



# MADE AWARDS RULES AND REGULATIONS

## 1. INTRODUCTION

The MADE Awards, promoted by MADE eventi s.r.l. and in its second edition, is intended to promote the knowledge and awareness of the excellence of the products/processes/services provided by the exhibitors at ME-MADEexpo 2023.

## 2. CONDITIONS FOR PARTICIPATION AND COMPETITION CATEGORIES

Each exhibitor can participate, **entirely free of charge**, by registering one single product/ process/service for each category of the MADE AWARDS. The MADE AWARDS are divided into in 8 categories which represent the sectors of Construction and Building Envelope Halls.

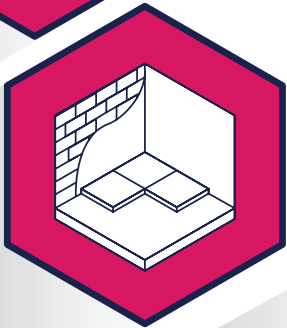
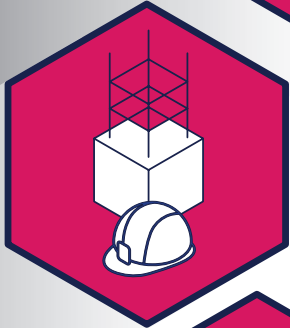
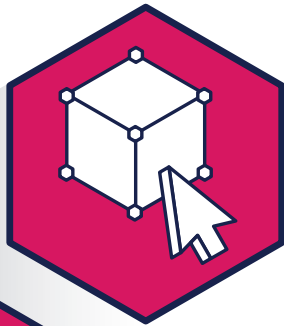
The categories are:

### CONSTRUCTION EXHIBITION:

- 1- *Planning, BIM and Software, Services*
- 2- *Structures and Building systems, Civil engineering and Infrastructures, Construction site tools and Safety*
- 3- *Energy requalification, Insulation and Comfort, Building/utilities integration*
- 4- *Interior and exterior Finishes and Coatings*

### BUILDING ENVELOPE EXHIBITION:

- 1- *Building envelope, Façades and Roofs, Glazing*
- 2- *Fenestration, Windows and Doors, Closures, Sunshading and Automation*
- 3- *Outdoor, Sunscreen and Anti-Insect screens*
- 4- *Components, Accessories and Hardware Machinery and Production Equipment for windows*








Three finalists will be selected, one of which will be nominated the winner for each category; if the Jury considers it appropriate, one or more honourable mentions will be awarded. Only one product/process/service can be entered for each category, not a complete collection. Only products (or versions thereof) put on the market in the period from March 2023 to November 2023 may be entered for the competition. The participant may be required to provide adequate proof of the date of introduction of the product on the market. Among the start up exhibitors will be judged and awarded with a special prize the most innovative one.

### 3. VISIBILITY OF THE MADE Awards COMPETITION

The initiative will benefit from considerable visibility in a range of communication channels, defined as follows:

 **Online:** a web page dedicated to the project will be created on the [www.madeexpo.it](http://www.madeexpo.it) site, with the competing categories subdivided and the production of information sheets dedicated to the product/process/service entered. This will be linked to the company file of the exhibitor entering the competition and it will be possible to use these to vote directly online;

 **Social:** there will be a social campaign on the MADE expo fanbase, consisting of over 25,000 followers, within the LinkedIn, Facebook, Instagram and Twitter social media networks;


 **E-mail marketing:** periodic newsletters will be sent to over 200,000 Italian and foreign contacts, showing the products/processes/services in the competition and the categories.


The finalist companies (three for each category) will

benefit from specifically dedicated visibility, defined as follows:

- a product/process/service display at the 'MADE Awards Area', a space dedicated to the competition set up inside the halls during the event and a 'MADE Awards Kit' featuring promotional graphic material to be used at the stand;
- highlights showing the finalist products/processes/services on the dedicated web page;
- a social media campaign to launch the award ceremony at the trade show on the MADE expo fanbase, consisting of over 25,000 followers on the LinkedIn, Facebook, Instagram and Twitter social media networks;
- a dedicated newsletter to over 200,000 Italian and foreign contacts with the finalists and their products.

