



## Terms and Conditions of Red Dot Award AG concerning the competition "Red Dot Award: Brands & Communication Design"

### Section 1 General / Scope / Conclusion of Contract

1. The following Terms & Conditions shall apply to all transactions and legal obligations between Red Dot Award AG, Bleichstraße 8, CH-6302 Zug, Switzerland (the "Organiser") and all entrants and participants (the "Participant(s)") in the Red Dot Award: Brands & Communication Design competition. Terms or conditions that conflict with or deviate from these Terms & Conditions shall not apply unless the Organiser has expressly agreed to them.
2. The Organiser uses the services of Red Dot GmbH & Co. KG, Martin-Kremmer-Straße 14-16, 45327 Essen, Germany, for the internal provision of individual or all services and also for external communication with the participant in connection with the Red Dot Award: Brands & Communication Design. The exclusive contractual partner of the participant is the Organiser. The participant agrees to the forwarding of his or her data and the documents submitted by him or her by the Organiser to Red Dot GmbH & Co. KG for the purpose of communication and provision of the services in connection with the Red Dot Award: Brands & Communication Design.
3. With his or her online registration, the Participant confirms to have fulfilled the participation requirements pursuant to Section 1.1 of the Conditions for Participation and Description of Services "Red Dot Award: Brands & Communication Design." In addition, the Participant declares being authorised to transfer large sums of money, or rather, sums over the amount pertaining to their competition entry, from their respective country to Switzerland.
4. The mutual obligations of the parties shall be as set out in the separate Description of Services for the Red Dot Award: Brands & Communication Design competition as well as the corresponding price list.

In the case that a work submitted by a Participant receives an award, the Participant is obliged to book further services, at a fee, namely the Winner Package (see also Section 4.II. of the Conditions for Participation and Description of Services "Red Dot Award: Brands & Communication Design."

5. The Organiser reserves the right to refuse the entry of certain works into the competition (in that case, any amounts already paid will be refunded). These include works that express contempt for human beings or animals or that include anti-constitutional contents or constitute a violation of public decency.
6. 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 acceptance of the order by the Organiser shall be made by sending a booking / order confirmation by e-mail to the e-mail address specified by the Participant as the personal contact address in the booking.
7. In the event that the Participant completes the online registration on behalf of third parties, he expressly affirms that he has been authorized by this third party to carry out the online registration and can prove this by means of a legally valid document upon request.
8. Although the contract is binding upon conclusion as stipulated in the preceding subsection, the Organiser grants the Participant a contractual right of termination in those cases where the Participant had applied – and thereby registered, paid the fees and entered into the Agreement – prior to the application deadline, as follows:
  - a) Termination up to 28 days before the application deadline: refund of 50% of the invoice amount
  - b) Termination less than 28 days before the application deadline: no refund



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

1. The prices indicated on the price list are binding. 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 (<https://www.red-dot.org/bcd/brands/dates-fees> ; <https://www.red-dot.org/bcd/communication-design/dates-fees>).
2. The amount of the registration fee depends on the date on which the registration was completed. The date of registration in the "My Red Dot" online portal is not relevant for determining the registration fee.
3. In the case that the Participant requests, subsequent to his/her registration, that a modification be made to an address that he/she submitted with the registration, or should such a modification become necessary, then the Organiser reserves the right to charge a processing fee of 30.00 euros plus the legally required VAT.
4. Payments are due immediately upon receipt of invoice. Invoices are issued by e-mail to the e-mail provided by the Participant in the registration. Delivery by regular mail can only be done upon the special request of the Participant. The Participant shall be deemed in default on failure to settle payments due within ten working days of receipt of an invoice or equivalent demand for payment. The Organiser reserves the right to declare the Participant in default sooner after payment has become due by issuing a reminder at an earlier point in time. Irrespective of the foregoing two sentences, 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 do so at the latest by that date. In the case of late payment, there is no guarantee that the work will be presented to the jury.
5. Any claims on the part of the Participant must be undisputed or legally established or be counterclaims from the same contractual relationship, and only then does she or he have the right to suspend performance of any or all of her or his contractual obligations.
6. If the Participant requests that the invoice be sent to someone other than him/herself, the Participant thereby confirms that this invoice recipient agrees therewith and that this is unobjectionable for tax purposes and that it has been or will be openly declared to the respective tax authorities of the Participant and the invoice recipient. Moreover, even when using a different billing address, the Participant remains the contractual partner of the Organiser and therewith the person who is ultimately legally responsible for paying any and all amounts to the Organiser. This means that the Organiser has the right to settle an account with the Participant even if the latter indicated a different invoice recipient.

