

CONTEST REGULATION "Attaccati al tram (sustainable)"

Aimpes Servizi S.r.l., with current registered office in Milan, Via Alberto Riva Villasanta n. 3, with VAT N° 01775860156 ("**Organizer**"), in its capacity as Organizer of the "Mipel-The Bag Show" Trade Show, an exhibition reserved for the B2B market of bags, luggage, leather goods and fashion accessories, invites its exhibitors to participate in the #attaccatialtram contest.

The contest ("**Contest**") consists of the production of a bag inspired by the classic Milanese tram theme as the historical transport means and re-readable in a sustainable key: the tram, in fact, does not produce environmental impact and promotes social sustainability.

ART. 1 - Participation requirement

1.1 The competition is opened to all exhibitors of the MIPEL n. 116 edition which will take place at Fieramilano-Rho from 15th to 18th September 2019.

1.2 Those who at the start date are exhibitors of MIPEL for having sent the application form and paid the deposit according to the rules provided for in the relative Regulations, will be entitled to participate in the Competition.

ART. 2 - Products allowed

2.1. The following products are admitted to the Contest: bags (shoulder or hand), clutch bags, satchels, backpacks and suitcases ("**Products**") without distinction of materials.

Art. 3 – Period

3.1. The Contest will start on May 8th 2019 and end on 16th September 2019.

Art. 4 - How to participate

4.1. Anyone interested in participating in the Contest will:

- by June 2nd, 2019 ("**Application Deadline**"), communicate the intention to participate in the Contest by sending an email to attaccatialtram@mipel.it and by signing the appropriate form and the authorization to process personal data, both available on the website www.mipel.com;

- by June 18th, 2019 ("**Project Delivery Term**"), send the project that you intend to carry out (sketches and descriptions) to the email address attaccatialtram@mipel.it;

- by June 24th, 2019 ("**Communication**"), communication of the 20 finalist projects to the participating exhibitors. Only after receipt of the communication referred to in article 7.1 below, to deliver the Product at the registered office of the Organizer in the week from August 26th, 2019 to September 4th, 2019 and send, at the email address attaccatialtram@mipel.it, 3 still-life images reproducing three views of the Product (1. Front; 2. Back; 3. Cutting) ("**Delivery Term**").

4.2. It is understood that applications and projects received at the email address after the "Application Deadline" and "Project Delivery Term" (pursuant to art. 4.1.) will not be taken into consideration. In each case, will prevail the date and time of acceptance of the e-mail communication by the incoming mail server of the Organizer.

Art. 5 – Jury

5.1. The Jury will be composed of 3 members selected by the Organizer (the "**Jury**").

5.2. The Jury will take any decision by majority and, therefore, with the favorable vote of 2 out of 3 members.

Art. 6 - Responsibilities, obligations and indemnity

6.1. By participating in the Contest the authors of the Products declare under their own responsibility that:

- the Products made for the Contest are the result of their ingenuity and do not represent any copy of existing products and are not such as to generate in third parties the conviction that they reproduce the specifications of products already on the market;
- the Products do not violate any applicable law;
- the Products do not contain obscene, explicitly sexual, violent, offensive or defamatory material;
- the Jury has the right to remove from the competition products deemed unsuitable or, more generally, that do not meet the above criteria;
- consent to the publication of the photographs reproducing the products on the social accounts of "MIPEL", on the website www.mipel.com and, more generally, to their promo-advertising production.

6.2. For their part, the winners undertake to mention in each communication related to their product that it was awarded in the Contest, that the Contest was carried out with the contribution of the Lombardia Region and that the tram, a historical Milanese vehicle, is a sustainable mean of transport.

6.3. By signing the Application for Participation in the Contest the Exhibitor agrees to indemnify the Organizer from civil or criminal consequences that may arise from the production, display or marketing of the product (claims for compensation for infringement of industrial property rights).

Art. 7 - Selection procedure of the finalists and awarding

7.1. The Jury will select the 20 (twenty) finalist Products by June 24th, 2019 to allow the Product to be sent in time. Each participant in the Contest will consequently receive by email an official communication.

7.2. The awarding of the winner of the Contest, as well as of the second and third classified, will take place on September 16th, 2019 as part of the evening event to celebrate MIPEL n. 116 edition.

7.3. The top three winners will receive a souvenir plaque.

Art. 8 - Publication of this Regulation

8.1. The present Regulation is on the website www.mipel.com and by email to MIPEL n.116 exhibitors.