

TERMS OF PARTICIPATION

**SEMINARIO
UNDER 30**

11-12-13 October 2024

Art. 1 Subject

This regulation concerns the conditions and procedures for the selection and participation in the "Seminario" project, part of the EDIT Napoli event, which will take place in Naples from 11th to 13th October 2024, with the opening by invitation-only on 10th October 2024.

Seminario is a section dedicated to designers aged 30 and under or companies that were established not more than 3 years; it is an exhibition space shared by emerging young talents and curated by Emilia Petruccelli and Domitilla Dardi.

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

- Exhibit space: shared area in the collective section of the Seminario; number of exhibits to be chosen by exhibitor based on size of products (*see cost document*)
- Lighting system
- General set up (*totem with brand name, visual signage etc*)
- Exhibition supports (*tables and platforms*)
- 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 (*1 person*)
- 1 team badges (*free and unrestricted access*)
- 1 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 procedures for selection and participation

Seminario is a section of EDIT Napoli dedicated to young designers, artisans and entrepreneurs under 30 or companies that were established not more than 3 years. The EDIT Napoli's curatorial team will select the young exhibitors on the basis of the characteristics of the design products presented by the candidates, via a portfolio or website during the online application period. EDIT Napoli will select one or more objects from each exhibitor's collection and will set up a shared exhibition area. EDIT Napoli will communicate the outcome of the evaluation of the application by an official email.

Conditions for participation:

Each participant must be a craftsperson, a designer aged 30 and under or companies that were established not more than 3 years.

In order to be selected, a product must meet the following criteria:

- Be replicable and ready for the market; no unique pieces, no limited series
- Be representative of the brand's design vision
- Be related to the domestic sphere: living area, dining table, bedroom, study, outdoor area, textile accessories, decorative objects, ornaments, lighting design or bathroom.

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 payment methods

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

Art. 4

Obligations for exhibitors

The exhibitor will cover transportation costs and provide, if necessary, promotional material (*flyers, brochures, business cards, etc.*).

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

The exhibitor shall be responsible for packing and shipping the crates A/R.

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 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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