## **Section 3 Term / Termination / Cancellation**

1. The legal relationship concerning the eventual presentation of the works in the winners' exhibition and in the exhibitions of Red Dot on Tour (hereinafter collectively referred to as "winners' exhibitions") and in the Winners Section at [www.red-dot.org](http://www.red-dot.org) are limited to a specific duration. Those terms are indicated in the respective Description of Services.
2. Both parties shall be entitled to terminate these legal relationships for cause. Such a cause exists in particular if the Participant is in arrears with the payment of an amount exceeding one-sixth (1/6) of the annual fee, despite having received a reminder.



3. Right of cancellation for consumers  
Consumers (within the meaning of Section 13, German Civil Code) have the following recourse:

#### **Terms of Cancellation**

##### **Right of cancellation**

The Participant may cancel the agreement for participation in the Red Dot Award: Brands & Communication Design 2024 without having to provide any reason. The deadline for announcing the cancellation is 14 days after conclusion of the agreement. In order to exercise his/her right to cancel, the Participant must inform the Organiser

Red Dot Award AG, Red Dot Award: Brands & Communication Design,  
Bleichstraße 8, CH-6302 Zug, Switzerland, e-mail: bcd@red-dot.de.

of his/her decision to cancel the agreement in unequivocal terms in writing, to be sent by regular mail, or e-mail. To remain within the prescribed cancellation deadline, it suffices that the Participant sends out the notice prior to the end of the deadline.

##### **Repercussions of the cancellation**

If a Participant cancels this agreement, the Organiser must reimburse to him/her all payments which it has received from the Participant, promptly and at the latest within 14 days after the day on which it received the notice of cancellation. To proceed with the reimbursement, the Organiser shall use the same mode of payment which the Participant used in the initial payment transaction, unless something else has been explicitly agreed upon. However, the Participant shall under no circumstance with charged fees for the reimbursement of these sums.

##### **End of Terms of Cancellation**

4. Template – Cancellation form for consumers  
Participants wishing to cancel the agreement may fill out this form, cut it out and send it to the Organiser.

To

Red Dot Award AG, Red Dot Award: Brands & Communication Design,  
Bleichstraße 8, CH-6302 Zug, Switzerland, e-mail: bcd@red-dot.de.

I/we herewith cancel the agreement which I/we concluded about the participation in the Red Dot Award: Brands & Communication Design 2024.

Registered online on \_\_\_\_\_

Name and address of the consumer / Participant:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date:

Signature:



## Section 4 Warranty

1. The Organiser shall be free to determine the nature and scope of the presentation of the works for the adjudication, at the Red Dot Website, the yearbook, on the Red Dot Website and in the online exhibition, in the context of the award ceremony and all other internal as well as external exhibitions at home and abroad. For the purposes of the work presentation during the adjudication and in the winners' exhibitions, the Organiser reserves the right to remove any frames or display materials delivered with the submission and to store them and, if need be, dispose of them.
2. The Participant shall be expected to verify the presentation without delay upon its initial public presentation and to report any defects immediately. In the case of obvious defects, the obligation to report begins with the moment the presentation is made public; for latent defects, with their discovery. If the Participant does not report a notice of defect, the presentation shall be considered to have been approved as flawless.
3. In the case of defects in the presentation in the winners' exhibitions and the Red Dot Website, the Organiser shall remedy these as best as possible.
4. In the case of defects in the yearbook, and in the event that the Participant would like to make an error request after her or his entry has been officially submitted and approved, the Participant is not entitled to demand that the yearbook not be printed or that a correction slip be included. This is due to the related costs as well as to the release procedure pursuant to Section 4.II.5 of the Terms and Conditions and Description of Services of the Red Dot Award: Brands & Communication Design.)
5. Any warranty claims expire 12 months from the statutory begin of the warranty. This does not apply in cases where the law, pursuant to Section 438.1.2 (Buildings and objects used for buildings), Section 438.3 (fraudulent concealment), Section 479.1 (right of recourse) and Section 634a.1.2 (building defects) of the German Civil Code prescribe longer periods. Nor does it apply to the event of gross negligence or wilful intent, to injury to loss of life, limb or health, to the acceptance of a warranty, or to the violation of essential contractual obligations. In those cases, the statutory warranty periods apply.

