

# MIPIM AWARDS 2010

## COMPETITION REGULATIONS

Reed MIDEM (with registered offices located at 9-13 rue du colonel Pierre Avia, Paris (75015), France,) is the official organizer of the 2010 MIPIM tradeshow from March, 16 to March, 19 2010, in Cannes (the "MIPIM") and of the related MIPIM Awards 2010 (the "MIPIM Awards").

The competition regulations of said MIPIM Awards are detailed hereinafter (the "Regulations").

### ITEM 1: SELECTION CRITERIA

All the real estate projects that have been completed between March 2009 and March 2010 can enter the competition in one or several of the 5 following categories:

- ◆ Business Centres
- ◆ Refurbished Office Buildings
- ◆ Residential Developments
- ◆ Hotels & Tourism Resorts
- ◆ Green Buildings

### ITEM 2: NUMBER OF PROJECTS ALLOWED

Each company is allowed to present a maximum of 3 projects in any of these categories as long as the projects suit the criteria mentioned in the Regulations.

### ITEM 3: PRE-SELECTION FORM

Every company which wants to enter the competition must complete (in English) and return 1 pre-selection form per project presented (available upon request and on the [www.mipim.com](http://www.mipim.com) website).

If the project is managed by several companies, the company submitting the project must inform the other companies and obtain their approval.

The pre-selection form(s) must be returned before December, 21<sup>st</sup> 2009 to:

Auréliе PROUILLAC  
MIPIM AWARDS 2010  
Reed MIDEM  
BP 572 – 11, rue du Colonel Pierre Avia  
75726 Paris – FRANCE

### ITEM 4: REGISTRATION DOSSIER & FEES

If the presented project conforms to the Regulations, Reed MIDEM will contact the submitting company so that it can fill in and return an entry form, along with all the required elements, and return the complete submission to Auréliе PROUILLAC before final deadline January, 15<sup>th</sup> 2010.

Registration dossiers must follow the directions given by Reed MIDEM (written in English, A4 format as a bound-book). The Jury will have the right not to examine dossiers it will judge incomplete or not supplying the required elements.

Every applicant must pay registration fees of 700 € (+VAT 19.6%), for each project submitted. The fees must be paid to Reed MIDEM. These fees are not refundable in any case, whatever the results of the Jury's selections will be.

**IMPORTANT:** It is absolutely compulsory to include the fees with the registration dossier. Should payment of the participation to the MIPIM Awards 2009 not be made, the company will not be authorized to participate at the MIPIM Awards competition and the project will not be examined by the Jury.

### ITEM 5: JURY'S MISSION & NOMINATION

All the completed registration forms received by January, 15<sup>th</sup> 2010 will be submitted to the MIPIM Awards Jury. The MIPIM Awards Jury is an independent Jury composed of real estate professionals. The Jury will meet in January 2010 to study all the entries.

The jury's mission is to select 3 projects for each of the categories mentioned in item 1, which represents a total of 15 nominees.

The Jury will also have to select 1 project, amongst the 15 nominees, for a "Special Jury Award" (not submitted to the MIPIM participants' vote).

The Jury will be able in total independence to base its selection decision upon various and unlimited criteria such as: infrastructure and transport access, environmental integration of the site, originality of the concept, technical and architectural quality, offer of services.

The Jury's decision is final and will not have to be justified. Any incomplete file submitted to the Jury will risk not being considered.

If there is an imbalance between the number of projects competing or for any other reason considered as problematic by the Jury, the Jury can select more or less than 3 candidates in one or more categories.

#### **ITEM 6: FINAL ELEMENTS TO SUPPLY & VOTING SYSTEM**

The companies whose project has been selected by the MIPIM Awards Jury will be informed of their nomination by mail and will have to supply additional elements such as precise photographic documents, a brief description of their project in French and in English and a CD-ROM of photographs of the project.

The 15 nominees will also have to provide a video of their project, which will be displayed during the MIPIM Awards Ceremony. Reed MIDEM will be able to eventually modify the videos supplied in order to harmonize the quality of the competition and the MIPIM Awards Ceremony.

A deadline to provide these elements will be specified together with the results of the Jury meeting.

The elements referred to in the first paragraph above will be displayed during MIPIM 2010, to be held from March, 16 to March, 19 2010, in Cannes, in an area dedicated to the MIPIM Awards finalists.

These elements will enable the MIPIM participants to vote during MIPIM from March, 16<sup>th</sup> 2010 at 9:00 a.m. until March, 18<sup>th</sup> 2009 at 12.00 a.m. local time for the best project for each of the 5 categories mentioned in item 1.

