



**Rules of competition
Paris Retail Awards**

RULES OF THE PARIS RETAIL AWARDS 2017

Article 1 - Organizer

Within the framework of the Paris Retail Week, E-Commerce Paris & Digital in Store trade shows to be held on 19 - 21 September 2017 (hereinafter the "Show"), COMEXPOSIUM (SAS simplified joint stock company with capital of €60.000.000) head office located at 70 Avenue du Général de Gaulle 92058 PARIS LA DEFENSE CEDEX (hereinafter the "Organizer") will organize a competition entitled "Paris Retail Awards" (hereinafter the "Competition") in order to reward the best technological innovations in the omnichannel, e-commerce and connected commerce sector.

Article 2 - Terms and conditions of participation in the Competition

a) Participation in the Competition

The Competition is submitted to participation expenses (300€ VAT inc.) and is open to actors of:

- any e-commerce supplier wishing to present an innovation (contractor or service provider),
- omnichannel (web to store, store to web)
- connected commerce

regardless of whether they are exhibiting at Paris Retail Week 2017 or not, and is open to national and international entries.

b) Terms of participation in the Competition

It is beforehand specified that:

- In these rules, "innovation" means a project dedicated to the e-commerce sector and created and/or designed after **September 15th, 2016**.

Candidates may present as many projects as they wish but each project may only be entered in one category. Each project must be submitted in a separate entry and submitted to expenses (300€ VAT inc. for each project).

IMPORTANT NOTE:

Entries must be completed in the required format on the Organizer's website www.parisretailweek.com section « Programme » / « Paris Retail Awards ».

From the registration, the candidate will receive an email with his ID/password to reach his account to finalize the registration on the internet platform set up by the Organizer. The registration will definitively be validated after completing the payment and by clicking on "submit".

The candidate will receive another email by return confirming that the payment is recorded.

Any incomplete entry or one that does not meet the criteria set by the Organizer will be systematically rejected.

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c) Categories and definition

There are 7 categories but only one winner will be chosen per category.

CRM: From The Lead To The Customer

New service / offer / solution for customer relationship management - from acquisition to retention: lead acquisition, customer loyalty, CRM programme / tool, retargeting / pre-targeting and targeting, newsletter, customer review management system, couponing, subscription...

Customer Experience (360)

Mechanisms to attract omnichannel customers, regardless of their location / device / time, etc. Implementation of the omnichannel strategy (store, online, multi-device, social shopping, multi-device strategy...).

Digitisation Of Point Of Sale

By strategy: real time availability, in-store / online advice, booking & fitting, in-store offers, click and collect, pop-up store, limited time sales events, etc.

Logistics

New uses, new offers to optimize the process of preparation / delivery / reverse logistics, environmental protection, after-sales requests management on social media.

Social Commerce

Solutions to create engagement, interaction with consumers on social media.

Social shopping, crowd funding, social marketing, street marketing operation for gaming.

Store Solution & Design

Components, accessories, innovative shopfitting, design.

Technology

Innovative technological solutions: payment, securing the act of purchase, big data, cloud, core calculator, measurements & analysis, applications.

PARIS RETAIL GOLDEN AWARD 2017: it will reward the best innovation among the 7 category winners.

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Article 3 – Competition schedule

- Competition entry begins: Beginning of April 2017
- Deadline for applications: May 17, 2017
- Vote of the Jury: 1st fortnight of June 2017
- Meeting of the Jury: around June 20, 2017
- Revelation of the 21 finalists (3 per category) on the website parisretailweek.com: from July 1st, 2017
- Revelation of the 11 winners and Awards Ceremony: Tuesday 19 September 2017

Unless otherwise indicated in their entry submission, participants in the Competition authorize the Organizer to use their name and logo as well as the name of their innovation when broadcasting the list of entrants for promotional reasons relating to the Competition and the Show.

Article 4 – Judging panel composition and decisions

The judging panel is composed of professionals in the e-business sector recognized for their expertise in e-commerce (mobile/tablet, social or cross-channel), customer relations (CRM, customer experience, customer acquisition/loyalty), logistics, IT/new services/platforms, security or other areas. The members will be mainly CEOs/GMs, e-commerce/CRM/logistics/digital/ internet directors, key account consultants, respected bloggers or experts from respected institutes.

In deliberating, the judging panel will base their decisions on, among others, the criteria listed below:

- Innovative character of the presented product/service
- Efficiency vs. service provided
- Opportunity for the market
- Profitability/promise with regard to initial results/projections

The judging panel may request extra information from candidates.

The judging panel reserves the right to modify the category selected by the candidate should it deem the Competition category not suited to the product/service presented.

The judging panel's decisions are final. Should an entry be rejected, the judging panel is not required to justify its decision.

However, the judging panel reserves the right to award a special "Judging panel award" named "Jury's Favorite" award.

IMPORTANT NOTE:

Candidates declare on their honour that they will only communicate accurate, true information and notably will avoid any omission or imprecision that may lead to an incorrect decision. Should an irregularity be proven, the judging panel reserves the right to retract any award already bestowed and justify this decision to the press.

Furthermore, candidates undertake to not directly contact the members of the judging panel or communicate anything to them about their nominated product(s) outside of the online platform set up for this purpose.

Article 5 – Finalists and winners

The Organizer undertakes to notify all finalists (3 per category) of their selection before the official announcement. **No notified and officially announced finalists may withdraw their entry under any conditions.**

The official announcement of the 8 winners (7 category winners + 1 Paris Retail Golden Award 2017 winner) will be made on September 19th, 2017.

