



Terms & Conditions of Design Zentrum Nordrhein Westfalen e. V. and Red Dot GmbH & Co. KG concerning the Red Dot Award: Product Design competition

Section 1 General/Scope/Conclusion of Contract

1. The following Terms & Conditions apply to all transactions and legal obligations between Design Zentrum Nordrhein Westfalen e. V. and Red Dot GmbH & Co. KG (collectively the "Organiser") and all entrants and participants (the "Participant") in the Red Dot Award: Product Design competition. Terms or conditions that conflict with or deviate from these Terms & Conditions do not apply unless the Organiser has expressly agreed to them.
2. With his or her online registration, the Participant declares to have met the conditions stipulated in Section 1.1 of the Conditions for Participation and Description of Services of the Red Dot Award: Product Design.
3. The mutual obligations of the parties are as set out in the separate Description of Services for the Red Dot Award: Product Design competition as well as the corresponding price list and the specifications for the Red Dot 21 design portal.

In the case a product submitted by the Participant wins an award, the Participant is obliged to book further services for which he or she will be charged fees. These include the Winner Package (see also Section 4.II. of the Conditions for Participation and Description of Services of the Red Dot Award: Product Design).

4. The contract is entered into with the Organiser as follows:
By filling out and completing the online booking, the Participant has placed a binding order. The Organiser will then send a confirmation of the registration and order by email to the personal email address specified by the Participant in the booking.
5. By signing the contract, the Participant agrees to, and is entitled to, be presented on the Red Dot 21 design portal (www.red-dot-21.com), free of charge, starting with 1 April of the competition year for a total of 15 months. The presentation then ends automatically, yet can be renewed by the Participant for a fee (as per the price list of Red Dot 21) and subject to the General Terms and Conditions of Red Dot 21 (downloadable from the "General Terms and Conditions" section of www.red-dot-21.com). However, a publication in the portal can only be assured if sufficient image and text material was provided (uploaded) with the application for the competition; otherwise the claim to this right to be presented becomes null and void.

Section 2 Prices/Address Changes/Terms of Payment/Invoice Recipient

1. The prices indicated on the price list are binding for the duration of the term. In the event of a tacit extension of a term, the prices that are on the price list at the beginning of that extension shall be the prices in effect from that time on.
2. In the case that the Participant requests that a modification be made to an address that he/she already submitted with the booking, the Organiser reserves the right to charge a processing fee of 30.00 EUR plus German VAT, where applicable.
3. Payments are due immediately upon receipt of invoice. Invoices are issued by email to the email address indicated by the Participant in the registration. Invoices are sent by regular mail only upon the special request of the Participant. The Participant shall be deemed in default on failure to settle payments due within ten days of receipt of an invoice or equivalent demand for payment. The Organiser reserves the right to declare the Participant in default at an earlier date after payment has become due by issuing a reminder. Irrespective of sentences 4 and 5, the Participant shall be deemed in default if it has been agreed that the payment be made by a specific date and the Participant has failed to make the payment at the latest by that date.



In the case of late payment, there is no guarantee that the product will be presented to the jury.

4. Any claims on the part of the Participant must be undisputed or legally established, and only then does he or she have the right to suspend performance of any or all of her or his contractual obligations.
5. If the Participant indicates an invoice recipient other than him- or herself, he or she thereby warrants that this other invoice recipient has agreed to this and that this arrangement is unobjectionable for tax purposes and has been or will be openly declared to the tax authorities of both the Participant and the alternative invoice recipient. Moreover, even when using a different billing address, the Participant remains the contractual partner of the Organiser and is therewith the person who is ultimately legally responsible for paying any and all amounts (such as fees for extending the presentation in the Red Dot Design Museum, on Red Dot Online, on the Red Dot App as well as on Red Dot 21). This means that the Organiser is entitled to settle an account with the Participant even if he or she specified a different invoice recipient.

