

TERMS OF PARTICIPATION

11-12-13 October 2024

Art. 1 Subject

The purpose of this regulation is to identify the conditions and procedures for selection and participation in EDIT Napoli, which will take place in Naples from **11th to 13th of October 2024**, opening by invitation on 10th October 2024.

In this context, EDIT Napoli will offer all exhibitors the opportunity to showcase their products in a carefully designated space designed to facilitate liaison with national and international buyers.

Specifically, EDIT Napoli includes the following services in its offer :

COMMUNICATION

- General press promotion of the entire fair
- Promotion of the initiative through EDIT Napoli's media channels:
1 post - 1 slide + 1 story with 2/3 pictures and text + ensemble stories
- General newsletter to EDIT Napoli mailing
- Digital invitations and mailing list management
- Photographic reportage of the event

SETTING UP

- Exhibition space: 10 or 15 sqm; It's possible to choose 5 sqm for small size objects
- Lighting system
- General set up (*totem with brand name with EDIT Napoli font, visual signage etc*)
- Electrical socket (*for exhibits*)
- Surveillance
- Basic insurance
- Event logistic support (*excluding setting up and packing of crates/boxes*)

In case of using the existing chains to set up textiles, lamps, carpets etc, the support of assembly and disassembly, with a dedicated operator, is mandatory and has an additional cost.

FAIR

- Invitation-only team opening (*3 persons*)
- 3 team badges (*free and unrestricted access*)
- 5 named accreditations (*opening days for fair and EDIT Cult*)

MARKETING

- Sharing list of buyers invited by EDIT Napoli
- Tour with accredited buyers

In addition to the basic services, it is possible to access additional services listed within the "Extra Exhibitor Package on Request" document. These services can be purchased in addition to the standard joining package.

Art. 2

Conditions and process for selection and participation

EDIT Napoli is an innovative fair dedicated to Editorial Design, a label under which it selects a precise category of production shared by designers, companies, cooperatives and artisan unions. Design publishers are creative excellences: they produce with high quality processes fusing contemporary ideas and modes with ancient knowledge of making. The EDIT Napoli curatorial team will select the exhibitors and evaluate the participation requests according to the characteristics of the design products presented by the candidate and their suitability in order to safeguard the integrity of the event. EDIT Napoli will communicate the outcome of the evaluation of the application by an official email.

The main characteristic to participate is to produce and exhibit replicable products; limited editions or unique pieces are not accepted.

In order to proceed with the selection, each candidate should fill out the application form and provide the following information via email to joinus@editnapoli.com:

- Brand name
- Product typology
- Website
- Instagram account
- Designer (*if not specified by the brand*)
- Product portfolio with indications of prices
- Price list and catalogue (*mandatory*)
- Delivery timing of the ordered products
- Workpiece run limits per year (*if any*)
- Previous fair's participations
- Existing sales channels (*dealers, shops, online platforms, etc.*)
- Contacts (*email, phone, address*)
- Images, drafts, or renders of possible products on display accompanied by year, materials, and authors' names

For more information, please contact: joinus@editnapoli.com

Art. 3

Participation costs and Terms of payment

Please send an email to joinus@editnapoli.com to receive the file.

Art. 4

Obligations for exhibitors

The exhibitor assumes the express responsibility to take care of his promotional material (*i.e. brochures, business cards, price list, etc.*); as well as the transport, the preparation and the dismantling-removal of the contents of the exhibition space.

The exhibitor agrees to follow the set-up and dismantling plan that he/she will receive by June.

Art. 5

Promotion of the event

EDIT Napoli retains the right to use images produced during the event to create advertising material linked to the promotion of the event itself; as well as exercising the right to use the name of the selected exhibitors for potential promotional campaigns on social networks [including, but not limited to: Instagram, Youtube, Vimeo, Facebook, and www.editnapoli.com].

With this purpose, the brand undertakes to provide EDIT Napoli with support material upon request within 15 days.

EDIT Napoli expressly reserves the right to combine the initiative with a sponsorship activity, and to remain as the exclusive right holder of the event. The sponsor logo may be present in any place related to the event or in any initiative for the promotion of the event itself (*i.e. on posters, on potential tabular advertising in newspapers and magazines of the sector, on any documentation related to the event, press conferences and the related initiatives, as well as on all promotional and advertising material, posters, invitations, coupons, press folders, promo projection before the event, etc.*)

Moreover, EDIT Napoli offers support services for the promotion and distribution of portfolio products with processes, costs and times that may be governed by a separate contractual relationship, as this activity is excluded from the services offered by joining the EDIT Napoli 2024 event on 11th – 12th – 13th October 2024 (*opening by invitation on 10th of October 2024*).

Art. 6

Right to reproduction

The selected exhibitors authorize EDIT Napoli to take photos, audio and/or video footage, and use them exclusively and without time and/or territorial restrictions in the promotional channels linked to the initiative, by giving full consent to the possible use of their image, as the fair represents a public event.

Art. 7

Renunciation of participation

Should the exhibitor deem to cancel his/her participation he/she must communicate it, in writing by registered letter to the registered office of Tide srl Via Starza 41, Sant' Agata De' Goti and by email by no later than 29th July 2024.

Any advances paid will be retained by Tide srl as penalty for compensation for damages suffered.

Art. 8

In the event of any dispute arising between the parties, the exhibitor expressly declares and accepts that the court of exclusive jurisdiction will be the Civil Court of Rome.

Art. 9

EDIT Napoli is a trade fair that features design exhibitors as its counterparts, who are considered to be professionals in the sector. It does not expressly target consumers and therefore, the special consumer discipline is not applicable.

Team EDIT Napoli
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