

# Mercedes-Benz Fashion Week

## MADRID

Autumn | Winter 2020/21

From 28 January to 2 February 2020

IFEMA - Feria de Madrid Hall 14.1

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TERMS AND CONDITIONS FOR PARTICIPATION  
IN MERCEDES BENZ FASHION WEEK MADRID

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IFEMA  
Feria de  
Madrid

#mbfwmadrid

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mbfwmadrid.com

## SPECIFIC TERMS AND CONDITIONS FOR PARTICIPATION IN MERCEDES BENZ FASHION WEEK MADRID

These SPECIFIC TERMS AND CONDITIONS govern the organisation and participation of designers and fashion brands in Mercedes-Benz Fashion Week Madrid, hereinafter MBFWM, and are additional to the IFEMA GENERAL TERMS AND CONDITIONS FOR PARTICIPATION IN ALL EVENTS.

### 1.- Organisation

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The organisation of MBFWM is the responsibility of IFEMA, in terms of everything related to its conception, execution and administration.

#### 1.1 FASHION COMMITTEE:

IFEMA shall have the collaboration of the Fashion Committee for the development of the events related to the MBFWM and shall adopt, in all cases, its decisions, taking into account the proposals of the COMMITTEE, which shall be governed by its own REGULATIONS, available on the MBFWM website.

The COMMITTEE shall be comprised of professionals specialised in fashion who will review the requests received from designers and brands to show at MBFWM and the catwalk set-up.

The COMMITTEE, in accordance with the provisions of its Regulations, will review all requests from designers, in addition to the documentation and/or the data provided in them, such as fashion shows and presentations by designers etc.

Discussions, ratings and rankings shall be confidential, although the rating and ranking shall be made known to the Applicant who requires it.

1.2 The MANAGEMENT of MBFWM (hereinafter the MANAGEMENT) shall be designated by IFEMA and shall be responsible for the conception, implementation and administration of the Fashion Show.

### 2.- Acceptance of Terms and Conditions

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The submission of an application for participation through the completion of an IFEMA participation application form published on the MBFWM website: <http://mbfwmadrid.ifema.es/solicitud-de-participacion/> implies the full and unconditional acceptance by the Applicant of these Specific Terms and Conditions for Participation in MBFWM, as well as the General Terms and Conditions for Participation in IFEMA.

The withdrawal of the designer or brand from participating in the Event is regulated by the General Terms and Conditions of Participation in IFEMA - art. 7 of the General Conditions of Admission and Contracting – and is grounds for termination of the contract between IFEMA and the designer or brand, under the terms and conditions specified in the aforementioned article.

### 3.- Fashion Shows

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IFEMA shall set the fashion show calendar to be put on in MBFWM and shall determine the maximum number that will take place under IFEMA.

The shows that take place under the organisation of IFEMA will have the resources established for each edition and this will be detailed in the Application and in the Participation Agreement.

The remaining shows will be included in the MBFWM calendar and media plan.

## 4.- Objectives

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MBFWM's main objective is the promotion of Spanish fashion, through the exhibition of the collections of Spanish designers.

Consequently, MBFWM intends to:

- a) Show and publicise the activity of Spanish designers through the presentation of their collections, to portray their creativity and the strength of our fashion. In particular invite international designers or brands or review, if applicable, their participation requests.
- b) Enhance the internationalisation of Spanish fashion, by inviting both the press and international buyers to the fashion shows to demonstrate the testimony of creativity in our country.
- c) Offer guarantees of professionalism, through the quality of the facilities put at the service of the designers, as well as the different aspects necessary for the correct execution of the event, such as the selection of models.
- d) Promote the dissemination of Spanish fashion through the different IFEMA channels and departments available to it, especially through communication
- e) In accordance with the above, offer information related to MBFWM through its website as well as its social networks.

## 5.- Participation Conditions

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### 5.1 APPLICATION FORM: PROCEDURE

In order to participate in each edition of MBFWM interested designers and fashion brands must complete and submit to IFEMA, by the deadline established in the notification on the MBFWM website, the APPLICATION FORM THAT IS ATTACHED TO THESE TERMS AND CONDITIONS, ANNEX II.

The submission of the application for participation in MBFWM involves full acceptance of the current Specific Regulations in addition to the General Terms and Conditions of Participation in IFEMA and its technical Regulations.

The documentation can be submitted in Spanish or in English.

