

PARIS 3-12 #PDW20
SEPT. 2020

DESIGN WEEK

*The complete universe
of Maison&Objet
in Paris*

An event MAISON&OBJET

APPLICATION FORM

To be returned to SAFI together with the total amount of your participation costs, excluding VAT.
SAFI, 8, rue Chaptal - CS 50028, 75442 Paris Cedex 09. FRANCE.
Tel. +33 (0)1 44 29 02 00. Fax: +33 (0)1 44 29 02 01
Siret N° 388 424 129 00020 - Intracommunity VAT number N° FR 50 388 424 129
Please enclose a presentation brochure of your company and products.

CONDITION D'ADMISSION

PARIS DESIGN WEEK est une animation événementielle du salon MAISON&OBJET ayant pour vocation de rassembler les acteurs du Design et de la Création pour proposer aux professionnels et au public, amateurs de la création et de l'art de vivre, de découvrir les dernières nouveautés et tendances de la rentrée, au cœur de Paris. Afin de respecter son concept, votre admission est subordonnée à l'accord d'un comité de sélection.
Après examen de votre dossier, celui-ci statuera sur votre demande, sans être tenu de motiver sa décision.
Si nécessaire, des éléments supplémentaires sur la constitution de votre dossier vous seront communiqués après votre inscription.

INSCRIPTION

PARTICIPATING VENUE OR BRAND The following information will be used in all of the event's communication materials

Name of participating venue or collaboration (in capitals):

Participating address: _____

Postal code: _____ Tel: _____

Website: _____

Nearest 'Metro' station: _____

CONTACT DETAILS (for correspondence with Paris Design Week/SAFI) :

Company name: _____

Address: _____

Postal code: _____ City: _____ Country: _____

First name: _____ Name: _____ Position: _____

Email: _____ @ _____ Tél : _____

NAME AND ADDRESS OF THE COMPANY TO BE INVOICED

Company name: _____

Application of the new EU directives regarding the VAT. The European service declaration mandatorily requires an intra-community VAT number must be specified (for EU companies) or a registration number from the company's fiscal administration (for companies outside the EU)..

Intracommunity VAT number or registration number (outside the EU): _____

Address: _____

Postal code: _____ City: _____ Country: _____

Tel : _____ Fax: _____

PUBLIC RELATIONS AGENCY AND/OR PRESS CONTACT

Name: _____

Address: _____

Postal code: _____ City: _____ Country: _____

Tél : _____

Contact : _____

Email: _____ @ _____ Tél: _____

EXHIBITION MANAGEMENT USE ONLY

N° ID _____

INI COM _____

DATE RECEPTION: _____

QUARTIER _____

PROMENADE _____

OPTION STANDARD PLUS PREMIUM NOUVEAU

DESCRIPTION OF PROMOTIONAL SERVICES AND OPTIONS

REGISTRATION FEES (compulsory)

1500 € excl. VAT

The registration fee includes all administrative costs, promotion of your participation in all of PDW 2020's official communication materials (WebSite, Official Guide, Themed-Walk Map, Mobile App), the provision of a digital promotional kit, as well as a large format PDW Sticker to identify your venue on the themed walk. Visibility and coverage details are given below.

COMMUNICATION PACK

Stand out from the other participants in PDW 2020 from just **400 € excl. VAT**.

Do you want to optimise your participation and increase your visibility in PARIS DESIGN WEEK 2019's official communication materials? If the answer is yes, simply sign up for a additional communication pack. For the details see below.

DESCRIPTION OF PACKAGES

INCLUDED in the registration fees	STANDARD 400 € excl. VAT	PLUS 900 € excl. VAT	PREMIUM 1750 € excl. VAT.
---	--------------------------------	----------------------------	---------------------------------

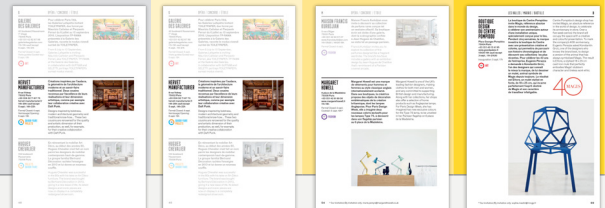
PROMOTION Kit Includes all the PDW 2020 visuals and logos in their different versions

Files available	●	●	●	●
-----------------	---	---	---	---

OFFICIAL GUIDE Circulation: 60,000 copies distributed across Paris and at the MAISON&OBJET trade show

Contact details, text presenting the company, visual(s)	●	●	●	●
Page layout / Number of visual(s)	1/3 page 1 visual	1/3 page 1 visual	2/3 page 1 to 2 visual(s)	Full page 1 to 3 visual(s)

Opposite: an example of the page layout depending on the different options on offer (simulation).