## Section 5 Intellectual and property rights / Infringements / Contact Penalty

1. By registering for the competition, the Participant explicitly assures that the entered work neither infringes any rights of third parties nor offends against good morals.
2. Upon registration as well as in the course of the competition, each Participant shall inform the Organiser about whether a third party claims a right with regard to the to be registered or registered work, be it through an inquiry letter, warning letter, legal action or similar proceedings.
3. In the case that such claims by a third party (see Section 5.2) existed at the time of registration, the Organiser shall not be obliged to publish a Red Dot Design Award in the yearbook, in the museum or on the Red Dot Website to use it for promotional purposes until said claims have been settled in court. The Applicant shall likewise not be authorised to use the award for promotional purposes or to announce having won it 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 euros net plus the legally required VAT. 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 and the Red Dot Award AG and Red Dot GmbH & Co. KG against all claims from third parties arising due to alleged or actual infringements in connection with the registered work. 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 and Red Dot GmbH & Co. KG and Red Dot Award AG disposal promptly, accurately and completely all information that is necessary for the verification of the claims asserted and for a corresponding legal defence.



6. If claims of third parties are made with regard to a work that has been registered and possibly awarded in the Red Dot Design Award (judicially or extrajudicially), the Organiser shall be entitled to give the Participant an adequate time limit within which the claims asserted by the third party have to be clarified. During this period, the Organiser shall be entitled to temporarily suspend the publication of the award in all media. If clarification is not provided upon expiry of the period, the Organiser shall be entitled to permanently refuse publication. In that case, however, the Organiser shall be obliged to reimburse the Participant for the portion of the participation fees that were allocable to the publication and that have already been paid, minus any already provided services.
7. Should the Participant violate, through the registered object or the registration of the object, the rights of third parties, the Organiser shall be entitled to ban the Participant from participating in any Red Dot Awards for life.
8. The Participant grants the Organiser and, if applicable, any successors or assigns of individual or wholesale rights or interests (e.g., in the form of an asset deal), as well as Red Dot GmbH & Co. KG and the Red Dot Award AG the non-exclusive yet transferrable 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 obliged to specify the authors of the contributions by name. This right of use applies to all types of applications and not only in connection with the Red Dot Design Award (there, however, including the publication in print media, on the Internet, and on data storage media as well as in advertisements related thereto) but also in connection with further exhibition and book works as well as for PR purposes of the Organiser. This also includes the right to edit the submitted works.
9. At the request of the press or other comparable institutions, the Organiser shall 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 work.
10. Should the Participant be explicitly against the publication of his/her submitted work(s) or the distribution of image and text material to the press as specified in the foregoing paragraph, he/she must inform the Organiser in writing upon completing the application. The arrival time of that notice, which can only be sent by email to [embargo@red-dot.de](mailto:embargo@red-dot.de), at the press office of the Organiser, shall govern. Otherwise, the general data protection declaration applies, which is available and accessible at all times at [www.red-dot.org](http://www.red-dot.org) "Privacy policy".

## Section 6 Transport / Storage / Transfer of Title

1. The works / exhibits shall travel at the risk and cost of the Participant. Participants are advised to conclude a transport insurance for their contributions.
2. The awarded works will be stored until the beginning of the winners' exhibition, to be subsequently eventually presented by the Organiser in the following winners' exhibitions.
3. The return shipment of works shall only be effected upon the explicit request, made in due time during the application process, of the Participant. Works for which a return shipment was not requested during the application process or with outstanding payment shall not be returned. The fee is shown at <https://www.red-dot.org/bcd/communication-design/dates-fees>. This fee includes the insurance for the exhibit during shipping, insofar as the insurable value of the exhibit was indicated on the application. If the insurable value of the exhibit was not specified, the exhibit shall not be insured.