### 5.2 ASSESSMENT OF APPLICATIONS AND CREATION OF THE LIST OF PARTICIPANTS

THE FASHION COMMITTEE will review the applications received by applying the evaluation and scoring criteria contained in section 6 of the Specific Regulations of participation.

THE COMMITTEE is an independent body and IFEMA is not responsible for the opinions expressed by it or any of its members in relation to the applications submitted for assessment.

All designers or brands, whether or not they have attended a previous edition, shall be evaluated using 10 points by each member of the Committee.

Designers or brands that score less than FIVE (5) will not be able to participate in MBFWM. Participation in previous editions, therefore, does not guarantee participation in subsequent editions.

In accordance with the results of this assessment, the Fashion Committee will make its proposal of List of participants (designers and brands) for the current edition to the MBFWM MANAGEMENT, and the List will include all valid submitted applications that have obtained a score of 5 or above, in order of score, that will serve as the basis and foundation for the MBFWM Management to organise the fashion shows and select the applications that will hold their fashion shows organised by IFEMA. The score obtained shall determine the right to take part in the fashion shows organised by IFEMA within the format established.

In order to give the MBFWM catwalk prestige, the COMMITTEE may propose that a limited number of designers or brands be invited to participate, without being subject to the selection procedure, that, due to their international recognition, may justifiably contribute to attracting top-level visitors, press and buyers to MBFWM.

### **5.3 COMMUNICATION OF THE PARTICIPANT LIST AND FORMALISATION OF THE PARTICIPATION AGREEMENT**

Based on the assessment of the COMMITTEE, IFEMA will draw up a list of participants, which will specify, based on the score obtained and on the conditional acceptance of the format established by IFEMA, which shall come under the organisation of IFEMA. Once the list of participants has been defined, under the terms indicated, the MANAGEMENT will communicate to the selected designers or brands how their request has been decided and will send them the PARTICIPATION AGREEMENT document with the specific conditions of their show, as well as, if applicable, the payment terms of the corresponding amounts.

The PARTICIPATION AGREEMENT shall be returned to IFEMA signed by a person authorised to represent the applicant and stamped, by the established deadline.

Failure to comply with these requirements will lead to the loss of the opportunity to hold a show, and the MANAGEMENT may award the space to another applicant, applying the criteria set forth above.

The MANAGEMENT shall inform those designers who have obtained a score higher than 5 and who have not been selected to participate under the organisation of IFEMA, despite expressing an interest, who have been included on the waiting list.

Likewise, the MANAGEMENT shall communicate to those applicants who have obtained a score lower than FIVE (5) that is not considered a sufficient score in terms of the quality necessary to participate in MBFWM. Notwithstanding this they may reapply for participation in successive editions.

The MANAGEMENT shall also communicate the score and classification obtained to the designer or brand that requests it.

## **6.- Evaluation and Scoring Criteria**

The Committee will review accurately, when assessing the applications submitted, the information provided in the participation application and in the documents that accompany it and will apply the following scoring criteria:

- I. Quality Parameters ..... Between 0 and 5 points
- II. Business Structure Parameters ..... Between 0 and 3 points
- III. Marketing and Communication Parameters ..... Between 0 and 2 points

All these will be evaluated and scored by each member of the Committee, taking into account:

### **6.1 QUALITY PARAMETERS**

The last two collections or fashion shows of the designers who have expressed their desire to participate in MBFWM will be evaluated. Quality is understood, for these purposes, as creativity, the originality of the creations, their presentation, the patterns and the making or the completion of the garments. The quality of the set design, the decoration of the show and the originality of the presentation will also be assessed in this section. The weighting of these parameters is 50%, so the quality score for each designer will be from 0 to 5. For these purposes, the data included in the application for participation, such as the link to the designer's collection, can be supplemented by a statement that explains in more detail the aspects that the applicant wishes to be taken into consideration for the assessment of this parameter.

### **6.2 BUSINESS STRUCTURE PARAMETERS**

The business structures of the applicants will be assessed taking into account the financial data provided by the designers themselves and by others of which there is reliable knowledge. This must include financial information, such

as turnover, number of garments produced, number of direct and indirect jobs created, internal and external sales data, national and international points of sale, licenses or income from them and on-line sales. Likewise, any additional information that each designer considers relevant to reflect their business structure may be included. For these purposes, the data collected in the application for participation are indicative and may be supplemented by a statement that explains in more detail the aspects that the applicant wishes to be taken into consideration for the assessment of this parameter.