THEMED-WALK MAP Circulation 100,000.

The indispensable map that helps visitors to find participants and shows exactly where you are on the walk

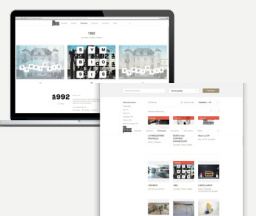
Name + Location symbol	●	●	●	●
------------------------	---	---	---	---

WEBSITE With a total of 830,000 viewed pages during the event

Your very own page featuring your contact details and a text presenting the company	●	●	●	●
Number of visual(s) displayed	1	9	15	21

Top Position: Positioned at the top of the list on the participants page

	●	●	●	●
--	---	---	---	---



DESCRIPTION OF PROMOTIONAL SERVICES AND OPTIONS



MOBILE APP The indispensable tool that helps visitors find their way about and makes sure they don't miss any of the events

Integration: Participants, your dedicated and the events pages.
You are featured as an exhibitor and in the event section

	•	•	•	•



PROMOTIONAL MEDIA SUPPLIED Everything you need to guarantee the visibility of your store / venue during PDW 2020

Number of Official Guides and Themed-Walk Maps	30 guides 40 maps	100 guides 100 maps	100 guides 100 maps	200 guides 300 maps
Shop window sticker	•	•	•	•
Totem		•	•	•

SOCIAL MEDIAS With a total of 117k followers on the different Facebook, Twitter, and Instagram platforms



Social Media Post (all year long)
2 posts before and during PDW
1 post the rest of the year

Price
(without package)
450 € H.T.

				•

DESCRIPTION OF ADDITIONAL SERVICES

Ad Page (option)

Special price for PDW participants
Full page ad
Placement to be discussed

=1.500... € excl. VAT

Multiple registration for at least two addresses in all the PDW communication tool (option)

For every additional brands
Price per additional brand

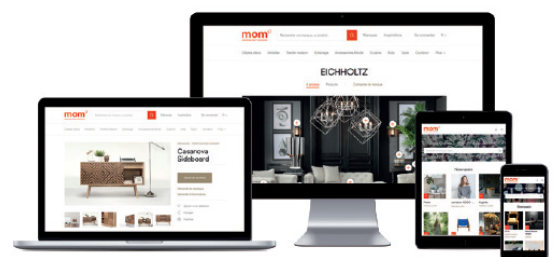
=550... € excl. VAT

MOM, THE DIGITAL PLATFORM

☐ Please contact me for more info on **mom**

Multiply the effectiveness of your participation in the show by taking advantage of new offers from MOM that provide even more opportunities for visibility and new business contacts:

- Your products, **modifiable throughout the year**, and moved up to the **top of the list**
- Highlighting of your products in our **e-mail alerts**
- Your booth or showroom images within your own specially **dedicated mini-site**
- **An unlimited spotlight** on your collections, projects and news through your own specially dedicated mini-site
- Access to **performance statistics**
- The option of advertising your products on **Facebook or Instagram**



PARTICIPATION COSTS

PARTICIPATION TO PARIS DESIGN WEEK (COMPULSORY) :

= ...1.500... € excl. VAT

COMMUNICATION PACKAGE(optional)

- STANDARD package: _____ 400 € excl. VAT = € excl. VAT
- PLUS package: _____ 900 € excl. VAT = € excl. VAT
- PREMIUM package: _____ 1 750 € excl. VAT = € excl. VAT

ADDITIONAL SERVICES (optional)

- Social Media Post: _____ 450 € excl. VAT = € excl. VAT
- Ad page: _____ 1 500 € excl. VAT = € excl. VAT
- Additional brand(s):
 Number of additional brand(s): _____ x 550 € excl. VAT = € excl. VAT

Comments:

.....

.....

.....

.....

.....

.....

TOTAL excl. VAT	= €
VAT 20 %	= €
TOTAL incl. VAT	= €

PAYMENT SCHEDULE

Upon ordering: 100 % of the total amount including VAT

Domiciliation	IBAN	Swift BIC	Objet
CRÉDIT DU NORD AG CENT ENTREPRISES 50 rue Anjou F-75008 Paris	FR76 3007 6020 2015 0202 0020 087	NORDFRPP	PARIS DESIGN WEEK

For all transfers, please ask your bank to send a SWIFT MT 100 directly to OUR BANK. THE ISSUER MUST ASSUME FOR BANKING COMMISSIONS.