If the Participant does not indicate an amount to be insured when submitting the work, there will be no insurance coverage during the adjudication and exhibition phases. In that case, the liability of the Organiser for damage to or the destruction or loss of the work is limited to intent and gross negligence. Liability for slight negligence is excluded.

4. The return shipment of not awarded works takes place at the earliest at the end of August of the year of the competition. Award-winning works shall not be returned until after termination of the winners' exhibitions.
5. The Participant shall indicate the correct and complete address for the return of the exhibit(s) for which he/she is requesting a return. Should the recipient address of the Participant change over the course of the competition, the



Participant shall inform the Organiser of this change without delay. If the Organiser is not informed of this change, and if this results in a failed delivery of a return shipment, the Participant shall be charged a second time with the above-mentioned fee for the return shipment. The Organiser shall not be obliged to reuse the corresponding packaging of the exhibits delivered.

In the case that, for example due to an incorrect address, the work ends up remaining in Germany on a permanent basis (or on a temporary basis that is nonetheless legally qualified as permanent), the Participant shall indemnify the Organiser of all related claims made by third parties (in particular taxes, duties and fees). This does not apply if the Participant is not responsible for the permanent stay (or the temporary stay of a comparable legal status) of the work.

6. The Organiser reserves the right to not effect the return shipment if the overall shipping costs, be it due to the size and weight of the exhibit or to customs duties, would be excessively high and disproportionate to the return shipping fee. In such a case, return shipping can be arranged, but only against advance payment of the costs and fees that this shipment would actually incur. Alternatively, the Participant may collect the exhibit at his/her own expense, within a reasonable delay and no later than three weeks after having been notified by the Organiser.
7. The ownership of all works for which a return shipment was not requested upon application shall be transferred automatically to the Organiser—regardless of whether it received an award or not. The Organiser has the right to pass on these works to other institutions or to archive or dispose of them.

## **Section 7 Liability / Limitation of Claims**

1. The liability of the Organiser and its executive managers, representatives or agents as well as Red Dot GmbH & Co. KG and its executive managers, representatives or agents shall be excluded irrespective of the legal grounds. This shall not apply in the case of wilful intent and gross negligence or injury to life, limb 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 as well as Red Dot GmbH & Co. KG and its executive managers shall be limited to typical and foreseeable damages.
2. The Organiser and Red Dot GmbH & Co. KG will not assume custodial care of the submitted works—with the exception of liability as per Section 7.1—and therefore recommends that the Participant conclude a transport and exhibition insurance to insure himself/herself against any possible damaging, destruction, loss or theft in the course of the transport, the adjudication or during the exhibition. The Organiser is not obligated to reuse packaging submitted with the delivered works. Works that are submitted for adjudication or that are presented in the winners' exhibitions are subject to the usual traces of use and wear that result from jury members touching or using the works. Here as well the Organiser has no liability.
3. Any claims made against the Organiser must be made in writing. They shall become time-barred within three (3) months, calculated from the time of the return shipment. This does not apply in the case of gross negligence or wilful intent, the case of injury to life, limb or health, the assignment of a warranty, or a breach of essential contractual obligations. In those cases, the statutory limitation periods apply.

## **Section 8 Concluding Provisions**

1. The place of performance is Essen.
2. The exclusive place of jurisdiction is Essen. 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 shall be governed exclusively by German law, with the exception of the United Nations Convention on Contracts for the International Sale of Goods.
4. Should any of the above provisions be ineffective in whole or in part, all other provisions shall remain effective.

Status: February 2024



## Terms and Conditions of the "Red Dot Award: Brands & Communication Design"

### Preamble

The Red Dot Award: Brands & Communication Design competition is the continuation of the "Deutscher Preis für Kommunikationsdesign" (German award for communication design). The design competition comprises the following stages: admission (conditions for participation), adjudication, award procedure and consequences of the award (Winner Package, see Section 4.II).

