



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

1. General information/scope of application/contract formation

1. The following General Terms and Conditions apply to all legal relationships between Red Dot Award AG, Bleichstraße 8, 6302 Zug, Switzerland (hereinafter referred to as the "Organiser") and all interested parties and entrants (hereinafter referred to collectively as "Entrant" or "Entrants" in the "Red Dot Award: Brands & Communication Design" competition. Terms and conditions conflicting with or deviating from these General Terms and Conditions shall not be recognised unless the Organiser has expressly consented to them in writing.

2. The Organiser is supported by Red Dot GmbH & Co. KG, Martin-Kremmer-Straße 14-16, 45327 Essen, Germany as provider of any or all services, including external communications with the Entrant, in connection with the "Red Dot Award: Brands & Communication Design" competition. However, the Organiser is the exclusive contractual partner of the Entrant. The Entrant agrees to their data and the documents submitted by them being forwarded by the Organiser to Red Dot GmbH & Co. KG for the purposes of communication and the provision of services in connection with the "Red Dot Award: Brands & Communication Design" competition.

3. With their completion and submission of the online registration form the Entrant warrants and represents that they are eligible to enter in accordance with the Terms and Conditions for Participation and the Description of Services for the "Red Dot Award: Brands & Communication Design" competition. The Entrant further warrants and represents that they are authorised to make international bank transfers if their registered office is not in Switzerland.

4. The reciprocal obligations of the Organiser and the Entrant are set out in these General Terms and Conditions and in the Terms and Conditions for Participation and Description of Services for the "Red Dot Award: Brands & Communication Design" competition, as well as in the corresponding price schedule.

If a work submitted by the Entrant receives an award, it is mandatory for the winning Entrant to book and purchase additional services (namely the Winner Package in accordance with section 4 (II.) of the Terms and Conditions of Participation and Description of Services for the "Red Dot Award: Brands & Communication Design" competition.

5. The Organiser reserves the right to exclude certain works from the competition (against reimbursement of any payments already effected). Grounds for exclusion include works that are generally contemptuous of people or animals, or works that contain anti-constitutional symbols or offend common decency.



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6. Contracts between Entrants and the Organiser are formed as follows:

The completion and submission of the online registration form by the Entrant constitutes a binding offer. The Organiser accepts the offer by sending a booking confirmation/acceptance of entry by email to the personal email address specified by the Entrant as their contact address in the registration.

7. If the Entrant completes the online registration on behalf of a third party, they expressly warrant that they are authorised by the third party to complete the online registration and are able to furnish proof of such authorisation in the form of a legally effective document upon request.

8. Although the contract is binding upon formation in accordance with the preceding sub-section 6, the Organiser shall grant to the Entrant a contractual right of cancellation subject to the following provisions (which is granted independently and without restriction of the right of cancellation in section 3 (3)):

a) Cancellation up to 28 days before the closing date for registrations: reimbursement of 50% of the registration fee.

b) Cancellation less than 28 days before the closing date for registrations: no refund of the registration fee.

2. Prices/change of address/payment terms/invoice recipient

1. The prices stated in the price schedule are binding. If the contract term is renewed by tacit agreement, the applicable price according to the price schedule at the time of renewal is deemed to be agreed for the renewal period (<https://www.red-dot.org/de/bcd/termine-kosten>).

2. The amount of the registration fee depends on when the online registration form is completed and submitted. The time of registration in the My Red Dot online portal does not affect the registration fee amount.

3. If, after registration, the Entrant wishes to change the address they provided when registering or if such a change is necessary due to incorrect information provided by the Entrant, the Organiser shall be entitled to charge a processing fee of EUR 30 plus the statutory value-added tax due in Switzerland.