- I, the undersigned, hereby accept expressly to receive business information from the organizer by post, fax or e-mail. According to the application of the "Digital Economy Trust" Act dated 06/21/2004, if you do not wish to receive the above from SAFI, please contact us by mail at: SAFI, 8, rue Chaptal, CS 50028 75442 Paris Cedex 09.
- I, the undersigned, agree unreservedly to adhere to the general regulations of the PARIS DESING WEEK event as described on the back and which I declare I am aware of.
- I, the undersigned, declare I am aware of SAFI's general sales conditions described on the back and agree to respect them unreservedly and without restriction.
- I, the undersigned, certify that the information provided is correct and, more specifically, that the intracommunity VAT number or registration number from my fiscal administration is correct.

Town/city:

Date:

Amount enclosed:

Without your payment, your application will not be registered

Date of receipt (space reserved for the organizers):

SIGNATURE (don't forget your payment - cheque or transfer)

COMPULSORY COMPANY STAMP

--	--

General rules and regulations of PARIS DESIGN WEEK

an event

**MAISON
&OBJET**

GENERAL CLAUSES

Article 1 - General points

The practical details for organizing PARIS DESIGN WEEK, notably the dates it is held and the places it is held, shall be determined by the organizer and may be modified if the organizer so chooses.

If for overriding reasons of an unforeseen or economic nature the show cannot take place, participation requests shall be cancelled and the available sums, after expenses undertaken are paid, shall be distributed among the participants, prorated for the sums paid by each of them.

Participants agree to respect and have others respect the rules in the technical guide they will be given.

The organizer shall not be held responsible when applying the stipulations of the present rules and regulations.

PARTICIPATION

Article 2 - Participation conditions

Participants may not present products or equipment that do not conform to French regulations, nor may they use any advertising that could be misleading or be considered unfair business practices.

Products and services presented by participants must respect the public order and the laws in force. As such, it is strictly forbidden for participants to present illicit products or ones made through illicit activities. It is also forbidden for any person not authorized by law to offer services or products made through activities regulated by law. Participants who violate these clauses may be subject to legal proceedings without prejudice to the measures the organizer shall take to end the disturbance.

Article 3 - Request for participation

All candidates for participation shall send the organizer a duly completed participation request along with the requested documents and deposit.

Unless the selection committee refuses the request for participation, sending the request shall be considered a firm and irrevocable commitment to pay the total price of the service.

The selection committee shall determine whether or not to honor participation requests with no obligation to justify its decision.

Article 4 - Managing admissions

The organizer shall not be obligated to justify decisions made regarding participation requests.

If participation is denied, the sums paid by the candidate for participation upon presenting the participation request shall be reimbursed.

Accepted participation shall be confirmed by the organizer's response to the participant. The response may take the form of a bill sent to the participant.

Even if accepted, any participation request shall be considered invalid if made by a participant whose business is being administered, for whatever reason, by a court-appointed liquidator or with the help of one. The same applies, notably, for any participation request from a business that declares bankruptcy between the date of the participation request and the date upon which PARIS DESIGN WEEK opens.

However, if the business is legally authorized to continue its activity, the organizer shall retain the liberty of deciding to maintain the business's participation.

Article 5 - Withdrawal

If a participant withdraws for whatever reason, the sums paid and/or partially or totally due for participation shall be kept by the organizer.

FINANCIAL PARTICIPATION

Article 6 - Payment conditions

Payment for services shall be made at the dates and in the manner determined by the organizer and communicated to the participant in the participation guide.

For any participation request arriving late, the first installment shall be equal to the sums already due at the date in question.

Article 7 - Non-payment

If a participant does not respect the dates and manner of payment, the organizer shall be authorized to apply the stipulations in Article 5, "Withdrawal".

Moreover, any late payment shall lead to the application of late-fee interest at the Eonia rate plus 5 points, which will be due by right and which will be calculated from the aforementioned sum, from the date at which the payment should have been made to the actual date of payment. Recovery costs shall accrue to the debtor.

INSURANCE

Article 8 - Organizer's Liability Insurance

The organizer shall obtain an insurance policy for any financial consequences arising from his liability as organizer.

Participants shall not be insured by the organizer for any financial consequences arising, respectively, from their liability as participants in PARIS DESIGN WEEK and from damages they may experience. In no case shall the organizer be considered responsible for the abovementioned damages.

Article 9 - Participant's Liability Insurance

Participants must obtain an insurance policy covering any financial consequences arising from their liability. This insurance policy must be obtained from a reputable company and cover the participant for a sufficient amount.