Section 3 Term and Termination

1. The contractual obligations concerning the presentation of the products/exhibits in the Red Dot Design Museum Essen, on Red Dot Online, on the Red Dot App and on the Red Dot 21 design portal apply to a fixed period of time. The durations can be determined from the respective Description of Services or the Terms and Conditions of the Red Dot 21 design portal.
2. The Organiser shall be entitled to terminate these legal relationships for cause. Such a cause is given in particular if the Participant is in arrears, despite having been issued a reminder, by an amount that exceeds one sixth (1/6) of the annual fee.
3. The products/exhibits shown must be picked up upon expiry of the exhibition period by the Participant (see, also with regard to products/exhibits not shown, Section 6.2). After the end of the exhibition period, the exhibit pieces are taken down and prepared for pick-up. The dates and details regarding the pick-up will be communicated to the Participant by the Organiser in good time.

Section 4 Warranty

1. The Organiser shall be free to determine the nature of the presentation of the products/exhibits in the Red Dot Design Museum Essen, in the Red Dot Design Yearbook, on Red Dot Online, on the Red Dot App, on the Red Dot 21 design portal and in all other touring exhibitions. Regarding the presentation for the judging and in the Red Dot Design Museum Essen, Design Zentrum Nordrhein Westfalen e. V. reserves the right to remove any displays provided by the Participant and to put these in storage or, as needed, dispose of them.
2. The Participant shall verify the presentation without delay after its initial public presentation and report any defects immediately. In the case of obvious defects, the obligation to report is the moment the presentation is made public, and for latent defects the moment of their discovery. Should the Participant fail to report the defect, the presentation shall be deemed to be free of defects and approved.
3. The Organiser shall remedy any defects in the presentation in the Red Dot Design Museum Essen, on Red Dot Online and on the Red Dot App to the extent possible. On the Red Dot 21 design portal, the Participant is entitled to change a faulty presentation independently.
4. In the case of a publication error in the Red Dot Design Yearbook or in the case that the Participant wishes to make changes following the clearance, he or she shall have no right to demand an injunction or the issuance of an errata sheet; this is due among other reasons to the related costs of such an intervention and to the release procedure pursuant to Section 4.II.2 of the Conditions for Participation and Description of Services of the Red Dot Award: Product Design.



5. Any warranty claims become time-barred 12 months from the beginning of the statutory warranty. This does not apply if the law pursuant to the following sections of the German Civil Code – Section 438(1)(2) (buildings and things used for a building), Section 438(3) (fraudulent concealment), Section 479(1) (right of recourse) and Section 634a(1)(2) (defects or deficiencies in the construction) – prescribes longer periods. Nor does it apply in the event of gross negligence or wilful misconduct, injury to life, limb or health, or the acceptance of a warranty or the violation of essential contractual obligations. In those cases, the statutory warranty periods apply.

Section 5 Property Rights/Infringements/Contract Penalty

1. By registering for the competition, the Participant explicitly confirms that the entered product neither infringes any rights of third parties nor offends generally accepted standards of public decency.
2. Upon registration as well as in the course of the competition, each Participant shall inform the Organiser in the case that a third party claims a right with regard to the to be registered or registered product, be that through an inquiry letter, warning letter, legal action or similar proceedings.
3. In the case that such a claim by a third party (see Section 5.2) existed at the time of registration, the Organiser is not obliged to publish a distinction in the Red Dot Design Museum Essen, in the Red Dot Design Yearbook, on Red Dot Online, on the Red Dot App or on Red Dot 21 or to promote it until said claim has been settled in court. Similarly, the Participant is not authorised to promote or publish such an award until the final court settlement.
4. For each case of a violation of Section 5.1, in particular the submission of plagiarised content, the Participant shall be obligated to pay the Organiser a penalty in the amount of 30,000.00 EUR plus German VAT, where applicable. This obligation does not apply if the Participant is not responsible for the violation. The right to claim for further damages (especially pursuant to the following paragraph) is not affected by the enforcement and payment of this penalty.
5. The Participant shall indemnify the Organiser against all claims from third parties arising due to alleged or actual infringements in connection with the registered product. Here, the Participant shall also cover the costs of the required legal defence of the Organiser, including all court and lawyer's fees at the statutory rate. This obligation does not apply if the Participant is not responsible for the infringement in question. Moreover, in case of a claim by a third party, the Participant shall also be obliged to place at the Organiser's disposal promptly, accurately and completely all information that is necessary for the verification of the claim asserted and for a corresponding legal defence.
6. If a claim of a third party is made with regard to a product that has been registered and possibly awarded in the Red Dot Design Award (judicially or extrajudicially), the Organiser will be entitled to set the Participant an adequate period within which the claim has to be clarified. During this period, the Organiser will be entitled to suspend or postpone the publication of the award in all media. If clarification is not provided upon expiry of the period, the Organiser will be entitled to permanently refuse publication. Then, however, the Organiser shall be obliged to reimburse the Participant the portion of the already paid participation fee that is allocable to the publication, minus the already provided service.
7. The Participant grants the Organiser the non-exclusive right to use all copyrights and ancillary copyrights with regard to all submitted contributions (photos, texts, illustrations, etc.) free of charge, throughout the universe in perpetuity, in any and all media now known or hereafter devised, the Organiser not being obligated to specify the authors of the contributions by name. The right of use applies to all types of applications, not only in connection with the Red Dot Design Award (which encompasses the publication in print form, on the Internet, on data storage media such as CDs and DVDs as well as in associated advertisements) but also in connection with further exhibition and book projects as well as for PR purposes of the Organiser.