4. The Entrant's payment is due immediately upon receipt of the invoice. Invoices will be sent by email to the personal email address provided by the Entrant as the contact address in the registration form. Invoices will only be sent by post at the express request of the Entrant and at the Entrant's expense. The Entrant shall be in default of payment if they fail to remit due amounts within ten working days of receipt of an invoice or an equivalent request for payment. The Organiser reserves the right to bring forward the commencement of default to an earlier date by issuing a payment reminder after the due date. Notwithstanding sentences 4 and 5 of this provision, the Entrant shall be in default of payment if a specific calendar date has been agreed for payment and the Entrant does not remit payment by this date at the latest. Works of Entrants who are in default of payment will not be presented to the jury for judging.



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5. The Entrant may only offset undisputed or legally established claims or counterclaims arising from the same contractual relationship and may only exercise a right of retention in respect of such claims.

6. If the Entrant specifies a different invoice recipient, they warrant that the different invoice recipient has consented thereto and that this procedure is unobjectionable for tax purposes. They also warrant that this has been or will be openly declared to the respective tax authorities of the Entrant and the invoice recipient. Even if a different billing address is used, the Entrant is the contractual partner of the Organiser and thus has legal responsibility for the payment of any and all amounts to the Organiser. The Organiser is entitled to invoice the Entrant, even if the Entrant has specified a different invoice recipient.

3. Term/termination/cancellation

1. The legal relationships pertaining to the presentation of award-winning works in the Winners Exhibitions and in the Red Dot on Tour exhibitions (hereinafter referred to as "Winners Exhibitions") have fixed terms. These terms are specified in the respective Description of Services. The legal relationships pertaining to the presentation of award-winning works in the "Winners" section of the Red Dot website (www.red-dot.org) have an indefinite term. The respective Descriptions of Services also apply in this case.

2. Both the Organiser and the Entrant shall be entitled to terminate these legal relationships for cause. The Organiser shall have cause to terminate a legal relationship if the Entrant is in arrears with the payment of more than one-sixth (1/6) of the amount due for the competition year despite having received a reminder.



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3. Entrant's right of cancellation

The Entrant has the right to cancel the contract for participation in the Red Dot Award: Brands & Communication Design competition within fourteen (14) days without stating reasons. The cancellation period is fourteen (14) days from the date of contract formation. To exercise the right of cancellation, the Entrant must inform the Organiser

Red Dot Award AG, Red Dot Award: Brands & Communication Design,
Bleichstrasse 8, 6302 Zug, Switzerland, email: bcd@red-dot.de

in unequivocal terms in writing (e.g. a letter sent by post or email) of their decision to cancel this contract. Notice of cancellation must be made within the time period allowed (postmark) (*possible link to sample cancellation form*).

Consequences of cancellation

If the Entrant cancels this contract, the Organiser must refund all payments received from the Entrant without undue delay and at the latest within fourteen (14) days of the date on which the Organiser receives the contract cancellation notice. The Organiser will use the same means of payment that the Entrant used for the original transaction when making reimbursements unless expressly agreed otherwise with the Entrant; under no circumstances will the Entrant be charged any fees for the reimbursement.



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4. Cancellation form template

If the Entrant wishes to cancel the contract, they can fill out this form, cut it out and send it back to the Organiser.

To

Red Dot Award AG, Red Dot Award: Brands & Communication Design,
Bleichstrasse 8, 6302 Zug, Switzerland, email: bcd@red-dot.de

I/we hereby revoke the contract entered into by me/us for participation in the
Red Dot Award: Brands & Communication Design competition by way of the
online

registration dated_____.

Name and address of the consumer/Entrant:

Date:

Signature:

4. Warranty

1. The Organiser shall determine on a discretionary basis the nature and scope of the presentation of the works for judging, in the Winners Exhibitions, in the yearbook, on the Red Dot website, in the context of the award ceremony and in any other internal and external exhibitions in Germany and abroad. The Organiser reserves the right to remove, store and, if necessary, dispose of any displays supplied for the purpose of presenting the works for judging and in exhibitions in Germany and abroad.