### **6.3 MARKETING AND COMMUNICATION PARAMETERS**

The marketing and communication work of each of the applicants will be assessed taking into account the data provided by the designers and brands related to their use of communication. For its assessment, its use of websites, Social Networks, media agencies, advertising, repercussions in the mass media, in both general and specialised and national and international aspects, will be reviewed during the time the catwalk event takes place throughout the year, for which the clippings provided by the designers and brands will be taken into account, and also those produced by IFEMA from the work of external suppliers. Likewise, the participation of designers in events, events including teachers that result in the increase of their communication and that impact on the communication of the Spanish fashion itself and the Fashion Event will be taken into account. In addition, any additional information that each designer considers relevant may be included to reflect their activity in the field of marketing and communication. For these purposes, the data collected in the application for participation are indicative and may be supplemented by a statement that explains in more detail the aspects that the applicant wishes to be taken into consideration for the assessment of this parameter.

## **7.- Obligations of the Participating Designer or Brand**

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### **7.1 COMMON TO ALL DESIGNERS THAT HOLD SHOWS UNDER THE MBFWM CALENDAR**

All designers that are included in the MBFWM calendar shall:

**1.-** Inform the MBFWM Management of the models to be hired, and if this is the case, they must meet the following requirements of the organisation:

- They are over 16 years of age
- They have a healthy appearance and are not overly thin. In addition to being in good health, they must prove this with a medical certificate that confirms they are not affected by eating disorders, and is always stamped by a licensed physician. In the case of the models that take part in IFEMA or in the fashion shows that they organise, if there are doubts about the health of the model despite having provided a certificate, a doctor hired by IFEMA will record, using the relevant formulas, The Body Mass Index which corresponds to the one that the World Health Organisation describes in its health section.

Sign the document of transfer of image rights provided by IFEMA in relation to the fashion show in which they are participating.

**2.-** Communicate to IFEMA, within a minimum of twenty (20) calendar days prior to the event, the sponsorship obtained for their fashion show, which must be approved by IFEMA before the event. Failure to comply with this obligation will entitle IFEMA to exclude the designer from the next edition of MBFWM, and the designer will be liable for the damage that its non-compliance may have caused to other sponsors authorised by IFEMA.

**3.-** Grant to IFEMA, on an exclusive basis, for all the time legally allowed and worldwide, the following rights regarding its participation in the fashion event MERCEDES-BENZ FASHION WEEK MADRID or the name that it adopts in the future (hereinafter, the Event), so that IFEMA can use them for those uses specified below, or others that may be expressly agreed upon.

Specifically, the aforementioned authorisation includes the use or exploitation of the Pictures taken during the live shows, their reproduction or capture in order to be recorded on an audiovisual medium that allows IFEMA its subsequent use by reproduction, distribution or public communication (including making it available through the Internet or databases) by any means of communication, information channel or device, including the written or digital press, conventional and digital television, media that offer general information, broadcasting entities (regardless of the technical means through which they transmit or broadcast), as well as sponsored giant screens and any others of the same nature. Likewise, the aforementioned authorisation shall give IFEMA the permission to use the fashion show Pictures in relation to the Event on platforms or IT communication networks (e.g. the internet), channels and social networks (e.g. Twitter) and blogs; IFEMA files and/or directories, the beneficiary of the production service of the fashion shows, the Designers and/or the Sponsors of the Event.

Any reference to Pictures, as provided in this clause, also includes any and all industrial or intellectual property rights that may exist in relation to the textile or fashion designs that will be the subject of a fashion show, as well as the choreography that could be used in said show, and any other work or presentation, protected by intellectual or industrial property rights, which, as an element of or integrated in the Event, could be used, applied or exploited.

In accordance with the above, IFEMA will be considered, for all purposes, as the owner of the proprietary rights over the audiovisual production that is a result of the overall production of the Event, and the rights to commercialise the fashion shows as general interest content in all the methods defined in the previous paragraph and through any of the mentioned forms of exploitation.