Participants whose work(s) win an award are obligated to book the Winner Package (see Section 4.II).

Depending on the stage of the competition, the services set out below will be provided subject to the conditions described hereinafter. In addition, the General Terms and Conditions of Red Dot Award AG (referred to as the "Organiser") shall apply concerning the Red Dot Award: Brands & Communication Design competition.

The Organiser uses the services of Red Dot GmbH & Co. KG, Martin-Kremmer-Straße 14-16, 45327 Essen, Germany, for the internal provision of individual or all services and also for external communication with the participant in connection with the Red Dot Award: Brands & Communication Design. The exclusive contractual partner of the participant is the Organiser. The participant agrees to the forwarding of his or her data and the documents submitted by him or her by the Organiser to Red Dot GmbH & Co. KG for the purpose of communication and provision of services in connection with the Red Dot Award: Brands & Communication Design.

### Section 1 Conditions for Participation

1. The competition "Red Dot Award: Brands & Communication Design" is open to designers, agencies, design companies and clients of works from the entire spectrum of brand and communication design. In the section "Communication Design" (categories 01–18), works have to have been realised and published no earlier than three (3) years prior and no later than 1 July of the year of the competition.
2. Participants may enter as many works as they wish. In the section "Communication Design", one work may consist of up to four (4) separate exhibits and may not be submitted to several sub-categories within one and the same category. The registration in another category is possible, yet shall be considered as an independent submission. This means that a separate registration for the competition is required, including a separate submission of the actual work or a representation thereof in digital format. The Organiser shall be entitled to exclude from the competition registrations for which no actual work was submitted in digital or physical form.
3. In the section "Communication Design" (categories 01–18), works that have already been adjudicated in a previous Red Dot Award: Brands & Communication Design are excluded from participation.
4. Only applications submitted on time and in due form are entered into the competition. Image and text materials submitted by the Participant shall not be returned to the Participant.
5. A further condition for participation in the competition is the due payment of the entry fee. 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 (e.g. back shipping) were booked.
6. By participating in the Red Dot Award: Brands & Communication Design, the Participant agrees to the inclusion of his/her competition results in rankings created by the Organiser and to the publication of those rankings. The rankings are based on the results that the Organiser publishes for the competitions (see, also Section 4.II. 5.). 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 shall be published on the Internet by the Organiser together with the announcement of the rankings.





7. For participation in the Red Dot: Junior Award, the following conditions must be met and proven by the Participant:

The Participant must be:

- a) a university student or apprentice / trainee (copy of apprenticeship / student ID), OR
- b) an emerging designer who has worked for no more than 24 months after completing his/her program of study (copy of university degree or diploma of completed apprenticeship programme).

Furthermore, the applicant must also be the originator of the submitted work(s).

## Section 2 Adjudication

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 the presentation of the work(s) for the adjudication.
2. The Organiser shall reserve the right to reassign a work submitted in a specific category to another category or a subcategory (before and during the adjudication) or to group several submissions into one submission if this was to be an advantage for the entry.
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 application and the works submitted.
4. All entrants admitted to the competition are advised of the results of the adjudication. The jury is not obliged to justify its decisions.
5. The decision of the jury shall be legally valid; any recourse to legal action is excluded

## Section 3 Awards / Use of label / Contractual Penalty

1. All works that were permitted into the adjudication may receive the distinctions "Red Dot", "Red Dot: Best of the Best", "Red Dot: Grand Prix" or "Red Dot: Brand of the Year"; with the exception of works submitted for participation in the Red Dot: Junior Award, which may receive the distinctions "Red Dot", "Red Dot: Best of the Best" or "Red Dot: Junior Prize".
2. With the award, the award winner acquires the right to communicate the Red Dot award (subject to Section 3.2). The publication of the result notification by the Participant is not permitted.

