



# TERMS AND CONDITIONS

## “M.A.D.E. Awards & M.A.D.E.’s Excellence Award”

### ARTICLE 1 – PURPOSE

GL events Exhibitions created the “**M.A.D.E. Awards**” competition, including the “**Excellence Award Best of M.A.D.E.**” as part of the M.A.D.E. exhibition, whose next edition is held on **Tuesday, the 17th, and Wednesday, the 18th of March, 2020, at Paris – Porte de Versailles – Hall 7.1.**

### ARTICLE 2 – RESERVED FOR EXHIBITORS

#### **2.1 THE M.A.D.E. AWARDS**

Only **direct exhibitors and co-exhibitors at the M.A.D.E. exhibition** are eligible to compete in the M.A.D.E. Awards competition, and only for products, ranges, or ingredients that are being exhibited. Nominations should include the name of the product, range, or ingredient and its manufacturer.

#### **2.2 Excellence Award**

Only **direct exhibitors and co-exhibitors at the M.A.D.E. exhibition** whose products competed in the M.A.D.E. Awards 2020 competition and won prizes are eligible to compete, and only for products, ranges, or ingredients that are being exhibited. Votes should include the name of the product, range, or ingredient and its manufacturer.

### ARTICLE 3 – CATEGORIES

Seven M.A.D.E. Awards 2020 will be awarded in the following categories:

- Innovation in the recipe/formula/ingredients
- Innovation in the technology/process
- Innovation in the packaging
- Breakthrough innovation: something that does not yet exist (like this year’s solid perfume)
- Innovation in the marketing/positioning/story-telling
- Open innovation / Co-creation

### ARTICLE 4 – REGISTRATION

#### **4.1 M.A.D.E. Awards**

The only way to register for the M.A.D.E. Awards 2020 is via the exhibitor space on [www.madeparis.com](http://www.madeparis.com). Online registration forms (one form per product) can be filled out starting on 9 december, 2019.

The registration deadline is Friday, 28 January, 2020.

Therefore, exhibitors will need to use the credentials provided by GL events Exhibitions when their M.A.D.E. 2020 exhibitor space was opened. The application should be accompanied by an introductory blurb in French and English (optional), as well as a photo.

#### **4.2 Excellence Award**

Products that win a M.A.D.E. Award are automatically entered into the Excellence Award competition.

### ARTICLE 5 – PARTICIPATION

Each exhibitor may enter up to three products/ranges/ingredients in the competition.

A product can compete in several categories if it meets the criteria (maximum of three categories).

### ARTICLE 6 – SELECTIONS AND JURY

#### **6.1 Selections and jury of the M.A.D.E. Awards**

The screening committee and the jury of the M.A.D.E. Awards are composed of professionals from the retail sector and journalists from the trade press. The members will remain confidential until the winners have been announced. The jury will select the nominees (three or four per category) and the winners (one per category). The exhibitors whose products have been nominated by the screening committee must remain reachable (by phone or teleconference) during the jury's meeting on Thursday, 27<sup>th</sup> February, 2020.

#### **6.2 Election of the M.A.D.E. Excellence Award**

During this meeting, the jury will also elect the Best of M.A.D.E. 2020 from among the winning products.

### **ARTICLE 7 – AWARDS CEREMONY**

#### **7.1 M.A.D.E. Awards**

The award ceremony will take place during the exhibition, Tuesday 17<sup>th</sup> of march. The winners of the M.A.D.E. Awards will receive a trophy.

#### **7.2 M.A.D.E. 2019 Excellence Award**

The award ceremony will take place during the exhibition on Tuesday 17<sup>th</sup> of march.

The winner of the M.A.D.E. 2020 Excellence Award will receive a trophy.

The Excellence Award will provide the winner with further recognition and visibility levers among buyers and consumers, including:

- Visibility in all M.A.D.E.'s advertising material,
- Interview of the winner published in a forthcoming issue of the M.A.D.E. for You magazine
- Promotion of the interview and the Award in our newsletter, on social networks, and on the website
- Consumer visibility, as the manufacturer will be entitled to include the line "M.A.D.E. 2017 Excellence Award" on the product's packaging for one year starting from the exhibition's end date – i.e., until 29 March, 2021.

### **ARTICLE 8 – TERMS**

Only products, ranges, and ingredients that were commercialized **on the French market after Monday, 1 January, 2019, may be entered** (the product cannot have been introduced in the exhibition's previous edition). The exhibitor declares that (s)he holds all the rights to distribute or broadcast the descriptions and photographs of the products being entered. The exhibitor is solely responsible for the consequences that may result from their distribution and agrees to release GL events Exhibitions and AB3C from any claims.

GL events Exhibitions and AB3C do not accept any liability for erroneous, defective, or misplaced inclusions. GL events Exhibitions reserves the right to refuse products that are not considered "new products" (e.g., catalogs).

### **ARTICLE 9 – DISSEMINATION AND OWNERSHIP**

All the products will be presented on the exhibition's website ([www.madeparis.com](http://www.madeparis.com)) unless the exhibitor expressly declines this advertising. The website will feature the information provided on the registration portal, namely: the exhibitor's name and booth number, and the product's name, description, and photo.

The products will also be integrated in the advertising material for the M.A.D.E. Awards, which will be distributed to the trade press, among other things.

GL events Exhibitions reserves the right to publish the photos, names, and descriptions of the products as part of promoting the exhibition. This right extends to any and all advertising media and is not limited in time.

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