2. The Entrant shall check the presentation of the work immediately after its initial public presentation and notify the Organiser promptly and in writing of any defects. In the case of obvious defects, the notification period commences at the time of public presentation and in the case of hidden defects at the time of their discovery. If the Entrant fails to provide timely written notification of defects, the presentation of the work shall be deemed to have been approved as defect-free.

3. Any defects in the presentation of the work in the Winners Exhibitions and on the Red Dot website shall be rectified by the Organiser to the extent possible.



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4. In the event of defects in the yearbook, and if the Entrant becomes aware of errors after the release of the publication data, in particular due to the release procedure in accordance with section 4 (II.) (5) of the Terms and Conditions of Participation and Description of Services for the Red Dot Award: Brands & Communication Design competition, the Entrant has no right to demand that the publication be stopped or that a correction slip be included for reasons relating to the associated costs.

5. Any warranty claims shall expire twelve (12) months after the commencement of the statutory warranty period. This does not apply if longer warranty periods are prescribed by law, in the event of gross negligence or intent, or in the event of injury to life, limb or health. In such cases the statutory limitation periods apply.

5. Proprietary rights/infringements/contractual penalty

1. By registering for the competition, the Entrant expressly warrants that the submitted work does not infringe the rights of third parties or offend common decency.

2. Entrants must inform the Organiser immediately – at the time of registration and after registration during the course of the competition – if third-party rights have been exercised in connection with the registered work or the work to be registered, be it through a notice for production of legitimacy claim, a warning, legal action or similar.

3. If the third-party rights set out in the preceding provision have already been exercised at the time of registration, the Organiser is not under any obligation to publicly present or publicise any award received for the work in question in the yearbook, in exhibitions or on the Red Dot website until such third-party claims have been finally settled in court. In this case, the Entrant is also not authorised to advertise or publicise the receipt of an award until the claims have been finally settled in court.

4. If the obligation imposed by the preceding section 5 (1) is breached, in particular, if a work with plagiarised content is submitted, the Entrant shall pay a contractual penalty of EUR 30,000.00 net plus the statutory value-added tax due in Switzerland to the Organiser. The above provision does not apply if the Entrant is not responsible for the breach. The assertion of further claims for damages (in particular in accordance with the following sub-section) shall remain unaffected by the claim for and payment of the contractual penalty.

5. The Entrant shall indemnify the Organiser and Red Dot GmbH & Co. KG against all third-party claims against the Organiser arising from alleged or actual infringements of rights in connection with the registered work. The Entrant shall also assume the costs of any necessary legal defence on the part of the Organiser and Red Dot GmbH & Co. KG, including all court and legal fees.

This obligation shall only be waived if the Entrant is not responsible for the underlying infringement. Furthermore, in the event of third-party claims, the Entrant shall place at the Organiser's disposal promptly, accurately and completely all information that is necessary for the assessment of the claims asserted and for a corresponding legal defence.



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6. If claims are asserted by third parties (out of court or in court) in respect of a work registered for the competition and, where applicable, a work that has received an award, the Organiser is entitled to grant a reasonable period to the Entrant for clarification of the third-party claims. During this period, the Organiser is entitled to temporarily suspend the publication of the award-winning work (in all media). If clarification has not been reached by the end of the period granted by the Organiser, the Organiser is entitled to permanently refuse publication of the award-winning work. However, in such cases the Organiser shall reimburse the portion of any registration fee already paid by the Entrant for public exhibition or publication, less the expenses already incurred.

7. If the Entrant infringes the rights of third parties with the registered work or as a result of the registration of the work, the Organiser is entitled to ban the Entrant from participating in any of the Organiser's competitions for life.

8. The Entrant grants to the Organiser and where applicable any successors to whom or which individual or wholesale rights or interests have been transferred (e.g., in the form of an asset deal), as well as to Red Dot GmbH & Co. KG, the non-exclusive right to the worldwide and perpetual use and exploitation of all copyrights and neighbouring rights in all submitted works (photos, texts, illustrations, video files, etc.) free of charge and in any media, whether now known or hereafter developed. The Organiser is not obliged to name the copyright holders of the works. The right of use and exploitation applies to all types of use – not only in connection with the Red Dot Design Award (including publication in print media, on the Internet and on data storage media as well as in advertisements related thereto) but also in connection with other exhibitions, book projects and PR activities of the Organiser. It also includes the right to edit the work submitted by the Entrant.

