

# COMPETITION RULES

RX France is a French company organised in the legal form of a société par actions simplifiée (simplified joint stock company) with a share capital of 90,000,000 €, having its registered office at 52 Quai de Dion Bouton 92800 Puteaux, France and is registered with the Nanterre Commerce and Companies Registry under the number 410 219 364. RX France is the official organiser of MIPIM 2024 tradeshow (hereafter “MIPIM”), taking place from 10 and 14 March, 2025 in Cannes, and of the related MIPIM CHALLENGERS 2025 held in Cannes and/or online during MIPIM (hereafter "The MIPIM CHALLENGERS").

The competition rules of the MIPIM CHALLENGERS (hereafter “Rules”) are detailed hereafter.

## Item 1: Competition categories and eligibility requirements

MIPIM would like to actively participate in building the next generation of built-environment professionals and aim to select 16 candidates aged no more than 30 years old to participate to MIPIM 2025.

### Criteria to take part in the MIPIM CHALLENGERS

#### Qualifiers

1. The candidate shall be less than 31 years old

The Organizer will ask for the candidate’s ID before delivering badges on the first day of MIPIM in order to verify that the age criteria is duly respected.

2. The candidate shall be owner or employed in a company involved in urban development

3. The candidate should not have attended the last three editions of MIPIM (2022, 2023, and 2024), except as a student.

#### Will be considered to select the 16 Candidates of the MIPIM CHALLENGERS 2024

The redaction of a dissertation of 600 words on the following topic: « What is one disruptive idea or experiment in your field (e.g., architecture, construction, real estate, urban planning) that could significantly improve urbanisation but has been overlooked? » duly completed on the platform provided to the candidates.

A jury of senior professionals will then select the 16 best dissertations.

## Item 2: MIPIM CHALLENGERS 2024 Roadmap

1. **September/October:** Launch of the competition. Candidates interested in participating in the challenge can apply through a dedicated platform to the competition and send their application file in English.
2. **November/December:** Selection of 16 candidates. The jury will select the 16 best essays from the applications received via the platform.
3. **January-March:** The 16 candidates commit to attend 3 online meetings to receive information on their attendance at MIPIM

4. **March 11<sup>th</sup>**: The 16 candidates commit to attend a training workshop, to prepare for their conference
5. **March 12<sup>th</sup>**: The 16 candidates commit to attend a Networking event during the evening
6. **March 13<sup>th</sup>**: The 16 candidates commit to hold a conference

### **Item 3: Pre-entry form**

Individuals wishing to enter the competition must complete and submit one online pre-entry form per project, on the MIPIM CHALLENGERS web page (<https://www.mipim.com/en-gb/who-is-coming/mipim-challengers.html>). RX France will verify each project's eligibility and send a confirmation email.

Entry forms must be completed in **English** and submitted online by October 25, 2024. Any form submitted after this date will not be considered.

Entrants expressly authorise RX France to use the information, completed in the entry form as well as the supporting materials, for communication purposes if needed.

### **Item 4: Entry fees**

Entering the competition is free of charge.

### **Item 5: The selection process**

All completed entries received by October 25, 2024 will be submitted to the jury.

The jury reserves the right not to examine incomplete entries or entries that do not comply with the present rules.

The jury's decision is final and will not have to be justified.

### **Item 6: Finalists and visual elements**

Entrants will be informed of the results by email, shortly after the jury meeting.

16 Finalists will be selected.

Finalists will be asked to provide additional visuals that will be displayed through MIPIM marketing channels such as website, social media, email, onsite panels during the live event in Cannes. RX France reserves the right to choose which elements will be displayed and modify these elements if needed to guarantee the quality of the event.

Finalists accept that all project information, including photographs, videos and other materials provided, may be forwarded to third parties for the purposes of conducting the vote, organising the ceremony and promoting the MIPIM CHALLENGERS.

Finalists also certify and guarantee that they have been authorised to this end by potential co creators or third parties.

Finalists shall hold RX France harmless from and against any risk of claims or actions by third parties, both during and after the performance of the Competition on the grounds of an infringement of their rights, in particular as regards the intellectual property rights in the elements supplied by the Finalists under the terms of these Rules. To this end, the Finalists

hereby agree to hold RX France harmless from and against any claim, of any kind whatsoever, issued by one of its employees, workers or third parties.

In the event that proceedings are issued against RX France, all duties, costs, fees and damages that it may be ordered to pay shall be borne by the Finalists only.