The award winner is not (yet) entitled to use the Red Dot winner label. For that, the award winner must purchase, for a fee, the Winner Package, which grants rights to the use of the label, the presentation of the work on the Red Dot Website, the eventual presentation in the winners' exhibition and the presentation in the yearbook; it also entitles the award winner to two certificates of the award, a Red Dot Trophy (if applicable), and inclusion in Red Dot public relations activities. With the payment of this fee, the award winner acquires the right to use the Red Dot winner label within the meaning of Section 3.2. The current price list is available online at <https://www.red-dot.org/bcd>. 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.

For each case in which the award winner divulges the distinction toward third parties too early (pursuant to Section 3.2) or uses the Red Dot winner label without the prior acquisition of rights described above, he/she shall be obligated to pay a contractual penalty to the Organiser over the amount of 30,000.00 euros plus the legally required VAT for each singular act, waiving the defence of continuation of offence. This shall also apply to all uses that violate the permitted scope and manner of use of the Red Dot winner label as specified in Section 3.3. 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 the Organiser. In this case, however, the amount of the contractual penalty will be deducted from any possible further damage claim.



3. After acquiring the rights to use the Red Dot winner label in accordance with paragraph 2, winners may use the Red Dot winner label—exclusively—to promote the actually awarded work.

After full payment of the Winner Package, the usage of the Red Dot winner label may also be granted to other persons or companies who were involved in the production of the submitted work, provided the applicant did not explicitly and in writing inform the Organiser of his/her objection to such use. In the latter case, the Organiser shall notify these persons or companies and prohibit them from using the label.

## Section 4 Legal implications of the award

On conferment of an award in the Red Dot Award: Brands & Communication Design competition, 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 documentation of the award with a certificate (see Section 3) and inclusion in Red Dot public relations activities, the contractual partner of the award winner as well as for all services concerning the winner label and the presentations in the Red Dot Design Yearbook, and on the Red Dot Website, the contractual partner of the award winner is the Organiser.

### II. The Winner Package – Full Package

The so-called Winner Package is a service package that allows for the use of the Red Dot winner and that includes two winner certificates, the Red Dot Trophy (exclusively for Red Dot: Best of the Best, Red Dot: Grand Prix, Red Dot: Brand of the Year, Red Dot: Junior Prize), media support, the eventual presentation of the awarded work in the winners' exhibition, an entry in the yearbook and on the Red Dot Website, as well as the availability of communication materials. In the case that the Participant wins an award, he/she is contractually obligated to book and purchase the full Winner Package. The Winner Package will be invoiced in one lump sum. The invoice for the Winner Package will be issued solely by the Organiser regardless of the Participant's respective contract partner and will be sent to the award winner by e-mail along with the booking confirmation.

The Organiser is entitled but not obliged to exhibit the award-winning product in one or more Red Dot Design Museums. The Organiser reserves the right to reassign a work that has won an award in a specific category to another category for the presentation in the yearbook and the Red Dot Website if this is of an advantage for the work.

In the event that a project has been registered and awarded a prize in another competition category, the Winner Package is binding for each award. The Organiser reserves the right to present the awarded project only once in the physical exhibition.

The data of the project participants (credits), which were queried and entered during the registration phase, are bindingly used as a basis for the production of certificates in case of an award. Furthermore, they serve as basic data for the yearbook, the Red Dot exhibitions, publications and the award ceremony.

#### 1. Red Dot Label

The Organiser shall provide the award winner with information explaining Participants' option of using the Red Dot winner label for their awarded work(s). This information is available in the form of a data package as well as as part of the Design Manual (in which the permissible use of the logo is specified), both of which are available for download at the My Red Dot portal for the duration of the contract. The Winner Package comprises the worldwide use of the Red Dot winner label for the award-winning work.

The use of the winner label by the Participant shall be permitted only when the corresponding fee has been paid. Without payment of the fee, the Participant shall have no right of use with regard to the winner label.



## **2. Winner certificates**

The Organiser will provide two Red Dot certificates to the award winner (Section 3) following the award ceremony. The certificates will be handed over or will be sent to the Participant by regular mail.