8. At the request of the press or other comparable agencies or bodies, the Organiser will be entitled to pass on to them the contributions made available, for the purpose of reporting on the Red Dot Design Award or the registered and possibly awarded product.
9. Participants who do not want said image and text contributions to be released for publication or distribution to the press as defined in the preceding Section 5.8 shall inform the Organiser in writing – to be sent by email to press@red-dot.de only. The effective date starting from which the Organiser shall respect such a request from a Participant is the date of receipt of the email at the press office of Design Zentrum Nordrhein Westfalen e. V. In all cases, however, the general Data Privacy Statement of Red Dot GmbH & Co. KG applies, which is available at <http://red-dot.de/pd/impressum/?lang=en>.

Section 6 Transport/Storage/Transfer of Title

1. The products/exhibits shall travel at the risk and cost of the Participant. Entrants are therefore advised to take out a transport insurance for their products/exhibits. Such a transport insurance is mandatory for the Participant if the products/exhibits have a value of more than 3,000.00 EUR.
2. The submitted products will be prepared for pick-up after the end of the exhibition. The dates and details regarding the pick-up will be communicated to the Participant by the Organiser in good time. Products that have not been picked up within one (1) week after the allocated time frame for pick-up will be disposed of at the Participant's expense.

Non-awarded products are likewise disposed of if they are not picked up.

3. The products that have won an award in the competition shall be stored until the beginning of the special exhibition, to be mounted after the competition by the Organiser in the Red Dot Design Museum Essen. Exceptions will only be made for products that won an Honourable Mention as well as products which, having been installed specifically and uniquely for the judging by the Participant, cannot be easily removed and put into storage. In the latter case, the Organiser will request the Participant to install the product another time for the special exhibition. Products distinguished with an Honourable Mention will be presented as a poster in the Red Dot Design Museum Essen and are not exhibited in the original.

Section 7 Liability/Limitation

1. The Organiser and its executive managers, representatives or agents are not liable for damages – irrespective of the legal grounds. This does not apply in the case of intent and gross negligence or injury of life, body or health or culpable violation of essential contractual obligations. In the event of a slightly negligent breach of contract, the liability of the Organiser and its executive management, representatives or agents shall be limited to typical and foreseeable damages.
2. The Organiser will not assume custodial care of the submitted products – with the exception of the liability as per Section 7.1. For this reason, the Organiser recommends that the Participant concludes a transport and exhibition insurance to insure himself/herself against any possible damage, destruction or theft that might occur during transport, the judging procedure or the exhibition in the Red Dot Design Museum Essen or Red Dot on Tour. The Organiser is not obliged to reuse the packaging in which the products were delivered.

Products that are either submitted to the judging or exhibited at the Red Dot Design Museum Essen are subject to the usual traces of use and wear that result from the jurors and the visitors touching or using the products. Here as well the Organiser is not liable for damages.

3. Any claims made against the Organiser must be made in writing. They will become time-barred within 12 months, calculated from the time of the termination of the exhibition or the date of the recovery request pursuant to Section 6.2. This does not apply in the event of gross negligence or wilful misconduct, injury to life, limb or health, or the acceptance of a warranty or the violation of essential contractual obligations. In those cases, the statutory warranty periods apply.



