

SPECIFIC RULES FOR FUTURE ON STAGE APPLICATIONS

ARTICLE 1 – COMPETITION PRINCIPLE

On the occasion of the Maison&Objet Show, SAFI is organising the Future on Stage Competition to showcase young innovative brands in the decoration, design and art of living world.

ARTICLE 2 – CONDITIONS OF ADMISSION OF APPLICANTS

Only applicants who meet the following conditions are allowed to apply:

- New brands less than 3 years old,
- Offering products in the decoration, design and art of living world,
- Having already built their brand identity (visual identity, storytelling, launch products),
- Having already tested and/or marketed products, ready to increase their rate of production and to launch themselves on the market,
- Having never participated in the Maison&Objet Show.

ARTICLE 3 – CATEGORIES

Only brands whose products are included in the product categories of the Maison&Objet Show may participate in the Future On Stage program:

- Deco objects
- Furniture
- Home textiles
- Lighting
- Fashion
- Kitchen
- Kids
- Outdoor
- Work space
- Carpets
- Tableware
- Local authorities
- Fragrances and well-being
- Bathroom
- Coatings

ARTICLE 4 – APPLICATIONS FOR THE FUTURE ON STAGE PROGRAM

The applications shall be selected by a Jury.

The Jury shall receive the applications and decide on each of them without being required to justify its decision.

Three (3) brands shall be selected by the Jury to participate in the Maison&Objet Future On Stage program.

The brands selected for an edition of the Maison&Objet Show shall no longer be eligible for this offer for other editions of the Show.

The three (3) brands selected by the Jury make a firm and irrevocable commitment to participate in the Future On Stage program for the session of the Show for which they have applied.

The three (3) brands selected by the Jury undertake to be present in the space dedicated to the Future On Stage program throughout the duration of the Show.

It should be noted that the three (3) brands selected by the Jury shall be solely and entirely responsible for decoration of their space and shipment of their products for the Show.

ARTICLE 5 – JUDGING CRITERIA OF THE JURY

For selection of the three (3) brands, the following criteria shall be taken into account:

- The innovative nature of the brand and the product,
- The standpoint, differentiating positioning of the brand / engaging storytelling.
- The commercial potential of the brand (already successful customer testing, price positioning, margin left for distributors, minimum order quantity, etc.).
- Their capability in terms of marketing and sales to launch themselves on the market.

ARTICLE 6 – FORMALITIES FOR APPLYING

To apply for the Future On Stage program, applicants must complete the online application form by the required deadline indicated on it.

The file must include the following:

- Mandatorily:
 - The application form duly completed online on the page dedicated to the Future On Stage program,
 - The documents requested on the form (photos, presentation of the brand.),
- Optionally (to complete your information and support your application):
 - Additional photos of the products, the concept, and the team, etc.
 - A video (YouTube, Dailymotion, Vimeo link).

ARTICLE 7 – TRUTHFULNESS OF THE INFORMATION

7.1 Applicants undertake to communicate only accurate and truthful information to the Jury and to avoid any omission or inaccuracy that could result in a wrong decision being taken. In the event of a proven irregularity, the Jury reserves the right to withdraw the brand's application to the Future On Stage program.

7.2 The applicants represent and warrant to the organiser that the products, solutions or system do not infringe the rights of third parties or that they have obtained from the holders of intellectual property rights in the products, solutions or system that they present, all the rights and/or authorisations necessary for their presentation in the Competition.

The organiser disclaims all liability in this respect.

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ARTICLE 8 – JURY

For each application, the file is considered “complete” when it includes all the information necessary to inform the Jury’s decision (and in particular the elements stated as mandatory in Article 6 herein).

Applications shall be reviewed by a Jury of Experts composed of professionals of the sector.

The Jury members shall judge the applications according to the information contained in the file. If necessary, they may obtain additional information from the applicants (via the organiser), who undertake to provide it to them.

The Jury’s decision regarding the selection of the three (3) brands that will be selected to participate in the Future On Stage program is sovereign and final.

ARTICLE 9 – ANNOUNCEMENT OF THE RESULTS

The list of the three (3) applicants selected to participate in the Future On Stage program shall be announced in mid-June for the September program of the same year and in mid-October for the January program of the following year.

ARTICLE 10 – CONDITIONS OF USE OF INFORMATION

A special communication before and during the Show containing the names and descriptions of the brands/products/services eligible to compete shall be made to the press and professionals (unless the applicant objects in writing when applying for the Future On Stage program).

SAFI reserves the right to slightly change the text and/or the translation in order to make the presentation of the brands more explicit and understandable for the audience.

ARTICLE 11 – INTELLECTUAL PROPERTY

Participants declare that they have not assigned or granted the intellectual property rights relating to their products, solutions or system.

They authorise the organiser to publish, as part of information or communication relating to the Future On Stage program and/or the Show, their first and last names, the full details of their company, the description they have provided of their brand, products, solutions or system, without being able to claim any rights or remuneration of any kind.

The participants authorise the organiser to use the images and photos of their brand/product/solution/system free of charge and to reproduce and represent - for the lifetime of the rights in question, free of charge and in any territory - the brands/products/solutions/systems presented in the communication tools of the Future On Stage program and/or the Show (Internet, exhibition catalogue, invitation cards, visitors plan, promotional video, photographs, press, television programs, etc. without this list being exhaustive). The participants represent and warrant to the organiser that they have obtained from the holders of intellectual property rights in the products, solutions or systems they present, all the rights and/or authorisations required for the above-mentioned uses.

ARTICLE 12 – CHANGE TO OR CANCELLATION OF THE FUTURE ON STAGE PROGRAM

Cancellation or postponement of the Show or a low level of participation would lead to the cancellation of the Future On Stage program as of right; in this event the organiser could not be held liable. Applicants would not be able to claim any compensation from the organiser in these cases.

Applicants state that they are aware of the possibility of a postponement and/or cancellation and accept all the risks related to the possible non-realisation of the Future On Stage program. Under all circumstances, they shall exclusively bear any expenses they incur for/in anticipation of the Future On Stage program and the Show.

ARTICLE 13 – AMENDMENT TO THESE RULES / SEVERABILITY

The Organiser reserves the right to rule on any cases not covered by these Rules and add new provisions whenever it deems necessary for the smooth running of the Future On Stage program and the Show. Should any one of the provisions herein be considered null and void, whether in part or in full, for any reason whatsoever, it shall not affect the other provisions hereof. In such a case, the Parties shall undertake to negotiate in good faith to agree on a provision that, as far as possible, has the same effect.

ARTICLE 14 – DISPUTES - LIMITATION

In the event of a dispute, regardless of the object, entrants undertake to send a claim to the Organiser by registered letter, with acknowledgement of receipt, before initiating any other proceeding. Any action initiated within 15 days following receipt of said registered letter shall be inadmissible. In accordance with Article 2254 of the French Civil Code, the parties agree to set a limit of one year (1 year) for rights and legal action concerning the liability of the Organiser due to its own actions, those of an employee or a third party, regardless of the cause thereof. This period shall begin from the expiry of the 15-day timeframe stipulated above.

RELATIONS BETWEEN ENTRANTS AND THE ORGANISER SHALL BE FULLY AND EXCLUSIVELY GOVERNED BY FRENCH LAW.

IN THE EVENT OF A DISPUTE, THE COURT OF COMMERCE OF PARIS SHALL HAVE SOLE JURISDICTION.