9. The Organiser shall be entitled to pass on the submitted works to the press and similar organisations at their request for the purpose of coverage of the Red Dot Design Award or the registered and, if applicable, award-winning work.

10. If the Entrant expressly does not wish the publication or forwarding of images and texts to the press in accordance with sub-sections 7 and 8 above, they must inform the Organiser of this intention in writing at the time of registration. The date of receipt of such notification by the Organiser's press department exclusively at the e-mail address embargo@red-dot.de is authoritative. In addition, the general privacy policy applies, which can be accessed at any time on the Red Dot website (www.red-dot.org) in the Privacy Policy section.

6. Transport/storage/transfer of ownership

1. The work submitted by the Entrant shall be transported at the Entrant's risk and expense. Entrants are advised to take out transport insurance.

2. Works sent from a shipping location outside the EU must be shipped to the Organiser on a DDP (Delivery Duty Paid) basis (Incoterms 2020). Should the Organiser nevertheless be required to pay import duties or taxes, the Entrant shall reimburse the costs incurred after being invoiced by the Organiser.



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3. The award-winning works will be stored until the start of the Winners Exhibitions, after which they may be exhibited by the organiser in the Winners Exhibitions. The above provisions do not apply to works that are set up for judging by the Entrants themselves. Works that are set up by Entrants will be requested again in consultation with the Organiser in the run-up to the Winners Exhibitions.

4. Works will only be returned at the express and timely request of Entrants (to be made at the time of registration) and against payment of a fee. It is not possible to request a return shipment once the registration has been completed. The amount of the fee can be found in the price schedule at <https://www.red-dot.org/de/bcd/termine-kosten>. The return shipment fee also includes transport insurance for the work during the return shipment if the value of the work for insurance purposes is specified at the time of registration. If the value of the work for insurance purposes is not specified, no insurance cover will be taken out.

Furthermore, if the Entrant does not indicate a value for insurance purposes when the work is shipped to the Organiser it will not have insurance cover during the judging and exhibition phase. The Organiser's liability for damage, destruction or loss of the work is limited to intent and gross negligence. Liability for ordinary negligence is excluded.

5. Works that do not receive an award will be returned at the end of August of the respective competition year at the earliest. Award-winning works will only be returned after the end of the Winners Exhibitions.

6. The Entrant undertakes to provide a complete and correct address for the work to be returned. Should the Entrant's shipping address change during the course of the competition, the Entrant undertakes to inform the Organiser without undue delay. If the Organiser is not informed of this change and the return shipment cannot be delivered as a result, the Entrant will be invoiced again for the return shipment fee when the work is reshipped. The Organiser is not obliged to reuse the packaging provided at the time of delivery of the works.

If the work remains in Germany on a permanent basis (or on a legally equivalent temporary basis) – for example due to an incorrect address having been provided – the Entrant shall indemnify the Organiser against all associated third-party claims (in particular taxes, customs duties and levies). This does not apply if the Entrant is not responsible for the work remaining in Germany on a permanent basis (or on a legally equivalent temporary basis).

7. The Organiser reserves the right to refuse a return shipment if the costs actually incurred are excessively high due to the size or weight of the work or due to customs duties and are therefore disproportionate to the amount of the return shipment fee. In such cases a return shipment can only be made against advance payment of the actual costs and fees. Otherwise, the work must be collected by the Entrant at the Entrant's expense within a reasonable period and within three (3) weeks of notification by the Organiser at the latest.

8. Ownership of works for which no return shipment has been requested will be transferred to the Organiser after the judging, regardless of whether or not they receive an award. The Organiser has the right to pass the works on to other institutions, to archive them or to dispose of them.