Section 8 Concluding Provisions

1. The place of performance is Essen, Germany.
2. The sole place of jurisdiction is Essen, Germany. However, the Organiser is also entitled to pursue claims against the Participant before the Participant's place of general jurisdiction.
3. The legal relationships between the Participant and the Organiser is governed exclusively by German law, excluding the United Nations Convention on Contracts for the International Sale of Goods and the conflict of law rules of private international law, particularly the Rome I Regulation.
4. Should any of the above provisions be ineffective in whole or in part, all other provisions shall remain in effect.

Status: October 2016



Conditions for Participation and Description of Services of the Red Dot Award: Product Design

Preamble

Red Dot Award: Product Design is a design competition that takes place in the following stages: admission (conditions for participation), judging, awards and implications of receiving an award (Winner Package, see Section 4.II.).

Participants who receive an award are obliged to book the Winner Package (see Section 4.II.).

In the various stages of the competition, the services set out below are provided under the conditions described. Supplementary to this are the General Terms and Conditions of Design Zentrum Nordrhein Westfalen e. V. and of Red Dot GmbH & Co. KG (collectively the "Organiser") concerning the Red Dot Award: Product Design competition.

Section 1 Conditions for Participation

1. The competition is open to firms and independent designers and architects – but not consumers and artists – who may apply with finished products that are being manufactured in series (the "products"). To be eligible for registration, admission is dependent on the products having been launched on the market at the latest by 1 July of the year of the competition and no more than two years previously prior to the date of the product registration. The competition strictly prohibits any renderings (virtual representations or drawings). Only the actual products are judged. A Participant may register any number of products. Participation is not open to product models that have already been judged and rejected in a previous Red Dot Award: Product Design competition.

Entries to the categories "Interior architecture and interior design" and "Urban design" must already be completed and realised by the time they are submitted. Moreover, their realisation may not date back further than two years from the date of registration to the competition.

On Young Professionals Application Day, designers who completed their design degree no more than five years prior have the possibility to apply for the draw of one of 50 free registrations for Red Dot Award: Product Design. A prerequisite for participation is that the submitted product is being manufactured in series and that it was not available on the market before 1 January of the year before last yet that it will be before 1 July of the competition year. A participation on the basis of concept notes and drafts is not possible. The result of the draw will be communicated to the applicants by email. More information on the conditions of participation and specific arrangements can be accessed online at <http://red-dot.de/pd/award/red-dot-young-professionals/?lang=en>.

2. The Participant is allowed to register his/her product in multiple different product categories. However, every entry into an additional category will be considered as a separate submission, meaning that it requires a separate registration and a separate, in other words, additional, product delivery. Furthermore, all conditions mentioned in the Terms & Conditions apply.
3. Only registrations submitted on time and in due form will be admitted to the competition. Images, texts as well as posters submitted by the Participant will not be returned.
4. A further condition for participation in the competition is that the entry fee is paid on time. The amount of the entry fee is specified in the price list in effect at the time of registration. The price list is available online and is to be consulted before concluding the registration. Additional charges may apply if any optional extra services were booked.



5. Furthermore, the Participant commits him- or herself to provide a product description (in English and German) of at maximum 1,200 characters (including spaces) for each registered product as well as printable illustration material (no more than 2 images) for the purpose of optimal presentation before the jury. Renderings are not permitted; only photographs of the original products.
6. By participating in the Red Dot Award: Product Design, the Participant agrees to the inclusion of his or her competition result in the rankings created by the Organiser and to the publishing of these rankings. The rankings are based on the results presented in the Red Dot Design Yearbooks that Red Dot GmbH & Co. KG publishes for the competitions (see also Section 4.II.2). The Organiser is entitled to modify, at any time and at its discretion, the registration period for the registered awards, the classification of the categories and the calculation method. The registration period, categorisation and method of calculation will be published on the Internet by the Organiser together with the announcement of the rankings.