## **7.2 RESPONSIBILITIES OF THE DESIGNERS THAT PARTICIPATE UNDER THE ORGANISATION OF IFEMA**

The designers selected to participate under the organisation of IFEMA who, for each edition, agree to participate in the selected fashion shows according to the criteria established in these terms and conditions, must comply, in addition to the one related to the aforementioned models, with the following obligations:

- 1.- To pay, if applicable by the established deadlines, the participation fee corresponding to the type of show.
- 2.- To supply the organisation with the following material: biography, lines from its collection, drawings and details from its press office
- 3.- To correctly inform the Organisation, 30 days in advance, of their fashion show project in terms of sound, lighting and choreography.
- 4.- To faithfully follow the instructions of the Organisation in terms of the schedule for the entry and exit of the collection, and for rehearsals. These schedules shall be provided to the designer in writing with a minimum advance notice of 5 days prior to the date of the fashion show.
- 5.- To be up to date with tax and working obligations.
- 6.- To duly insure their merchandise against fire and theft, and have civil liability insurance for the duration of the period that the merchandise is located on IFEMA's premises
- 7.- To submit their stage project, if any, for approval by the Organisation, with a minimum advance notice of 30 days prior to the date of the fashion show, which will need to be supervised, including the dismantling thereof.
- 8.- The designer must provide the company entrusted with coordinating the event, 10 days prior to the date of the fashion show, with a CD (original or copy) containing the music for its fashion show.
- 9.- Maximum duration of the fashion show: (20 minutes for individual shows 10 minutes for collections).
- 10.- To understand and accept that they are NOT authorised to link the fashion show with their own sponsors neither inside the MBFWM venue nor on media or social networks without express written authorization of the organisation.
- 11.- To formally agree not to use the collection pictures for commercial purposes (either in video or photo format) that are provided by the Organisation.

**12.-** Participation in MERCEDES-BENZ FASHION WEEK MADRID requires that participants settle in a timely manner all payments derived from it.

**13.-** To accept the Catwalk Official Hairdressing and Make-up teams and in the case of requiring an external collaborator, they shall communicate this to the MBFWM management 20 days before the event to obtain its approval.

## **8.- Exclusion**

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The following shall cause a designer or brand to be excluded from the MBFWM calendar:

a) Closure of the designer's brand or company.

c) Non-compliance with the SPECIFIC OR GENERAL PARTICIPATION RULES, such as non-compliance with the conditions expressed in the Participation Agreement, notwithstanding:

- Non-payment of any amounts owed to IFEMA for participation in MBFWM. In particular, failure to comply with the deadline established for making the payment of the financial contribution to be made by each designer will give IFEMA authorisation to attribute the deficit initially assigned to that designer to another, in accordance with the criteria established in these terms and conditions.
- Failure to comply with warnings given in writing regarding the assembly or decoration of the fashion show.
- Failure to comply with the obligation to communicate and obtain IFEMA authorisation from the sponsors of each show.

## **9.- Use of the MBFWM Brand**

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All designers who hold fashion shows in the MBFWM calendar should use the MBFWM brand in the format established or authorised by the MBFWM Management, authorisation that they shall expressly request, detailing each proposal for use.

Accordingly, any material that makes use of the aforementioned brands must be previously authorised by the MBFWM Management.

## **10.- Communication Management**

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Designers and brands on the MBFWM calendar must be aware of and accept that it is in IFEMA's interest and is their objective to promote the fashion event, support Spain's fashion and give them as much exposure as possible. Accordingly, the IFEMA communication management will disseminate and provide relevant information on the designers and brands in any general or specialist media, as well as on social networks under the conditions established in these terms and conditions.

# ANNEX I

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## INTERNAL REGULATIONS OF THE MBFWM FASHION COMMITTEE

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Mercedes-Benz  
Fashion Week  
MADRID





## ANNEX 1.- INTERNAL REGULATIONS OF THE MBFWM FASHION COMMITTEE

The Institución Ferial de Madrid (hereinafter IFEMA), organises la Fashion Show MERCEDES BENZ FASHION WEEK MADRID (hereinafter MBFWM) twice a year.

The conception, implementation and administration of MBFWM is therefore the responsibility of IFEMA.

In order to support IFEMA in its decisions in this area a Fashion Committee (hereinafter the COMMITTEE), whose considerations shall be taken into account by the MBFWM Management designated by IFEMA, which shall be responsible for its management.

In order to define the tasks of the Committee and the obligations of its members, as well as the procedures to be followed, this Internal REGULATION is approved.