Finalists commit to provide RX France with the name of the photographer (photo credit).

Finalists warrant that they informed and obtained authorisations from their organisations for the process described below.

Finalists and Entrants authorise RX France to:

- **publish their essay** with their name and company name on the MIPIM Blog during 5 years
- **photograph and make video or audio recordings** of the MIPIM CHALLENGERS (hereinafter referred to as the "Recording") ;
- **broadcast, live or deferred, the Recording** of the MIPIM CHALLENGERS on tangible or intangible media platforms, including media networks and the Internet (Facebook, Instagram, LinkedIn, YouTube or others).
- **adapt the Recording** to be included within a compilation of other contents of MIPIM – notably for Continuing Professional Development purposes - and represent, reproduce, distribute and market the said compilation

For a period of five (5) years, for any informational, promotional, marketing and/or commercial purposes, Finalists and Entrants authorise RX France to :

- **communicate the Recording** on all tangible or intangible media known or unknown at this time, notably digital media and internet (in particular, the websites tradeshows and its partners and related promotional social media as YouTube branded channel, Facebook, LinkedIn, Twitter or other), and on any other promotional or marketing tool it may use, being specified that RX France will not be held liable for uses of whatever nature that may be made by web surfers of the Recording appearing on these websites

### **Item 7: Competition prizes**

#### **For the 16 selected Finalists of MIPIM CHALLENGERS 2024:**

- Visibility at MIPIM 2025;
- An invitation to attend MIPIM Tradeshow;
- A room for 4 nights in an hotel selected by MIPIM team.

### **Item 8: MIPIM attendance**

If MIPIM is held physically, each finalist invited to MIPIM commit to attend and to participate to the 3 events listed in Item 2.

If MIPIM is held virtually, each finalist shall attend the events online.

**In case of Finalist unattendance to MIPIM on any of the events listed in Item 2, the Finalist shall reimburse the 4 hotel nights. The Finalist will no longer be entitled to free access to MIPIM and his/her badge will be deactivated.**

## **Item 9: Force Majeure**

In the event of force majeure or unforeseen circumstances resulting in the impossibility of organising MIPIM, the MIPIM CHALLENGERS ceremony will remain and be postponed or held virtually.

"Force Majeure" means any health, climate, economic, political or social situation at the local, national or international level: (i) which could not have been reasonably foreseen at the time of entering into the participation contract, (ii) which is beyond the control of the parties, and (iii) which precludes the performance of the parties' obligations, and, in particular, the holding of the event, or which poses a risk of disturbances likely to seriously affect the organisation and the smooth running of the event or the safety of persons and property.

## **Item 10: Privacy**

RX France collects entrants personal data by the present document or during participation of the event, (attended places or events, services operated). The data is processed by RX France for the purposes of caring out its contractual obligations (notably customer's data base management, events, services and ticketing management, invoicing and cash collection management) and promoting its activity.

Such data is stored for a maximum duration of 5 years.

This personal data can be:

- integrated into the online database available to Participants to enable them to prepare the event, promote their business and schedule their business appointments within the event. In this respect, Participants undertake not to use the data for any other purposes. RX France reserves the right to stop by any means any disturbance caused by any forbidden use of personal data;
- transmitted to sub processors that have undertaken to comply with Data Protection Laws requirement such as companies belonging to the same group, in particular the companies of the RELX group, service providers and partners, who may be located outside the European Economic Area;
- communicated to Participants, such as speakers, sponsors, exhibitors, who can be located outside the European Economic Area to carry out commercial prospecting;
- used on all distribution and promotional media in connection with the relevant event including over the internet;
- processed for distribution and promotional analysis (profiling, targeting).

As a data controller, RX France have implemented and maintain appropriate technical and organizational measures in such a manner that its processing of personal data meet the requirement of French and European Data Protection Laws and in particular GDPR. Entrants may exercise their right to access, obtain, correct and oppose the use of your personal data by fulfilling the form here. [privacy.reedexpo.com/en-gb/privacy-centre.html](https://privacy.reedexpo.com/en-gb/privacy-centre.html)

## **Item 11: Claims**

Registering and competing for the MIPIM CHALLENGERS implies full acceptance of the present Rules. The Rules and the MIPIM CHALLENGERS are governed by French law. If no amicable settlement can be reached, any dispute arising in connection with the construction and/or performance of the Rules shall fall under the jurisdiction of the Commercial Court of Paris.