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7. Liability/limitation period

1. The liability of the Organiser, its management bodies, representatives or vicarious agents, as well as Red Dot GmbH & Co. KG and its management bodies, representatives or vicarious agents for damages – on whatever legal grounds – is excluded. This shall not apply in cases of wilful intent and gross negligence, or in cases of injury to life, limb or health.

2. The Organiser and Red Dot GmbH & Co. KG assume no duty of care for the submitted works – with the exception of liability in accordance with the foregoing section 1 – and therefore advise Entrants to take out transport and exhibition insurance with cover against damage, destruction or theft during the course of transport, judging and any internal or external exhibitions in Germany or abroad. The Organiser is not obliged to reuse the packaging provided with the submitted works. Works submitted for judging or presented in the Winners Exhibitions are subject to normal wear and tear through handling and/or use by the jury members and visitors. The Organiser is not liable for damages in this respect either.

3. All claims against the Organiser must be asserted in writing. They shall become time barred after three (3) months, commencing on the date of the return shipment. This shall not apply in the event of gross negligence or wilful intent, in the event of injury to life, limb or health or if a warranty has been assumed. In such cases the statutory limitation periods apply.

8 Concluding provisions

1. The place of performance is Zug, Switzerland.

2. The exclusive legal venue is Zug, Switzerland. However, the Organiser is also entitled to bring an action against an Entrant at their regular legal venue.

3. The legal relationship between the Entrant and the Organiser shall be governed exclusively by Swiss law, to the exclusion of the UN Convention on Contracts for the International Sale of Goods.

4. Should individual parts of the foregoing terms and conditions be invalid, this shall not affect the validity of the remaining terms and conditions.

Last revised: February 2025



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Terms and Conditions of Participation and Description of Services for the Red Dot Award: Brands & Communication Design competition.

Preamble

The Red Dot Award: Brands & Communication Design competition is the continuation of the "Deutscher Preis für Kommunikationsdesign" (German Communication Design Award) competition. Red Dot Award: Brands & Communication Design is a design competition comprising the following stages: admission (Terms and Conditions of Participation), judging, award allocation and post-award obligations (Winner Package, cf. 4 II.).

Booking and acceptance of a Winner Package is mandatory for all award-winning works (cf. 4.II.).

The services described in the following are provided at the relevant stages of the competition and in accordance with these Terms and Conditions of Participation. The General Terms and Conditions of Red Dot Award AG (hereinafter referred to as the "Organiser") also apply to the Red Dot Award: Brands & Communication Design competition.

The Organiser is supported by Red Dot GmbH & Co. KG, Martin-Kremmer-Straße 14-16, 45327 Essen, Germany as provider of any or all services, including external communications with the Entrant, in connection with the Red Dot Award: Brands & Communication Design competition. However, the Organiser is the exclusive contractual partner of the Entrant. The Entrant agrees to their data and the documents submitted by them being forwarded by the Organiser to Red Dot GmbH & Co. KG for the purposes of communication and service provision in connection with the Red Dot Award: Brands & Communication Design competition.

1. Eligibility to participate

1. Designers, agencies, design offices and clients who have commissioned brand and communication design works (hereinafter referred to as "work" or "works") are eligible to participate. However, such works must have been first published no more than three (3) years previously. The authoritative date for the calculation of the 3-year period is 1 July of any one competition year.

2. Any number of works can be registered by any one Entrant. One submission may consist of a maximum of four (4) works which may not be entered in different sub-categories of the same category. Registration of a work in another category is deemed to be an independent submission. In this case, the work must be registered as a separate/new entry for each category and submitted as an exhibit or uploaded to the My Red Dot (www.myreddot.de) portal for judging. The Organiser reserves the right to exclude registered works from the competition if they are not uploaded or delivered on time.



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3. Works that have already been judged in a previous competition year of the Red Dot Award: Brands & Communication Design competition are not eligible for submission.