Section 2 Judging

1. The Organiser undertakes to submit all applications which comply with the conditions for participation as set out in Section 1 to the jury. In addition, the Organiser shall decide on the optimal form of product presentation for the judging.
2. The Organiser reserves the right to reassign, either before or during judging, a product submitted in a specific product category to another product category in order to optimise the judging process for that product.
3. The jury, which is composed of independent experts selected by the Organiser, decides in camera on the conferment of a design award on the basis of the registration and the submitted products.
4. Each entrant admitted to the competition shall be notified of the jury's decision with regard to their entry. The jury is not obliged to justify its decisions.
5. The jury must be presented with the original product. Any exemptions from this rule must be negotiated with the Organiser on an individual basis.

Section 3 Awards/Use of the Label/Contractual Penalty

1. The awards "Red Dot: Best of the Best", "Red Dot" or "Honourable Mention" can be awarded either to individual products or to genuine product families. The jury is free to issue an award to an individual product it has selected from within a product family.
2. The award winner may not communicate his or her award (be it through the Red Dot winner label or any other means; see the following subsection 3) to third parties until the Organiser has made a public announcement of the winners. The award winner will be specifically notified of that date by the Organiser.

The publication of the result notification by the Participant is not permitted.

3. With the award, the award winner acquires the right to communicate the Red Dot award, albeit subject to Section 3.2. However, he/she is not (yet) entitled to use the Red Dot winner label for that purpose. For this, he or she must first pay an additional fee, namely for the obligatory purchase of the Winner Package. The latter entitles to the use of the winner label and the presentations in the Red Dot Design Museum, in the Red Dot Design Yearbook, in the online presentation, on the Red Dot App and on Red Dot 21; it also entitles the award winner to two certificates of the award, a Red Dot Trophy (if applicable), the use of publicity services and a Club Card for the Red Dot Design Museum Essen. With the payment of this fee, the award winner acquires the right to use the Red Dot winner label within the meaning of Section 3.3. The current price list is available online at www.red-dot.de/pd/participate/registration-fees. The Participant or winner is not entitled to use the competition logo; he or she may only use the winner label provided by the Organiser.



In any case of a premature disclosure of an award by the award winner to a third party as per Section 3.2, or of the use of the Red Dot winner label without the above-mentioned prior acquisition of usage rights, the Participant shall be obligated to pay a contractual penalty of the amount of 30,000.00 EUR plus German VAT, where applicable, to Red Dot GmbH & Co. KG. This also applies to all uses that violate the permitted scope and manner of use of the Red Dot winner label as specified in Section 3.4. In case of continuous violation, each period of 14 days is considered as one single act of violation. In both cases, the obligation to pay the contractual penalty does not exist if the Participant cannot be made responsible for the violated use. The enforcement of the contractual penalty shall not affect the right to claim further damages by Red Dot GmbH & Co. KG. In this case, however, the amount of the contractual penalty will be deducted from any possible further damage claim.

4. Upon the acquisition of the rights of use of the Red Dot winner label according to the previous paragraph (Section 3.3), the Red Dot winner label may only be used to promote the actual award-winning product and, depending on the case, the award-winning product family. It is understood that the winner is the original equipment manufacturer (OEM).

The use of the Red Dot winner label by a domestic or foreign marketing, distribution or other kind of company that is not the OEM is allowed only after Red Dot GmbH & Co. KG has reassessed the case and specifically approved the use of the label for that purpose. In some cases, the Red Dot winner label will only be issued to the aforementioned companies against a fee, to be paid to Red Dot GmbH & Co. KG. In that case, Red Dot GmbH & Co. KG commits itself to providing the winner with the Red Dot winner label until the end of the product cycle lifetime.

An extended winner label royalty will incur a fee if the award-winning product is marketed by the OEM under a brand name that was not presented to the jury for evaluation in Essen, Germany.

Section 4 Legal Implications and Benefits of the Award

Upon conferment of a distinction from Red Dot Award: Product Design, a contract with the following contents comes into effect between the award winner and the Organiser:

I. Contractual partner

For all services concerning the exhibition, the guided tour and Club Card for the Red Dot Design Museum Essen, the documentation of the award with a certificate (see Section 3), and publicity services, the contractual partner of the award winner is Design Zentrum Nordrhein Westfalen e. V., Gelsenkirchener Str. 181, 45309 Essen, Germany. By contrast, for all services concerning the winner label and the presentations in the Red Dot Design Yearbook, on Red Dot Online, on the Red Dot App, and on the Red Dot 21 design portal, the contractual partner of the award winner is Red Dot GmbH & Co. KG, Design Publisher, Gelsenkirchener Str. 181, 45309 Essen, Germany.

