



Contest Rules and Regulations "Stars of CEDE 2018"



§ 1. Definitions

1. The meanings of the concepts and definitions used in these Rules and Regulations are presented below:
 - 1.1. **Organizer** - EXACTUS Ewa Mastalerz, Marek Wiktorowski sp.j. located in Lodz, Al. Kościuszki 17, Ip. (90-418 Lodz), entered into the National Court Register, under KRS number 0000090731; NIP: 7250014679; code: 470502921;
 - 1.2. **CEDE 2018** - Central European Dental Exhibition, taking place from the 20th to the 22nd of September 2018 at the Poznań International Fair grounds at 14 Głogowska Street in Poznan; organized by the Organizer;
 - 1.3. **Contest** - a contest organized under the name "Stars of CEDE 2018" on the principles specified by these Rules and Regulations;
 - 1.4. **Rules and Regulations** - these Contest Rules and Regulations;
 - 1.5. **Participant** - the manufacturer or distributor of a Product, that is at the same time an exhibitor or co-exhibitor of CEDE 2018, registered on the online platform, available at www.cede.pl and / or an adult person who has made use of the free registration in the "User Panel" on the Organizer's website, available at www.cedenews.pl and then voted for a Product under the terms of these Rules and Regulations.
 - 1.6. **Product** - dental product, available on the Polish dental market, entered into the Contest under the terms of these Rules and Regulations, in one the following four categories:
 - 1.6.1. dental equipment;
 - 1.6.2. dental materials;
 - 1.6.3. dental prophylaxis;
 - 1.6.4. IT and dental education;
 - 1.7. **Exhibitor** - the producer or distributor of the Product, who is at the same time a CEDE 2018 registered exhibitor or co-exhibitor through the Exhibitors Panel, available at www.cede.pl;
 - 1.8. **The Prize** - the prizes described in § 5 paragraph 4 hereof.

§ 2. General Provisions

1. These Rules and Regulations specify the terms and conditions of the Contest organized under the name "Stars of CEDE 2018".
2. The Contest is organized in the territory of the Republic of Poland.
3. The Contest will begin on the 1st of March 2018 and will last until the 20th of September 2018, wherein the activities associated with the processing of complaints will be completed no later than September 29th 2018.



4. The purpose of the Contest is to select the best, most interesting and most practical in the opinion of dental community, dental products available on the Polish dental market in four categories: dental equipment, dental materials, dental prophylaxis, IT and dental education.
5. Participation in the Contest is voluntary and free.
6. The Contest is not a game of chance or a mutual bet, the outcome of which depends particularly on chance as is understood within the meaning of the Act of 19 November 2009 on gambling (Dz. U. of 2016., pos. 471).

§ 3. The terms for the submission of a Product for the Contest

1. The submitting of a Product for the Contest can take place from the 1st of March 2018 to the 30th of May 2018.
2. The submission of a Product can be made by the manufacturer or distributor of the Product, that is at the same time an exhibitor or co-exhibitor of CEDE 2018, registered on the online platform, available at www.cede.pl.
3. In the case of submissions to the Contest of the same Product by several entities entitled to submit within the meaning of paragraph 2 above, participation in the Contest is decided by the time of the submission.
4. The Exhibitor is entitled to submit one Product in each of four categories: dental equipment, dental materials, dental prophylaxis, IT and dental education. The Exhibitor is permitted to submit only one Product in the chosen category.
5. The submission of a Product for the Contest is done via the on-line form available in the "Exhibitor's Panel" on the website www.cede.pl.
6. Each Product submission for the Contest should include:
 - 6.1. The complete name of the Product in Polish and English;
 - 6.2. Product description in Polish and English, not exceeding 1000 characters (including spaces);
 - 6.3. A concise justification for the submission of the Product to the Contest, not exceeding 400 characters (including spaces);
 - 6.4. Up to five Product photographs: jpg file; 1920x1080px, full HD
 - 6.5. Specification of the weight and size of the Product;
 - 6.6. Indication of the contact person.
7. The submission of the Product to the Contest may also include a video with the description of the Product (files must be uploaded to the FTP server or sent the Organizer through the WeTransfer or Dropbox platform) or a link to a service where the video can be watched or downloaded from. The duration of the film must not exceed 2 minutes.
8. After acceptance of the product submission the Exhibitor/Co-Exhibitor will be able to review Product description in website view through the links available in the application form.
9. The Product description will be published on June 9 , 2018 on the websites www.cede.pl and www.cedenews.pl . Any changes and updates in the Product description will be possible until June 4, 2018. After this date the form will be closed for any changes. The submitted Products



will be presented on the website in accordance with the materials provided by the Exhibitor and according to the terms of these Rules and Regulations.