Participants must communicate their policy number to the organizer upon the organizer's initial request.

INTELLECTUAL PROPERTY

Article 10 - Intellectual property

Participants shall confirm to the organizer that they have obtained from the holders of the intellectual property rights for the goods/designs/brands they are presenting, all the rights and/or authorizations needed for their presentation. The organizer shall accept no responsibility in that area.

The organizer may exclude participants convicted for acts regarding intellectual property, notably for counterfeiting.

Participants shall authorize the organizer to reproduce and represent, for the lifespan of the rights involved and free of charge, and in any place, the goods, designs and brands they are presenting, in the PARIS DESIGN WEEK communications tools (internet, exhibit catalogue, invitation cards, visitors' map, promotional films, etc.) and more generally through any medium used to promote the show (photographs at PARIS DESIGN WEEK to be used in the print media or on the internet, television programs made about/at PARIS DESIGN WEEK, etc.).

Participants shall confirm to the organizer that they have obtained from the holders of the intellectual property rights for the goods/designs/brands they are presenting, all the rights and/or authorizations needed for the aforementioned uses.

General rules and regulations of PARIS DESIGN WEEK

an event

**MAISON
&OBJET**

CATALOGUES, GUIDES AND VISIT MEDIA

Article 11 - Catalogues, guides and visit media (print and online)

The organizer alone shall retain the right to publish and sell the catalogue, the guide and any visit media, as well as the rights regarding advertising contained in the catalogue, the guide or visit media. He may cede all or part of those rights.

The information necessary for compiling the catalogue, the guide and visit media shall be furnished by the participants upon their own responsibility.

The organizer may not be held responsible for any omissions or reproduction, composition or other mistakes that may occur.

The organizer retains the right to modify, eliminate, or group registrations as often as he sees fit, as well as rejecting or modifying any paid or free advertising copy that may be found likely to be detrimental to other participants.

SAFETY

Article 12 - Safety

Participants must respect the safety measures put in place by the administrative or legal authorities.

APPLICATION OF THE REGULATIONS - DISPUTE

Article 13 - Application of the regulations

Any infraction of the clauses of the regulations decreed by the organizer may lead to the exclusion of the participant found in violation, without legal notice. This also applies, notably, to the presentation of products that do not conform to the ones listed in the participation request.

Article 14 - Modification of the regulations

The organizer shall reserve the right to decide on any case not described in these regulations and to add new clauses as they may become necessary.

Article 15 - Dispute

In the case of a dispute, the courts of law in the district of the organizer's headquarters shall be the sole arbiters.

Article 16 - Privacy and Data Protection

A- The personal data provided by the exhibitor to the organizer is necessary for the fulfillment, administration, management and execution of the contract. The individual identified in the application form and later communications as the contact person for the exhibitor may be contacted by the organizer and his subcontractors for the purposes of facilitating the participation of the exhibitor at the event and appropriate marketing of related services which may also include entry of the Exhibitor on the Event website.

B- Regarding the personal data that the exhibitor may have access to and process as part of its participation in the show, the exhibitor agrees to comply with all applicable obligations as a "data controller" under the "Data Protection Laws" without this involving any transfer of rights, such as copyrights on the organiser databases or on the databases of any other owner.

C- "Data Protection Laws" means any laws, rules, regulations, directive, decrees, orders or other legal requirements relating to the protection or processing of Personal Information, including General Data Protection Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 ("GDPR"), and any implementing, derivative or related legislation, rule or regulation of the European Union as may be applicable.

D- The exhibitor shall implement and maintain appropriate technical and organizational security measures against the unauthorized or unlawful processing of personal data and against accidental loss, or destruction of or damage to personal data to meet the requirements of the GDPR (including all measures required pursuant to Article 32 of the GDPR) as applicable, ensure the protection of the rights of the data subjects, and provide a standard protection that is at least as comparable to the protection required under the Data Protection Laws.

THE BOND BETWEEN THE EXHIBITOR AND THE ORGANIZER IS ENTIRELY AND EXCLUSIVELY GOVERNED BY FRENCH LAW. ANY DISPUTE SHALL BE SUBMITTED TO THE EXCLUSIVE JURISDICTION OF THE PARIS'S COURT AND THE FRENCH VERSION OF THIS TEXT WILL BE REFERRED TO.

PARIS DESIGN WEEK
SAFI – 8, rue Chaptal - CS 50028
75442 Paris Cedex 09. France
Tél. : +33 (0)1 44 29 02 00
Fax : +33 (0)1 44 29 02 01