II. Winner Package

1. The Winner Package consists of the use of the Red Dot winner label and the presentations of the award-winning product in the Red Dot Design Yearbook, on Red Dot Online, on the Red Dot App (Apple App Store & Google Play Store), in "Membership for Winners" on Red Dot 21 and in the presentation in the Red Dot Design Museum Essen. It also entitles the award winner to two certificates of the award, Red Dot Trophy (if applicable), the use of publicity services and a Club Card for the Red Dot Design Museum Essen. In the case of an award, the winner is obliged to accept and purchase the full Winner Package as a complete package.

Red Dot GmbH & Co. KG offers the award winner a choice of different sizes for the presentation in the Red Dot Design Yearbook. The number of exhibit pieces that may be displayed in the museum space depends on the size of the awarded product. Design Zentrum Nordrhein Westfalen e. V. decides on the arrangement of the exhibit pieces in the exhibit space.



The full Winner Package will be billed directly as booked services.

Regardless of the respective contractual partner, invoices for the Winner Package are issued only by Red Dot GmbH & Co. KG, and are sent together with the order confirmation by email to the Participant.

If a product is entered, and given an award, in an additional competition category, the new entry will be charged with only half of the label usage fee, and will not be exhibited yet again in the Red Dot Design Museum Essen. However, the entry in the Red Dot Design Yearbook as well as the participation in Red Dot Online and the Red Dot App are mandatory for each and every additional product entry and will incur a fee for the Participant.

Red Dot Design Museum Essen:

Design Zentrum Nordrhein Westfalen e. V. undertakes to provide the following services: It undertakes to present products awarded with a Red Dot or Red Dot: Best of the Best in the Red Dot Design Museum Essen for a fee for at least one year, and to present products distinguished with Honourable Mention for a fee as a poster for one year in the Red Dot Design Museum Essen. In addition, it presents the award-winning product for a period of four weeks in the special exhibition of all winners of the current year's "Design on Stage" in the Red Dot Design Museum Essen. For all products that win a Red Dot and Red Dot: Best of the Best, the Organiser shall decide on the best form of presentation for the exhibition in the Red Dot Design Museum Essen; for example, it could be presented as a film, on a poster or in the original. See Section 4.5 for further information on the term and termination.

Furthermore, the Organiser reserves the right to present the award-winning products in the Red Dot Design Museum Singapore, in the Red Dot Design Area Taipei and at other exhibitions throughout the world (including in museums with which a cooperation is in place). The Organiser shall carry out the creation of all exhibitions and, consequently, the decision on the form of the presentation of the individual products. The Organiser's choice of the presentation location and exhibition services is the object of the booked Winner Package and cannot be objected to by the winner.

Club Card for the Red Dot Design Museum Essen:

In addition, the award winner will receive a Club Card for two persons from Design Zentrum Nordrhein Westfalen e. V., allowing free entry to the Red Dot Design Museum Essen for one year. The award winner will receive the Club Card by regular mail, to the address specified in his or her registration.

Publicity services:

The publicity services ensure that all the award winners are announced and presented to the media, meaning the press, radio and television. The award winners receive the press releases on the results of the competition for their own use. In addition, the award-winning company receives a guided tour of the special exhibition for up to 25 persons.

Award certificate:

Design Zentrum Nordrhein Westfalen e. V. will hand the award certificate to the award winner (or the awarded firm and designer in charge) (Section 3) following the award ceremony. In the case that the award winner (or the awarded firm and designer) is not present to receive the award, the latter will be sent to the Participant by regular mail.

Red Dot Design Yearbook, online presentation, Red Dot App:

Red Dot GmbH & Co. KG undertakes to provide the following services: Red Dot GmbH & Co. KG presents the award-winning product in the Red Dot Design Yearbook for the year of the award. The fee for booking an entry in the Red Dot Design Yearbook covers the services of writing, translating, editing and proofreading, formatting and layout, and preliminary print and colour adjustments. For each award-winning product, the award winner will also receive the volume of the Red Dot Design Yearbook in which the award-winning product is represented as a complimentary copy. Furthermore, the award-winning product will be presented on Red Dot Online and the Red Dot App.