10. The Exhibitor is not authorized to make changes in the submission of the Product to the Contest after the publication by the Organizer of the Product description on the website, available at www.cedenews.pl.
11. From the moment of the submission of the Product to the Contest, the Exhibitor is not allowed to exchange the Product with another one.
12. The Exhibitor is obliged to make available the Product that had been submitted in the Contest, at their booth throughout the duration of CEDE 2018.
13. The Exhibitor is obliged to present the Product, which had been submitted to the Contest, on September 20, 2018 on their stand during CEDE 2018 and mark the Product in order to inform the public of the fact of its participation in the Product Contest and on how to vote for the Product in the Contest.
14. The Exhibitor is obliged to place on their website or social networking profile - preferably in the immediate vicinity of the Product description or photograph - information about the participation of the Product in the Contest. Furthermore, the Exhibitor is obliged to place, in the manner described in the preceding sentence of this paragraph, information on the possibility of voting for the Product through the website www.cede.pl.
15. Products will not qualify for the Contest, if:
 - 15.1. There remain pending judicial or court disputes as to the rights to these Products;
 - 15.2. Submitted Products are not original;
 - 15.3. Product submission to the Contest does not meet the conditions referred to in §3. section 6.
16. The organizer reserves the right to reject the submission of the Product to the Contest if the Product is inconsistent with the profile of the exhibition.
17. The Organizer will send any information about the rejection of a Product to qualify for the Contest and the reasons for the rejection to the address given in the Exhibitors' Panel at www.cede.pl.
18. The Exhibitors interested in promotion of submitted products through interview published at www.cedenews.pl should contact the CEDENEWS editor – Mr. Lukasz Sowa at lukasz.sowa@cede.pl.
19. In case of the resignation of the Exhibitor/Co-Exhibitor in participation in CEDE 2018 exhibition all products, his products will be automatically withdrawn from the contest and all votes cast for the products will be cancelled. Information about withdrawal will be published at www.cede.pl and www.cedenews.pl and in the social media dedicated to CEDE.

§ 4. The rules of voting in the Contest

1. Voting for the Product selected for the competition will be possible from 00:00:00 on June 9th, 2018 until 16:00 on September 20th 2018.
2. Voting for the Product selected for the competition takes place through the Participant Panel at www.cede.pl



3. Voting in the Contest will be available for CEDE 2018 Visitors and the 2nd Polish Dentistry Union Congress participants registered on the Organizer's website, available at www.cede.pl.
4. The competition is open to:
 - 4.1. dentists
 - 4.2. dental technicians
 - 4.3. hygienists / dental assistants
 - 4.4. UM students of the faculty of dentistry
 - 4.5. Technical School of dentistry students.
 - 4.6. pharmacists
 - 4.7. health service workers
 - 4.8. professional publication employee
 - 4.9. intern
 - 4.10. medical managers
 - 4.11. therapist
 - 4.12. other medical
5. In the process of registration the Participant fills out an on-line form indicating:
 - 5.1. name and surname;
 - 5.2. e-mail address;
 - 5.3. telephone number;
 - 5.4. occupation (dentist, technician, assistant, dental hygienist, student);
 - 5.5. correspondence address;
6. Before casting their vote, the Participant is asked to:
 - 6.1. read and accept the contents of the Contest Rules and Regulations;
 - 6.2. consent to the processing of personal data to the extent specified in these Rules and Regulations.
7. The Participant may vote for one Product in each of the four categories: dental equipment, dental materials, dental prophylaxis, IT and dental education. At the same time the Participant may only vote for one Product in a given category.
8. During the vote the Participants have the opportunity to familiarize themselves with the information about the Products which qualified for the Contest, made available by the Organizer on the website, available at: www.cede.pl.