### 1.- Structure

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The COMMITTEE members are:

**a)** On behalf of IFEMA (as organising entity), at least:

- a representative appointed by the Regional Government of Madrid; with the right to speak but not to vote.
- a representative appointed by the Madrid Town Hall; with the right to speak but not to vote.

**b)** Up to a maximum of 10 fashion experts appointed by IFEMA, with the right to speak and vote.

**c)** The Committee shall also have a Chairperson appointed by IFEMA, with the right to speak and vote.

**d)** The Secretarial function of the COMMITTEE will be performed by the person who holds the Management of MBFWM, and shall have the right to speak and vote.

At least 3/4 of the members must be present or represented (when representation is permitted) for the sessions to be held and in all cases the Chairperson of the COMMITTEE or the MBFWM Management.

IFEMA may agree to the renewal of expert members every year.

### 2.- Conditions

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The position of COMMITTEE member is honorary and not paid.

The members of the COMMITTEE shall attend the COMMITTEE meetings to which they are summoned. When exceptional circumstances prevent them from attending they may delegate their vote to the Chairperson of the Committee or the MBFWM Management. They must also attend all the MBFWM fashion shows, and IFEMA will cover the travel expenses of the members of the COMMITTEE not residing in Madrid as well as their accommodation for the time necessary to attend the the Committee meetings to which they are summoned, to the MBFWM fashion shows and to any other event which they must attend in connection with the performance of their duties as a member of the COMMITTEE.

### 3.- Functions of the Committee

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The COMMITTEE's mission is to support the Event Management in the selection of participants.

In particular, it will develop, among others, the following functions:

- The proposal of calendar and content of each MBFWM edition.

- The proposal of actions for the national and international dissemination of MBFWM.
- The definition of the evaluation criteria to be included in the Specific Terms and Conditions for participation in MBFWM that shall be established at the first incorporation meeting.
- The evaluation of the applications for participation in MBFWM presented by the different designers and their decisions on the applications.
- Participation in the design of the format of each MBFWM edition, including proposals for individual or double shows and designers who could participate in each.
- Evaluation of each MBFWM edition at its end and proposals for improvement of the following editions. This evaluation will include the review of the presented collections and the analysis of the trajectory and positioning of the brand. Although this is evaluated every six months, the chosen designer is given the possibility of presenting two editions: spring/summer and autumn /winter.
- The proposal of decisions for the participation applications in each MBFWM edition.

#### **4.- Acceptance of the Designation as a Member of the Committee and Duty of Confidentiality**

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IFEMA shall inform the selected experts in writing of their desire to appoint them as members of the Committee, warning them that they must indicate their agreement, in the same way, within a period not exceeding ten (10) business days after receiving the letter containing the designation proposal.

The acceptance of the designation implies the commitment to comply with this REGULATION, and the understood and accepted acknowledgement of the SPECIFIC TERMS AND CONDITIONS OF PARTICIPATION IN MBFWM which may apply. Likewise, the acceptance determines the assumption of the duty of confidentiality to which they are subject, in relation to the information accessed in their capacity as member of the COMMITTEE, undertaking not to disclose it to third parties.

#### **5.- Meetings**

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##### **Notification:**

The CHAIRPERSON OF THE COMMITTEE will prepare the meetings and will convene the members of the COMMITTEE in writing with notice of a minimum of FIFTEEN working days. This will be accompanied by the AGENDA proposed for the meeting.

##### **Procedure:**

At the beginning of each meeting the CHAIRPERSON of the COMMITTEE or, failing that, the MANAGEMENT of the Catwalk will check the presence and absence of the members and verify that the meeting has been convened according to the requirements established in this REGULATION.

The COMMITTEE meetings will take place behind closed doors and their discussions on scores and classifications shall be confidential.

##### **Dates:**

At least two (2) meetings per edition shall be held.

##### **Location:**

The meetings will take place at IFEMA at the -Feria de Madrid Exhibition Venue.

**Discussions:**

The CHAIRPERSON of the COMMITTEE or the Secretary shall direct the discussions of all the matters on the AGENDA.

**Scores and Decisions:**

The CHAIRPERSON OF THE COMMITTEE or the Secretary shall submit for assessment the different issues included on the AGENDA.

The committee shall adopt its agreements by simple majority.

