



2025 BALMORAL SHOW NEW PRODUCT INNOVATION AWARD

**FARM
WEEK**



PROUDLY SPONSORED BY



**BALMORAL
SHOW 2025
14TH - 17TH MAY**



Ulster Bank



Prize

The winner of the New Product Innovation Award will receive a tailored £1,500 advertising package with Farming Life/Farm Week to further promote their business and product/service.

A press release and accompanying photographs of the winner will be promoted on the Balmoral Show website, social media platforms and forwarded to local press.

FARM
WEEK



How To Enter

You must be an exhibitor at the Balmoral Show 2025 and have the product/service on display.

The product/service must have been introduced to the market after May 2023.

1. Complete the competition application form.
2. Provide a promotional video maximum 2 minutes duration.
3. Supply two references from users of your product/service with contact details and approval to contact them for feedback.

One entry per exhibitor is allowed. A maximum of 6 entries will be shortlisted.

Closing date for entries is Monday 17th March 2025.



Judging

A judging panel will be appointed by the RUAS to consider the applications. This Panel will be chaired by the Chair or Deputy Chair of the Trade Exhibits Committee.

All entries will be reviewed by the judges and a shortlist compiled. Those shortlisted will be informed by 11th April 2025.

The shortlist will be compiled on the basis of:

- Information supplied in the application form, and
- Video submitted, and
- Feedback from the users identified on the application.



Final judging will take place on the afternoon of Tuesday 13th May (preshow) prior to the presentation of the award. Shortlisted entrants will be given the opportunity to meet with the Judging Panel at this time and expand on this information/answer questions prior to the final selection.



The Judging Panel will make a single award to the entry judged to best meet the competition criteria through:

I. demonstrating a high level of innovation; and

II. providing evidence of proven benefits on a Northern Ireland farming enterprise.

Highly Commended awards may be made at the discretion of the Awards Panel.

The Award Winner and Shortlisted entries will be listed on Show website & social media. The judges' decision will be final.

By completing the entry form exhibitors agree to abide by the competition rules.