4. Only works which are submitted in due time and form will be entered into the competition. Image and text materials submitted by the Entrant cannot be returned.

5. The Entrant also undertakes to submit a description in English with a minimum of 500 and a maximum of 1,200 characters (including spaces) as well as printable images (300 dpi print quality in A4 format) for each registered work to ensure the optimum presentation of the works for judging. Renderings will not be accepted; only images of the original work.

6. A further prerequisite for participation in the competition is the timely payment of the registration fee. The amount of the registration fee is set out in the price schedule effective at the time of registration, which can be found at (www.red-dot.org/de/bcd/termine-kosten). Entrants are advised to view it before completing the registration process. Additional fees may apply if optional extra services (e.g. return shipment) are requested.

7. By participating in the Red Dot Award: Brands & Communication Design competition, the Entrant agrees that the competition results will be included and published in ranking lists compiled by the Organiser. The ranking lists are based on the results for the competition published by the Organiser (cf. 4.II. 5.). The Organiser is entitled to change the award listing period, the category allocations and the calculation method at any time. The Organiser will state the listing period, the category allocations and the calculation method used in connection with the ranking lists published on the Internet.

8. Participation in the Red Dot: Junior Award is subject to the following special eligibility requirements being met, including documentary evidence:

Entrants must be

- a) A university student or trainee/apprentice (proof of trainee/apprentice/student status) or
- b) A career starter who has not worked for more than twenty-four (24) months after graduating from university/completing an apprenticeship (copy of degree/apprenticeship certificate).

Entrants must also be the copyright holder to the submitted work.

2. Judging

1. The Organiser undertakes to submit to the jury all registered works that meet the eligibility requirements set out in section 1. Furthermore, the Organiser shall decide on the optimum presentation of the works for judging.

2. The Organiser reserves the right to assign a work submitted in a particular category to another category or sub-category for optimum judging (either before and during the judging process) or to combine several works into a single work if such a combination is to the advantage of the work.



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3. The jury, whose members are independent experts selected by the Organiser, decides on the allocation of awards in a closed session based on the registered and submitted works.

4. All Entrants admitted to the competition will be informed of the results of the judging. The Organiser is under no obligation to give reasons.

3. Awards/label use/contractual penalty

1. Any work admitted to the competition can be honoured with a Red Dot, a Red Dot: Best of the Best or a Red Dot: Grand Prix award. The Red Dot: Junior Prize is exclusively available to Red Dot: Junior Award competition entrants.

2. After receiving written notification of having received an award, the Entrant – as the Award Winner – acquires the right to communicate the fact that their work has received a Red Dot Award (in accordance with these provisions). However, publication of the result notification by the Award Winner is not permitted. The Award Winner is not authorised to use the Red Dot Label. Such use is subject to the binding purchase of the Winner Package in accordance with the following section 4 II., which includes the use of the Winner Label, presentation of the work on the Red Dot website and in the yearbook and the exhibition of the work in any Winners Exhibitions, two (2) Winner Certificates, the Red Dot Trophy where applicable and integration into the Organiser's PR activities. After payment of the Winner Package, the Award Winner acquires the right to use the Red Dot Label in accordance with this section. The current fees for Winner Packages can be found at <https://www.red-dot.org/de/bcd>. Winners are not entitled to use the competition logo, only the Winner Label provided by the Organiser.

For each individual case of premature announcement of the award by the Award Winner to third parties or use of the Red Dot Label without acquiring the rights of use as set out above, the Entrant shall pay to the Organiser a contractual penalty of EUR 30,000.00 plus the statutory value-added tax due in Switzerland. This obligation also applies to any use of the Red Dot Label that goes beyond the scope and contexts regulated in section 3 below. In the event of a persistent breach of this provision, fourteen (14) days shall be deemed to be an individual case. In both cases, the obligation to pay the contractual penalty will only be waived if the Entrant is not responsible for the unauthorised use of the Red Dot Label. The assertion of further claims for damages by the Organiser shall remain unaffected by the claim for payment of the contractual penalty.