**Participation/List of DESIGNERS IN THE FASHION SHOWS:**

The COMMITTEE members shall, in their appraisals, make use of the assessment criteria approved by the COMMITTEE and included in the Specific Terms and Conditions of participation in MBFWM, public testimonials and their own criteria, experience and knowledge of the area.

Applying such criteria, the COMMITTEE will propose to the Event Management the acceptance or rejection of the requests for participation presented by the designers.

The Event Management will address the requesting designers in writing, informing them of the decision taken regarding their participation or not, as reflected in the Specific Terms and Conditions for participation in MBFWM. When their request for participation is being considered, the communication shall state the obligation of the designer to comply with the specific terms and conditions of participation in MBFWM and the general rules of participation in IFEMA.

**Minutes:**

The MINUTES shall be taken by the SECRETARY of the Committee.

The minutes shall include:

- a) the date, time and place of the meeting;
- b) the names of the attendees
- c) the start and end of the meeting
- d) the proposed motions in writing;
- e) the decisions taken in writing;
- f) a summary of the discussions that the CHAIRPERSON of the Committee, or, in his/her absence, the MANAGEMENT of the event deems necessary.

The MINUTES shall be presented for the signatures of the COMMITTEE members once the sessions have ended.

The undersigned declares knowledge of the Regulations of the MBFWM Fashion Committee, as well as the Specific Terms and Conditions of Participation in MBFWM, in addition to the General IFEMA regulations, accepts them and undertakes to observe them in full.

\_\_\_\_\_, on \_\_\_\_\_ 20\_\_\_\_

# ANNEX II

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## APPLICATION FORM FOR PARTICIPATION IN MBFWM

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Mercedes-Benz  
Fashion Week  
MADRID





**Mercedes-Benz**  
**FashionWeek**  
MADRID

**MADRID**

28 January -  
2 February  
**2020**

Edition  
**71<sup>th</sup>**

**IFEMA LINE CENTRE**

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C.I.F. Q-2873018-B

**mbfwmadrid.com**

**APPLICATION FOR PARTICIPATION IN FASHION SHOWS**

Designer \_\_\_\_\_

Company Name \_\_\_\_\_ T.C.N./N.I.N. \_\_\_\_\_  
(Tax Code Number/National Identity Number)

Trade Name \_\_\_\_\_

Registered Office \_\_\_\_\_ Post Code \_\_\_\_\_

City: \_\_\_\_\_ Province \_\_\_\_\_

Telephone \_\_\_\_\_ Cell Phone \_\_\_\_\_

e-mail \_\_\_\_\_

Person responsible for the fashion show \_\_\_\_\_

Request to participate in MBFWM edition 71 that will take place in IFEMA between the 28th of January and the 2nd of February 2020, subject to the General and Specific Rules of Participation that you declare to understand and commit to comply with.

**I.- APPLICATION OPTIONS**

(To be completed by the applicant)

**OPTION 1:** I would like to participate in MBFWM by holding a fashion show under the organisation of IFEMA, and as set out by IFEMA.

The fashion shows held under the organisation of IFEMA shall include the following:

- 1.- 16 Models.
- 2.- Invitations to CIBELESPACIO.
- 3.- Hair and make-up.
- 4.- Invitations to the Kissing.
- 5.- Clean up.
- 6.- Buyers' Hall.
- 7.- Video: The designer understands and accepts that videos provided by the organisation are not authorised for use in commercial purposes, either in video or photographic format.
- 8.- Promotion of participation on the website and in other media.
- 9.- Invitations to the fashion show.

Check one of the two following sub-options:

A.- In the case of not being selected to take part in the fashion shows under the organisation of IFEMA, I do not wish to participate in any other way.

In the case of not being selected to take part in a fashion show under the organisation of IFEMA, you would like your fashion show to be included on the MBFWM calendar and to take place outside of IFEMA.

**OPTION 2:** You would like your fashion show to be included on the MBFWM calendar, but you do not wish it to take place under the organisation of IFEMA in the format it decides.

These fashion shows will be included in the MBFWM calendar and will feature in the media campaign that will be carried out by IFEMA.

## II. - PARTICIPATION CRITERIA

Applicants will be selected to participate in MBFWM, under the organisation of IFEMA or outside of it, according to the following criteria, which must be adhered to by the applicants:

### QUALITY OF THE COLLECTIONS (50%)

(To be completed by the applicant)

The data collected can be supplemented in accordance with the provisions of regulation 6, section 1.