The Participant shall be obligated to indicate his/her correct and complete address. The address confirmed by the participant as part of the Winner Package booking is considered the binding address. Should the recipient address of the Participant change over the course of the competition, the Participant shall inform the Organiser of this change without delay. If the Organiser is not informed of this change, and if this results in a failed delivery of the award certificates, the Participant shall be charged the postal fee for a second delivery as well as any costs for reproducing the certificates.

## **3. Inclusion in Red Dot public relations activities**

The Organiser will include all award winners and their award-winning works in its public relations activities and may announce and present them to all kind of media either on its own accord or on demand, and by means of text/language or images. The award winners, on their part, will receive an individualised press release template to be used to announce their award in the competition.

## **4. Exhibition of the awarded works**

The Organiser is obligated to present the award-winning work in the probable winners' exhibition. Furthermore, the Organiser shall reserve the right to present the award-winning works in Red Dot Design museums and at other exhibitions throughout the world (including showrooms with which a cooperation is in place) in the context of Red Dot on Tour. The Organiser shall decide on the exhibition design of all exhibitions, including the way in which individual works are exhibited. The Organiser likewise reserves the right to remove any frames or display materials that may have been submitted with the work. The Organiser's choice of location and curatorial assistance for these exhibitions is part of the booked Winner Package and cannot be objected to by the Participant.

The award winner is obliged to make available the works and documents required for a presentation as detailed in the online registration for the duration of the presentation. In the event that the documents necessary for publication are not received in time, the Organiser shall be entitled to publish the materials submitted for the use of the jury (images, text and movie files) without the express permission of the Participant. In the event that material is not made available in the requisite form, quantity or quality, the Organiser shall be entitled to acquire the materials at the expense of the Participant or to refuse presentation. The costs incurred for such preparatory measures shall be reimbursed by the Participant to the Organiser upon request.

## **5. Yearbook and online presentation**

The Organiser undertakes to provide the following services: it presents the award-winning work in the yearbook for the year of the award. Furthermore, the award-winning work will be presented in the online presentation "Red Dot Winners".

The fee for booking a page in the yearbook shall cover the editing, translation, proofreading, layout, the prepress stage and colour adjustment. In addition, the award winner shall receive one complimentary copy of the International yearbook Communication Design for each award-winning work that is featured in the yearbook if the winner has agreed to this during the booking process of the Winner Package.

With the booking of and payment for the Winner Package, the award winner has not acquired the right to determine the design or wording of the entry in the yearbook or online. Rather, the Organiser will provide independent editorial work, reserving the basic right to change all texts submitted as part of the registration and to adjust them for final publication in the yearbook and the online presentation. Commercial advertising of works is not permitted under any circumstance.

The design of the award winner's presentation and that of the award-winning work are at the discretion of the Participant's contractual partner, which is the Organiser. The organizer follows a uniform editorial and design concept and is therefore free in the editorial and design conception. The award-winning works shall be labelled on the basis of the information entered in the My Red Dot portal with the online registration.



In the case that a Participant fails to submit printable digitized images (in JPG or TIF format) or a written description of a work, the Organiser reserves the right to have a photograph of the awarded work taken, and / or a description the work written, at the expense of the Participant, and to use that image / text for the publication in the yearbook. The cost for a written description may amount to as much as 300.00 euros plus German VAT, and that of a professional photo as much as 3,000.00 euros plus German VAT for each registration. In the event that material is not made available in the requisite form, quantity or quality, the Organiser shall be entitled to refuse presentation.

Works in the competition categories „Film & Animation“ and „Sound Design“ as well as works awarded in the section “Brands” will additionally be presented in the online presentation via video clip.

The Organiser reserves the right to publish the yearbook in several volumes.

The Participant shall be obligated to indicate his/her correct and complete address on the My Red Dot portal. Should the recipient address of the Participant change over the course of the competition, the Participant shall inform the Organiser of this change without delay. If the Organiser is not informed of this change, and if this results in a failed delivery of the complimentary copy, the Participant shall be charged with the additional costs incurred for a second delivery.

## **6. Copyright**

All texts, images, video and audio files as well as other information published by the Organiser are the copyright of the Organiser. Any reproduction in whole or in part is not permitted without the written permission of Red Dot. The cost of such a reproduction shall be determined on a case-by-case basis.

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