finalists will be entitled to:

- participate free of charge with a fully equipped stand in the Start-up Area of SPS Italia 2026 (May 26th - 28th, Fiere di Parma)
- present a 5-minute pitch at the fair event
- connect with strategic partners
- gain visibility through media and communication channels associated with SPS Italia (website, articles, video interviews, SPS Real Time, social media)
- become part of the global SPS network.

The winner of the Challenge will be announced in May 2026 at a dedicated fair event and awarded on stage with a prize.

The prize is given in recognition of personal merit or as encouragement in the interest of the community. The prize cannot in any case be converted into cash. The promoter assumes no liability related to the awarding of prizes by the above-mentioned partners.

7. Exclusion from the regulation under DPR 430/01

In accordance with Article 6 of DPR 430/01, "Regulation concerning the organic revision of the rules governing competitions and prize operations, as well as local chance events pursuant to art. 19, paragraph 4 of Law December, 27th 1997, n. 449", this initiative **is** not considered a competition or prize operation, because it is called for the presentation of projects or studies in the commercial or industrial field, in which the awarding of the prize to the author represents recognition of personal merit or encouragement in the public interest.

8. Exclusion of liability

This initiative does not involve any financial commitment by participants. Participants are responsible for any travel, food or lodging costs they may incur. This initiative does not require the purchase of any product or service, and no monetary prizes are provided, under any title (including performance fees, recognition awards or encouragement awards in the public interest). Because participation is entirely free, participating companies waive any claims, compensation or indemnification against the promoters, holding them harmless from any liability arising from a participant's breach of these rules. The promoter is not responsible for the execution of the initiative or the awarding of prizes. In any case, participants undertake to indemnify the promoter from any adverse consequences, costs, damages (including fines by authorities) that may arise or be claimed due to their actions or violation of the Regulations.

If for any reason the initiative cannot proceed as planned, the promoter reserves the right, at its sole discretion, to modify or cancel the initiative without liability or prior notice. To participate, no purchase or sale of products marketed by the promoter or related to SPS Italia is required. Participation is free.

9. Confidentiality of information

Applicants guarantee that the content they submit and process:

- is true
- does not contain material infringing third-party rights (copyright, industrial property or other applicable laws/regulations)
- is freely and legitimately usable since the submitting party is the owner of the rights to use the same, or has acquired the availability of the same from all entitled parties, having ensured the full fulfillment and/or satisfaction of the rights, including economic rights, belonging to the authors of the content and/or works from which such content is derived and/or extracted, or to other entitled parties, or belonging to the use of related rights pursuant to the law.

10. Data processing

Pursuant to Legislative Decree 196/2003, as amended by Legislative Decree 101/2018 ("Privacy Code") and Regulation (EU) 679/2016 ("GDPR"), Messe Frankfurt Italia s.r.l., as data controller, informs that personal data will be processed in compliance with the principles of purpose, necessity, fairness, proportionality, and non-excess, as well as other fundamental principles under the Privacy Code and GDPR.

Personal data provided by participants will be processed for the following purposes: managing web platforms related to the event; sending communications about the event and future events or related activities; fulfilling legal obligations.

Data will be processed using paper, IT, telematic and/or automated tools for the time strictly necessary to achieve those purposes.

The Controller observes specific security measures to prevent data loss, unlawful use or access. Data access and processing will be limited to designated persons authorized under Article 30 of the Privacy Code.

Personal data will not be publicly disseminated.

Each data subject may, at any time, exercise rights under Articles 15-20 of the GDPR by written request to: privacy@italy.messefrankfurt.com.

Acceptance of these regulations implies consent to data processing for participation in the event and associated activities. Marketing data processing, or transfer of such data to third parties for marketing, can only occur with express consent from the data subject, except for the cultural and promotional purposes related to the event.

11. Release for use of photographic / video recordings during the event

Participants acknowledge that during SPS Italia 2026, the Organization and/or its commercial partners will make audio/video recordings that may include participants.

Participants hereby authorize, under Article 10 of the Civil Code and Articles 96 and 97 of Law April 22nd, 1941 no. 633 (Copyright Law), the Organization and its commercial partners to use, communicate and disseminate free of charge their likeness, audio/video recordings of their person, environments, objects or documents photographed or recorded during the event, waiving objections or exceptions regarding content, quality or context of such materials.

This authorization grants a non-exclusive license, transferable to third parties, for use of the above for cultural, educational, promotional, advertising, streaming, website publication, other websites and press dissemination.

Any use that would harm the honor, reputation or dignity of the person(s) portrayed is expressly excluded.

12. Acceptance of the Regulations

Registration, participation and acceptance of the prize imply unreserved acceptance of these regulations by participants.

If the Organizer detects any violation of the rules by participants or submitted proposals, it reserves the right to disqualify the Start-up without liability.

These regulations govern the relationship between the Promoters and the individual Participant and do not grant any rights to third parties.

13. Applicable Law

This initiative and these regulations are governed by Italian Law.