Red Dot winner label:

Red Dot GmbH & Co. KG moreover provides the award winner for the duration of the contract with the option of using the Red Dot winner label for his or her particular awarded product. For this it provides



the award winner with a downloadable data package and the design manual (in which the permissible use of the logo is regulated).

The Winner Package comprises the worldwide use of the Red Dot winner label for the award-winning product in the following areas:

Corporate design/company presentation (corporate website, image brochure, Internet signature, stationery and envelopes, press releases), advertising (consumer and trade ads, campaigns, newspaper ads, image ads), print (product brochures, product catalogues, flyers, manuals), event design (trade fair stands and presentations, exhibitions, showrooms, stores, corporate and consumer events, promotional events), TV, film & cinema (advertising spots, product films, image films), broadcasting.

Separate fees apply if the Red Dot winner label is used under another/different brand name, by a domestic or foreign marketing or distribution company or by any other company that is not the original equipment manufacturer; this applies to the awarded product and to the following materials (their prices are specified in the current price list):

Packaging for sales (product boxes), sales promotion materials (displays, display stands, bags, labels, product postcards), outdoor posters (large dimensions such as billboards, banners and advertising pillars), indoor posters (posters in DIN A0, DIN A1).

Red Dot 21 design portal:

Red Dot GmbH & Co. KG commits to provide the following services: It shall publish the product entered into the competition in a specially created user account ("Membership for Winners") on the Red Dot 21 design portal starting with 1 April of the competition year for a total of 15 months – free of charge. If the user does not cancel his or her account by the end of the first year, the membership is automatically extended – this time for a fee charged to the user. The General Terms and Conditions and the price list of Red Dot 21 apply. These can be found at www.red-dot-21.com under "General Terms and Conditions".

The materials uploaded to the My Red Dot portal (text and images) serve as the basis for the publication. With the personal access data, to be issued separately by email on the day of the publication, the award winner is entitled to manage the product presentation independently and to benefit from the additional services that go with a "Membership" account.

2. Regulations for the presentations:

Unless the parties agree on a more extensive presentation, the minimum sizes are deemed to apply.

The minimum sizes are as follows:

1/1 exhibition piece in the Red Dot Design Museum Essen

1/3 page in the Red Dot Design Yearbook

1/1 web page on Red Dot Online

1/1 entry on the Red Dot App

1/1 web page on Red Dot 21

The winners of the Red Dot: Best of the Best are given a double page spread in the Red Dot Design Yearbook. In addition, each product that received a Red Dot: Best of the Best will be presented in the international Design Diary of the following year and as a web file (film) on the web page on Red Dot Online. The Participant will receive the web file after the award ceremony (Red Dot Gala) for further use; the file will be sent by email to the email address indicated by the applicant in the application.

The design of the presentation of the award-winning product and, depending on the case, of the award winner him- or herself, follow the system adopted by the provider of the relevant service, being either Design Zentrum Nordrhein Westfalen e. V. or Red Dot GmbH & Co. KG. This applies in particular to the presentation in the Red Dot Design Yearbook. In cases where one Participant has won several awards, these will be presented on the same page in the yearbook or in direct proximity only if, and to the extent that, the conception of the yearbook allows for it. Should this not be possible, the presentations will be featured on different pages, in different chapters or in different volumes of the Red Dot Design Yearbook. The award-winning products will be labelled as per the details of the online registration.



The Organiser reserves the right to reassign a product that has won an award in a specific product category to another product category for the presentation in the Red Dot Design Yearbook, on Red Dot Online, on the Red Dot 21 design portal, in the Red Dot Design Museum Essen and on the Red Dot App if this is of advantage for the product. The booking of and payment for an entry in the Red Dot Design Yearbook does not equate to the placement of an advertisement; rather, Red Dot GmbH & Co. KG will provide independent editorial work, reserving the basic right to change all texts submitted as part of the entry and adjust them for final publication in the Red Dot Design Yearbook.