3. Once the rights of use for the Red Dot Label have been acquired in accordance with the foregoing section 2, the Red Dot Label may be used – exclusively – for the purpose of advertising the work that actually won the award.

Use of the Red Dot Label is also permitted for other persons or companies involved in the work after payment of the Winner Package fee by the Award Winner, provided that the person who registered the Winner Package does not expressly object to this in writing to the Organiser and the Organiser does not prohibit the persons or companies involved in the work from using the Red Dot Label.



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4. Legal implications of the award

When a work is recognised with a Red Dot Award: Brands & Communication Design, an agreement with the following content becomes effective between the Award Winner on the one hand and the Organiser on the other:

I. Contractual partner

The contractual partner of the Award Winner for all services in connection with the award is the Organiser. These services include, in particular, the Winners Exhibition, the Winner Certificate(s) to promote the award-winning work(s) (section 3), integration into the Organiser's PR activities, use of the Winner's Label as well as presentation in the International Yearbook Brands & Communication Design and in the online exhibition.

II. Winner Package

The Winner Package includes the use of the Red Dot Label, presentation on the Red Dot website and in the yearbook, two (2) Winner Certificates, the Red Dot Trophy (exclusively for: Red Dot: Best of the Best, "Red Dot: Grand Prix, Red Dot: Junior Prize winners) and the potential presentation of the winning works in the Winner Exhibitions. The Winner Package must be booked and accepted as a complete package by the Award Winner in the event of an award. The total amount of the Winner Package will be invoiced directly to the Award Winner as a booked service. The invoice for the Winner Package will be issued by the Organiser, irrespective of the contractual partner, and sent to the Award Winner by email. Booking confirmation will be sent to the Award Winner after payment of the Winner Package.

The Organiser is entitled, but not obliged, to exhibit the award-winning work in one or more Red Dot Design Museums. The Organiser reserves the right to assign the award-winning work in a particular category to another category for presentation in the Winners Exhibitions, in the yearbook and on the Red Dot website if this is to the advantage of the work. If a registered work wins another award in a different competition category, a Winner Package must be booked and accepted separately for each award. The Organiser reserves the right to present the award-winning work once only in the physical exhibition.

Project participant data (credits), which are requested and provided during the registration phase, form the binding basis for the production of the Winner Certificate in the event of an award. They also serve as the basic data for the yearbook, the Winners Exhibitions, the award ceremony and other publications by the Organiser.



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1. Red Dot Label

The Organiser shall provide the Red Dot Label to the Award Winner for use in conjunction with their award-winning work in the form of a data bundle together with the design manual containing guidelines on permitted uses of the Red Dot Label, which can be downloaded from the "My Red Dot" online portal (www.myreddot.de). The Winner Package includes the worldwide and perpetual use of the Red Dot Label in conjunction with the award-winning work.

Use of the Winner Label by the Award Winner is only permitted if the corresponding fee for the respective Winner Package has been duly paid. Without payment of the fee, there is no right to use the Winner Label.

2. Winner's Certificates

The Organiser undertakes to provide the Award Winner with two (2) Winner's Certificates (section 3) after the award ceremony. Both Winner's Certificates will be either handed over to the winner or sent to the winner by post.

3. Integration into the organiser's PR activities

The Award Winners and their award-winning works can be integrated into the Organiser's PR activities. Further to that, the Award Winners can be announced and presented in texts and/or images and in all types of media, either actively or on request.

Award Winners will receive text templates and press photos, and they can request specific information on communication options, for their own public relations activities.

4. Exhibition of the award-winning works

The Organiser is entitled (but not obliged) to present the award-winning works in any Winners Exhibitions that may take place at a time and location selected by the Organiser. Furthermore, the Organiser reserves the right to present the award-winning works in the Red Dot Design Museums as well as in other exhibitions worldwide (also in exhibition spaces with which a cooperation exists) as part of the Red Dot on Tour exhibitions. The design of all such exhibitions and thus the decision on the type of presentation of individual works is made at the sole discretion of the Organiser. At the same time, the Organiser reserves the right to remove any displays that may have been supplied with the works. The choice of exhibition venue and curatorship of exhibitions by the Organiser is part of the booked Winner Package and cannot be objected to by the Award Winner.