The nominated companies hereby authorize Reed MIDEM and their representatives (and guarantees that it has been authorized to that end by possible co-creators or third parties) to record directly or indirectly the MIPIM Awards Ceremony with the presentation of the project(s) and the presentations of their company. The nominated companies also authorize Reed MIDEM to reproduce and communicate the same to the public by any means and on all media for the purposes of communicating on the MIPIM 2010, especially on the [www.mipim.com](http://www.mipim.com) website.

The nominated companies accordingly authorise Reed MIDEM to use its name, voice and likeness and if necessary, that of its representative(s) present during the MIPIM Awards ceremony and to reproduce and broadcast such record to the public by any means, including on the [www.mipim.com](http://www.mipim.com) website. Nominees also guarantee that they have been authorised to this end by potential co-creators or third parties.

Accordingly the nominated companies guarantee that Reed MIDEM is authorized to freely use any of the logos, trademarks, title, extracts and other intangible rights and any promotional items related to the project(s) submitted to the competition. The nominated companies also guarantee that they have been authorised to this end by potential co-creators or third parties. The nominated companies also authorize Reed MIDEM to make broadcasts of excerpts of the DVDs or videos lasting less than two minutes during regional or national radio programs, or on the website [www.mipim.com](http://www.mipim.com).

Information, including photographs, that is requested from the applicant/finalist is essential for entering into this competition. This material will be forwarded to third parties, including those companies of the Reed Elsevier group with whom Reed MIDEM has contracted for the purposes of implementing the competition and may be used, in this regard, on any media for dissemination relating to the event in question, including on the Internet, unless, in this latter case, there is an objection from the applicant/finalist concerning photographs.

IMPORTANT: the nominated companies must not incite MIPIM participants to vote for their project while they are in the voting area. That area must stay neutral. Reed MIDEM will take all necessary measures in case a nominee does not abide by this rule.

#### **ITEM 7: VOTING RESULTS**

On March, 18<sup>th</sup> 2010 at noon local time, all MIPIM participants' votes will be counted under the supervision of an Independent Assessor, who will determine which projects won the highest number of votes for each of the 5 categories.

No finalist will be informed of the voting results before the MIPIM Awards ceremony.

#### **ITEM 8: MIPIM AWARDS CEREMONY**

The results of the competition will be announced during the MIPIM Awards ceremony, which will be held in the Palais des Festivals of Cannes, France, on March, 18<sup>th</sup> 2010 (in the beginning of the evening).

During the MIPIM Awards ceremony, for each of the winning projects, official representatives will have to come on stage to receive a prize. The Special jury Award will also be offered a MIPIM AWARDS 2010 Trophy.

IMPORTANT:

Nomination for the MIPIM Awards does not grant to the nominated company free entrance to the MIPIM exhibition area or the MIPIM Awards ceremony.

Each company that has accepted to participate in the MIPIM Awards and qualified as a finalist commits itself to have one official representative of its project attending the MIPIM Awards Ceremony, in order to receive the prize on stage. This official representative must be registered to Mipim.

#### **ITEM 9: EQUALLY PLACED SCORE**

In the case of tie in a category, the President of the Jury will gather the totality or some of the members of the Jury in presence of a representative from Reed MIDEM and of the Independent Assessor in order to determine a winner, under the sole appraisal of this committee.

#### **ITEM 10: CLAIMS**

No claims will be accepted regarding the pre-selection system, the election of the winners, the decision for equally placed scores, or any other aspects of the course of the MIPIM Awards competition.

REGISTERING AND COMPETING FOR THE MIPIM AWARDS IMPLIES FULL ACCEPTANCE OF THE PRESENT REGULATIONS. THE REGULATIONS AS WELL AS THE MIPIM AWARDS ARE GOVERNED BY FRENCH LAWS. IF NO AMICABLE SETTLEMENT CAN BE REACHED, ANY DISPUTE ARISING IN CONNECTION WITH THE CONSTRUCTION AND/OR PERFORMANCE OF THE REGULATIONS AS WELL AS SAID AWARDS, SHALL FALL UNDER THE JURISDICTION OF THE FRENCH COMMERCIAL COURTS OF PARIS, WHICH IS EXPRESSLY ACKNOWLEDGED AND AGREED BY THE PARTIES.

#### **ITEM 11: MISCELLANEOUS**

In the event of force majeure or unforeseen circumstances resulting in the impossibility of organising the MIPIM, the MIPIM Awards shall be cancelled without any indemnification whatsoever.

The applicant is informed that the personal data collected by Reed MIDEM in connection with MIPIM Awards will be processed for purposes of the organisation of this competition. The beneficiaries of this data will be Reed MIDEM and its personnel. According to Loi Informatiques et Libertés n°78-17 of January 6, 1978, the applicant may obtain communication of such data from Reed MIDEM. The applicant may also, for legitimate reasons, rectify, object or oppose to the processing of its personal data by Reed MIDEM.