§ 5. Announcement of the results of the Contest and Prizes

1. The announcement of the results of the Contest and awarding of prizes will be held on September 20th, 2018 at 18:00 during a ceremony in the passage between exhibition pavilions 7, 7A, 8, 8A.
2. The Contest results will be published on the websites of the Organizer, available at the following addresses: www.cedenews.pl, www.cede.pl and social media devoted to CEDE 2018.
3. Information about the results of the Contest will also be sent by e-mail to all Participants of CEDE 2018.
4. The Prizes in the Contest are:



- 4.1. commemorative statues;
- 4.2. diplomas of recognition;
- 4.3. presentation of the winning Products which will take place on the 21st and 22nd of September 2018 on the Avenue of CEDE 2018 Stars, ie. a specially designated area of the passage between the exhibition pavilions 7, 7A, 8, 8A during CEDE 2018. The winning Products will be placed by the Organizer in transparent showcases dimensions of 60 cm (height) x 60 cm (width) x 60 cm (depth) on a pedestal with the dimensions of 110 cm (height) x 60 cm (width) x 60 cm (depth) guaranteeing the safety of the Products and allowing them to be viewed. In the case where the winning Product will have a size greater than that of the showcase described in the preceding sentence, the Exhibitor will have the opportunity to put in the showcase a device such as a tablet or laptop with the presentation of the winning Product (film, photographs, leaflets relating to the Product, etc.).
5. Prizes in the Contest will be funded by the Organizer.
6. Prizes will be awarded to those Exhibitors whose Products received the highest number of votes in the category in which they were qualified for the Contest.

§ 6. Responsibility

1. The Organizer shall be liable only for the organization and proper conduct of the Contest with the exception of circumstances attributable solely to the Participant or motivated by external causes, which could not be foreseen (force majeure), as well as circumstances beyond the control of the Organizer, despite operating with the utmost care.
2. The Exhibitor submitting a Product to the Contest declares that he enjoys the rights to the Product, including, in particular within the meaning of the Act of 4 February 1994 about Copyright and Related Rights (Journal of Laws of 2016., Pos. 666) as well as existing intellectual property rights within the meaning of the Act of 30 June 2000. Industrial property law (Journal of laws of 2013., poz.1410) the Product is not burdened with rights of third parties, nor has any other legal faults.
3. By submitting a Product the Exhibitor declares that he is entitled to use the materials, referred to in § 3, paragraph 6, and that there is no infringement of third party rights.
4. The Exhibitor submitting a Product to the Contest shall be required to satisfy all claims of third parties reported in connection with the use of the materials referred to in § 3, paragraph 6, by the Organizer, and in the case of these claims being satisfied by the Organizer, to reimburse the Organizer for all expenses incurred for their satisfaction, as well as costs arising from the need for defense against such claims, including the costs of court proceedings and legal assistance.
5. The Organizer reserves the right to distribute without territorial and time restrictions all works of text, images, video footage, interviews and audio materials referred to in §3 section 6, §3 section 7, § 3 section 9, §3 section 18 also for publicity needs related to the activities of the Organizer.
6. The authorization referred to in § 6 section 5 refers to all known fields of use, in particular:



- 6.1. recording and/or reproduction by any means, including print, photographic film, magnetic tape, a floppy disk, digitally;
 - 6.2. to make publicly available in such a way that any individual may have access to the works or objects of related rights in a place and time of their choice (including sharing on the Internet, e.g. as part of any Internet site and any services paid or unpaid), and as part of any telecommunication service using any systems and equipment;
 - 6.3. introducing to the market;
 - 6.4. public performance and/or playing in public;
 - 6.5. exhibit and/or display;
 - 6.6. entering to computer memory and computer network and/or multimedia;
 - 6.7. rental and/or lending;
 - 6.8. broadcasting using video and/or audio by cable and wireless via a ground station and/or via satellite;
 - 6.9. entering into telecommunication networks;
 - 6.10. to make publicly available in such a way so that anyone has access at the time and place of their choice (such as sharing on the internet and through any telecommunication service).
7. The authorization referred to in § 6 section 5, also includes consent to the exercising by the Organizer subsidiary rights and is not limited in time or territorially - refers both to the Polish territory, as well as to other countries.
 8. The authorization referred to in § 6 section 5, is free of charge.