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The Award Winner shall provide the works and documents needed for the respective exhibition for the duration of the exhibition in accordance with the data provided at the time of registration. If the necessary documents for public exhibit are not received by the Organiser in time, the Organiser is entitled to show the materials it has obtained in the judging process (images, texts, video files) without the express consent of the Award Winner. If materials are not available in the required form, quantity or quality, the Organiser has the right to procure the materials at the Award Winner's expense or to exclude the award-winning work from an exhibition. The costs incurred for the preparatory measures are to be reimbursed to the Organiser by the Award Winner upon request.

The Organiser shall present the award-winning works together with at least one image and project credits in the Winners section of the Red Dot website.

Booking and paying for the Winner Package does not entitle the Award Winner to determine the design or wording of the website presentation of the award-winning work. Rather, the Organiser makes all editorial decisions. The Organiser reserves the right to revise the texts and images submitted at the time of registration and to publish them in the "Winners" section of the Red Dot website. The commercial advertising of an award-winning work is not permitted under any circumstances.

The concept for the presentation of the Award Winner or the award-winning work is at the Organiser's discretion. The Organiser adheres to a uniform overall editorial and design concept and is therefore at liberty to select an editorial and design concept. Works in the categories of Film & Animation and Sound Design will also be presented in the online exhibition in the form of a video clip.

5. Yearbook

The Organiser is under obligation to provide the following services: Presentation of the award-winning works in the yearbook for the year in which the award was won.

A yearbook page is booked by purchasing the Winner Package, which includes editing, translation, proofreading, layout, pre-press and colour correction. In addition, the Award Winner will be sent a specimen copy of the yearbook for each award-winning work presented in the yearbook, provided that the Award Winner requested a yearbook during the Winner Package booking process.

Booking and paying for the Winner Package does not entitle the Award Winner to determine the design or wording of the yearbook or website presentation of the award-winning work. Rather, the Organiser makes all editorial decisions. The Organiser reserves the right to edit the texts and images submitted at the time of registration itself and to publish them in the yearbook and on the Red Dot website. The commercial advertising of an award-winning work is not permitted under any circumstances.



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The concept for the presentation of the Award Winner or the award-winning work is at the Organiser's discretion. The Organiser adheres to a uniform overall editorial and design concept and therefore makes all editorial decisions. The award-winning works will be labelled according to the data provided when registering for the competition on the My Red Dot online portal (www.myreddot.de).

If printable images (JPG or TIF format) of the award-winning works or the corresponding descriptions are missing, the Organiser reserves the right to produce a photo and/or description of the award-winning work itself or have them produced at the Award Winner's expense for publication purposes. Text production costs are up to EUR 300.00 net plus VAT at the statutory rate in Switzerland; photo production costs are up to EUR 3,000.00 net plus VAT at the statutory rate in Switzerland for each registered work. If materials cannot be produced in the required form, quantity or quality, the Organiser also has the right not to publish a work.

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

The Award Winner undertakes to provide a complete and correct shipment address for the specimen copy. The binding address is the address confirmed by the Entrant when booking the Winner Package. Should the Entrant's shipping address change during the course of the competition, the Entrant undertakes to inform the Organiser without undue delay. If the Organiser is not informed of this change, as a result of which the specimen copy cannot be delivered, the Entrant will be charged for repeat shipment.

6. Copyright and neighbouring rights

All copyrights and neighbouring rights to the texts, images, video and audio files and other information published by the Organiser are the property of the Organiser. Reproduction or representation (in whole or in part) of these works or products by the Award Winner is not permitted without the prior written consent of the Organiser. The amount of the costs of such reproduction or representation shall be determined separately.

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