The presentations in the Red Dot Design Yearbook and in the Design Diary will undergo only one round of content approval through the client. The client will be asked to check the content closely and approve it in writing (online, via the approval module on www.myreddot.de). The client shall respond within two working days after receiving the first draft sent by Red Dot GmbH & Co. KG, approving the content or notifying Red Dot GmbH & Co. KG in writing of any changes to be made. If Red Dot GmbH & Co. KG does not receive any response from the client via the approval module within the specified period, the presentation will feature as presented to the client in this first draft.

All further details are set out in the PDF "Red Dot Design Yearbook Information" and will be sent to the award winner together with the first layout and can likewise be consulted through the My Red Dot portal.

The data approved for and published in the Red Dot Design Yearbook are regarded as master data for the presentation in the Red Dot Design Museum Essen, on Red Dot Online and on the Red Dot App as well as for any further communication purposes (award certificates, etc.). Later changes can only be made for a fee. Participants may not determine the display of their product(s) in the Red Dot Design Museum Essen such that they are instrumentalised to serve advertising or commercial motives.

Any text, images, audio files and other information published in this context is subject to the copyright of Red Dot GmbH & Co. KG or Design Zentrum Nordrhein Westfalen e. V. A reproduction or rendition as a whole or in parts is not allowed without the written approval of the Organiser. The amount of the costs of such a reproduction will be stipulated separately.

Red Dot GmbH & Co. KG reserves the right to publish the Red Dot Design Yearbook in several volumes.

The Participant is obliged to make the products and documents required for presentation, as stipulated in these Conditions for Participation as well as in the online registration, available for the duration of the presentation. In the event that the documents necessary for publication are not received in time, the Organiser will be entitled to publish the material submitted for the use of the jury (images and text) without the express permission of the client. In the event that material (see Section 1.5) is not available in the requisite form, quantity or quality, Red Dot GmbH & Co. KG reserves the right to, at the expense of the award winner, write a product description or take a photograph of the awarded product and to use these in the case of an award for the publication in the Red Dot Design Yearbook, on Red Dot Online, on the Red Dot App, on the Red Dot 21 design portal and in the Red Dot Design Museum Essen. The cost of writing the text may run up to 300.00 EUR and that of making a photograph up to 3,000.00 EUR, plus German VAT, where applicable.

3. In addition, Red Dot GmbH & Co. KG reserves the right to desist from a presentation if the required materials are not available or not easily obtainable. Any costs incurred by such preparatory measures would then be payable, subsequent to an appropriate request, by the award winner to Red Dot GmbH & Co. KG.
4. The Participant is obliged to pay a fee to the relevant contractual partner for the presentation or use of facilities concerned. The amount of such fees can be found in the price list that is valid at the time when the contract comes into effect, and which is available online.
5. The mutual obligations with regard to the presentation in the Red Dot Design Museum Essen, on Red Dot Online and on the Red Dot App come into effect on 1 July of the year of the competition. However, the date that marks the beginning of the Participant's obligation to take part in the museum exhibition and/or the online presentation is that of the award ceremony (Red Dot Gala), which may be later than 1 July. Winner products need only be published or presented online from this day on, not any earlier.



The contractual obligation to a presentation in the Red Dot Design Museum Essen and Red Dot Online ends on 30 June of the year following the competition year, comprising the initial term.

The contractual relationship with regard to the presentation in the Red Dot Design Museum Essen, on Red Dot Online and on the Red Dot App is extended automatically by twelve months ("renewal year") if it is not terminated by one party pursuant to the terms as per the following: The notice period is three months prior to the end of the initial term or the renewal year. The termination must be made in writing, to be emailed either to presentation@red-dot.de or transmitted via the notice portal provided to the Participant. The amount of the costs for the renewal year is based on the price list that is valid on the day of the expiration of the renewal notice, which can be found online.

6. The mutual obligations with regard to the "Membership for Winners" on the Red Dot 21 design portal will enter into force on 1 April of the competition year and end on 30 June of the following year. The associated contractual relationship will be extended by 12 months unless terminated by one of the parties without notice by 30 June. The termination must be made in writing and be emailed to presentation@red-dot.de.

Status: October 2016