The winner by category will be selected from the three finalists per category. The winners will enjoy the following additional benefits:

 **Branding:** unlimited use of the 'Winner 2023' MADE Awards logo for corporate communications;

 **Award ceremony:** personalized trophy presented during the award ceremony.

### 4. TIMING

Registration for each category is possible **up to 31<sup>st</sup> October 2023** through our website [www.madeexpo.it](http://www.madeexpo.it) where the materials of your products can be uploaded as indicated in detail (photos, descriptive texts, etc.). The MADE team will be available to support the exhibitor in choosing the category in which to register the product/process/service.



## 5. HOW TO VOTE

All competing projects will be published on the [www.madeexpo.it](http://www.madeexpo.it) – website on ME Awards page on ExpoPlaza Catalogue in order to allow voting by the popular jury represented by visitors to the site who will also be invited to vote through social media campaigns. As of now the final vote will be represented by a combination of the votes of the popular jury, which will have a weight of 40%, and the votes of the Technical Jury, which will carry a weight of 60%. Both juries, popular and technical, will select the first three finalist companies for each category. The winners (one per category) will be taken from the short list of finalist companies and will be selected by the Technical Jury.

## 6. EVALUATION

A Technical Jury made up of university professors, association representatives, architects, influencers and leading figures from the various media worlds specialized in architecture will evaluate each nomination in order to decide the winner (one per category) by taking into account the following characteristics for each of the 8 categories in the competition:

- Concept
- Design and aesthetic quality
- Innovation and technological development
- Sustainability and energy saving
- Technical quality and functionality
- Comfort and well-being
- Production and quality techniques
- Functionality and operability
- Symbolic and emotional content

The Technical Jury's decision will be based on discretionary assessments and no objections from the participating exhibitors will be accepted. **No appeals will be accepted** either and the Technical Jury's **decision will therefore be final**.

## 7. "MADE Awards" DISPLAY AREA

The finalist products/processes/services will be exhibited in a display area set up within the event halls and communications regarding them will be sent to the finalist exhibitors in good time (approximately 15 days before the start of the event) in order for them to be able to send the physical product or other material relating to the nomination to the exhibition secretariat. In the case of any particular processes, services or products where their specific nature means that it will not be possible to display them physically, facilities and systems will be made available for the playing of demonstration videos.





## 8. AWARD CEREMONY AND PRESENTATION

The winner will be announced at the beginning of the event by the Technical Jury.

The awards ceremony will be held during the event in the MADE Awards area. Winners will receive a personalized trophy and the title “MADE Awards 2023 Winner” can be used free of charge for promotional purposes, together with the MADE Awards logo. The initiative will benefit from considerable visibility on a number of communication channels including the event’s **official catalogue, mailing, social media channels** and during the course of other activities carried out by MADE eventi.

## 9. INTELLECTUAL PROPERTY RIGHTS

The exhibitor hereby declares and warrants that the product nominated for the competition does not violate any provisions regarding intellectual property, it being understood that should MADE eventi become aware of any violation of this declaration, it shall exclude the exhibitor from participating. All participants are therefore

obliged to inform MADE eventi in advance of any legal proceedings (regarding competition, patents, trademarks, copyright disputes or other rights) with reference to the products sent, it being understood that in this case MADE eventi will have the right to refuse participation. In case of violation of their own products the participant will be solely responsible for any provision regarding intellectual property, it being understood that MADE eventi shall not be held responsible for any claim, request, damage or action that the latter may suffer from third parties. as a result of the aforementioned violation.

The copyright of the contributions submitted to the competition (photographs, videos and texts) shall remain with the respective participant. The participant guarantees the right of use and the right of publication to MADE eventi in accordance with the provisions of the Exhibition Regulations. **The participant is not entitled to request compensation from MADE eventi for the use that the latter should make of it (the product). By registering, the participant consents to this use.**



**ME**  
awards  
2023