§ 7. Complaints

1. Complaints concerning the Contest may be submitted during the Contest, ie. From the 1st of March 2018 at the latest, within 7 days from the date of announcement of the results the Contest on the September 20th, 2018.
2. Complaints relating to the Contest can be directed to the Contest Organizer, at the following address: cede@cede.pl.
3. The complaint should include:
 - 3.1. the indication of the name and surname or the exact name of the Participant;
 - 3.2. the exact address of the Participant;
 - 3.3. identify the cause of the complaint;
 - 3.4. signature of Participant or the person authorized to represent the Participant.
4. Complaints will be considered by the Organizer within 7 days from the date of receipt.
5. The Participant who submits a claim will be notified by the Organizer of the consideration by e-mail no later than 7 days from the date of consideration of the complaint by the Organizer.



§ 8. Protection of Personal Data

1. The administrator of the personal data of Participants within the meaning of the Act of 29 August 1997 on Personal Data Protection (Journal of Laws of 2016., Pos. 922) is EXACTUS Ewa Mastalerz, Marek Wiktorowski sp.j. located in Lodz, Al. Kościuszki 17 Ip. (90-418 Lodz), entered into the National Court Register, under KRS number 0000090731; NIP: 7250014679; Code: 470502921; e-mail: cede@cede.pl; Phone: +48 42 632 28 66;
2. The database of Participants in the Contest has been reported by the Organizer to the Chief Inspector for Personal Data Protection.
3. Within the framework of the Contest, The Organizer is entitled to the processing of personal data of Participants needed for the implementation of this Contest at any stage of its implementation. The Participant may also voluntarily consent to the processing of personal data for other purposes determined by the Organizer.
4. The organizer may process the following personal data of Participants:
 - 4.1. first name and last name;
 - 4.2. address;
 - 4.3. e-mail address;
 - 4.4. phone number;
 - 4.5. profession.
5. The Organizer defines the personal data of Participants, providing which is necessary to participate in the Contest. Providing personal data is voluntary, however the refusal to submit personal data necessary to participate in the Contest results in the inability to participate in the Contest.
6. The Participants have the right to inspect their personal data, request its change and removal.
7. The Organizer protects the submitted personal data and endeavors to protect it from unauthorized access or use.
8. Personal data may be made available to the judicial authorities and other state authorities upon a legitimate request.
9. Providing personal data is voluntary and the Participants can choose whether and to what extent they want to participate in the Contest and share information about them. Providing personal data to the Organizer is a voluntary decision and the Participant may at any time require the cessation of the processing of his personal data and to object to the processing of personal data.
10. All correspondence related to the processing of personal data should be directed to the organizer at the following address: Al. Kościuszki 17 Ip., 90-418 Lodz, or by e-mail: cede@cede.pl.

§ 9. Final Provisions

1. The content of these Rules and Regulations has been made available at the Organizer's office at Al. Kościuszki 17 Ip. Content of the Rules and Regulations is made available free of charge



in a form allowing for downloading, printing and consolidation at any time from the website of the Organizer, available at: www.cede.pl.

2. The Organizer shall have the right to change these Rules and Regulations, about which The Organizer will inform the Participants at least 14 days before the amendments come into force. If the Participant does not accept the new Rules and Regulations, he will be obliged to notify the Organizer of this fact prior to the Rules and Regulations coming into force. Lack of acceptance of the new version of the Rules and Regulations means the Participant will be de-registered from the Participants database. Failure to inform the Organizer by the Participant prior to the entry into force of the Rules and Regulations will mean an acceptance of the amendments to the Regulations.
3. The Organizer will inform about any amendments to the Regulations on the website, available at: www.cede.pl and by sending an e-mail to the supplied Participant's e-mail address.
4. In matters not regulated herein, relevant provisions of Polish law will be applied.
5. In the event of a dispute relating to the Contest, the sides will in the first place try to resolve it amicably, if this proves impossible, the parties shall submit the dispute to be resolved by the relevant common court.
6. These Rules and Regulations come into force on the 1st of March 2018.