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Article 6 - Protection of projects

The candidates are responsible for ensuring that their industrial property rights have been preserved and, failing this, the related patents lodged. Under the terms of articles L611-11 and L611-13 of the French intellectual property code, patents in France, in order to be admissible, must have been lodged less than six months after the invention was publically unveiled.

The Organizer accepts no liability for commercial or other use that may be made of the projects presented in the Competition and that may breach the participants' rights.

The candidate guarantees the Organizer that the project is original and does not borrow any element protected by an intellectual property right of any kind.

Candidates declare they hold all intellectual and material property rights without reserve that relate to the project presented in the Competition, and, failing this, distribution authorizations. They indemnify the Organizer against any eviction resulting from their fault or that of a third party.

Consequently, the candidate accepts the financial burden of any claims, in particular counterfeit law suits and any other type of litigation or prejudicial consequences that may result from its participation in the Competition.

Given the intrinsic characteristics of the internet, data used on the Organizer's platform are not protected against the risk of misappropriation and/or pirating, for which the Organizer cannot be held liable.

The participants expressly authorize the Organizer to use, from the time of the official announcement of the names of the 21 finalists in late June 2017, the names of the projects presented as well their short description (text provided on the platform, 250 words max.) and the summarized presentation for promotional reasons relating to the Competition and the Show.

Each selected candidate further authorizes the Organizer to use the logo and summarized project presentation for the Show's and E-Commerce Awards' promotional needs on all paper, digital, computer electronic, film, video or other known or unknown support to date, whether current or future.

Article 7 - Consent

7.1. Participants give the Organiser their express consent to use, as soon as the names of the 21 finalists are officially announced as from the beginning of July 2017, the name of the projects presented as well as their brief description (text, 250 words max, provided on the platform) and the summary presentation, for any promotional communication purposes related to the Competition and to the promotion of the Show, and notably on the Show's website.

7.2 Candidates give their prior consent to the use of their name, address and photographs in any promotional activity related to the Competition, without this giving rise to any right other than the prize awarded and this for a 5-year period.

7.3 Candidates expressly authorize, free of charge, the Organiser and/or any third party designated by the organiser:

- to take photos and/or make films during the Show or the official award ceremony, if it wishes, representing the candidates as well as the members of their team and the products exhibited.
- to use these images freely on any media, notably the internet, notably for advertising purposes, in France and abroad and for an unlimited period.
- to cite and reproduce free of charge its brand, or company name, as a commercial reference for the needs of its communication, on any media (notably internet), in France and abroad, for a 5-year period as from the date on which this contract is signed.

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Article 8 - Organiser's responsibilities

The Organizer reserves the right to shorten, extend, postpone or cancel the Competition for whatsoever reason.

The Organizer shall inform the participants of this, but will not be held liable in this respect. Any interruption of the Competition or any changes to these rules will be recorded in an amendment, to be registered with SCP Buzy & Chapuis, rue Pergolèse, 75016 Paris, France.

The products and brands and more generally any innovation and element supplied to the Organiser are provided under the sole responsibility of the participant, who is solely liable for any rights. The participant shall not hold the Organiser responsible for any civil and penal liabilities incurred as a result of the presentation of the elements carried out on the request of the participant. The participant will indemnify the Organiser against any losses it may endure and guarantee it against any action taken against it related to this presentation.

Article 9 - Reference to the Paris Retail Awards

Any commercial or advertising reference to an award received in the framework of the Competition must specify the exact title of the award, the year it was attributed and the category in which the project won the award.

The winners will be able to refer to their award in communications for a whole year after the ceremony using the Paris Retail Awards logos (Competition generic logo + category logo) provided by the Organiser upon request.

Article 10 - Modification / Postponement / Cancellation of the competition

The Organiser reserves the right to shorten, extend, postpone or cancel the Competition for whatever reason.

The Organiser must inform the participants but it shall not be held liable on account of this. Any interruption to the Competition as well as any modification to these terms and conditions will be subject to an amendment, which will be filed with the office of SCP BUZY et CHAPUIS – rue Pergolèse 75016 Paris.

Article 11 - Data protection

In accordance with the "Data protection and Civil Liberties" law no. 78-17 of 6th January 1978 modified by the law of 6th August 2004, participants have the right to access, rectify and retrieve data gathered through their participation in the Competition. Participants can exercise this right by writing to the following address: Comexposium – Paris Retail Week / Paris Retail Awards 2017 - 70 Avenue du Général de Gaulle 92058 PARIS LA DEFENSE CEDEX - France.

Article 12 - Competition languages

The Competition rules are published in English and French. Should there be any difference between the two versions, the French text is definitive.

Article 13 - Registration of rules

These rules are registered with SCP Buzy and Chapuis, 10 rue Pergolèse, 75016 Paris, France.

The rules are available to view on the Show's website (www.parisretailweek.com). They can also be requested free of charge by writing to: Comexposium – Paris Retail Week / Paris Retail Awards 2017 - 70 Avenue du Général de Gaulle 92058 PARIS LA DEFENSE CEDEX.

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Article 14 - Disputes

Participation in the Competition necessarily implies the full acceptance without reservation of these rules by each participant. Should any dispute arise about the interpretation or execution of these rules, the Organiser will seek an amicable resolution with the participants. Failing this, the dispute will be brought before the Paris courts.

**PARIS
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