Link to applicant's collection \_\_\_\_\_

(To be completed by the Fashion Committee)

### PRODUCT (Last three seasons)

Creativity \_\_\_\_\_

Manufacture (fabrics, pattern design, production) \_\_\_\_\_

Picture \_\_\_\_\_

Identity \_\_\_\_\_

### FASHION SHOW (Last three seasons)

Staging (stage design, music and choreography) \_\_\_\_\_

Casting (in addition to that provided by IFEMA) \_\_\_\_\_

Styling \_\_\_\_\_

Guest \_\_\_\_\_

### CORPORATE STRUCTURE (30%)

(To be completed by the applicant)

The data collected can be supplemented in accordance with the provisions of regulation 6, section 2.

#### COMPANY

Age \_\_\_\_\_ Number of employees \_\_\_\_\_

Commercial agent in Spain  YES  NO Contact \_\_\_\_\_

International commercial agent  YES  NO Contact \_\_\_\_\_

Participation in international fairs  YES  NO Which? \_\_\_\_\_

Subsidies received \_\_\_\_\_

Sponsors \_\_\_\_\_

Commitment to sustainability  YES  NO Which? \_\_\_\_\_

## PRODUCTION

Total number of garments produced in the previous year \_\_\_\_\_

Fashion show collection production  YES  NO No. of garments \_\_\_\_\_

## TURNOVER FOR THE PREVIOUS YEAR

### NATIONAL TURNOVER

Own channel (store, corner)  YES  NO Details \_\_\_\_\_

Multi-brand \_\_\_\_\_

On-line sales \_\_\_\_\_

### INTERNATIONAL TURNOVER

Own channel (store, corner)  YES  NO Details \_\_\_\_\_

Multi-brand \_\_\_\_\_

International on-line market place \_\_\_\_\_

## LICENCES

No. of licences \_\_\_\_\_

Turnover \_\_\_\_\_

## AWARDS AND COLLABORATIONS (During the last year)

National awards \_\_\_\_\_

International awards \_\_\_\_\_

Cultural projects \_\_\_\_\_

Social projects \_\_\_\_\_

Training \_\_\_\_\_

Other collaborations \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## COMMUNICATION (20%)

(To be completed by the applicant)

The data collected can be supplemented in accordance with the provisions of regulation 6, section 3.

### MEDIA

Press office:  YES  NO Contact \_\_\_\_\_

\_\_\_\_\_

Fashion show clippings from the last two editions (PROVIDED BY IFEMA)

National annual clippings (Total number of inserts):

RRSS \_\_\_\_\_ Web \_\_\_\_\_ Newspapers \_\_\_\_\_

Magazines \_\_\_\_\_ Radio \_\_\_\_\_ Television \_\_\_\_\_

International annual clippings (Total number of inserts):

RRSS \_\_\_\_\_ Web \_\_\_\_\_ Newspapers \_\_\_\_\_

Magazines \_\_\_\_\_ Radio \_\_\_\_\_ Television \_\_\_\_\_

### **SOCIAL MEDIA**

Website: \_\_\_\_\_ No. of single users \_\_\_\_\_

Instagram:  @ \_\_\_\_\_ Followers: \_\_\_\_\_

Facebook:  facebook.com/ \_\_\_\_\_ Followers: \_\_\_\_\_

Twitter:  @ \_\_\_\_\_ Followers: \_\_\_\_\_

### **PROMOTION**

Advertising (€) \_\_\_\_\_

Fashion shows Spain \_\_\_\_\_

International fashion shows \_\_\_\_\_

Other national platforms \_\_\_\_\_

Other international platforms \_\_\_\_\_

National events \_\_\_\_\_

International events \_\_\_\_\_

### **TERMS AND CONDITIONS**

The information set forth in this document shall be processed confidentially by the organisers of MBFWM. In accordance with the foregoing, the aforesaid information shall not be revealed to third parties not involved in the organisation of the event, unless with the express consent of the designer, consequently adopting the necessary measures so that unauthorised third parties cannot access the same. With regard to the personal and professional details provided, they shall be included in an IFEMA file, the address for which is Avda. del Partenón, 5 (28042), Madrid, with the purpose of managing your relationship with IFEMA and your participation, if applicable, in MBFWM. By submitting your details you expressly authorise their use to enable regular communication, including by electronic means, to inform you concerning trade fair activities, content and services. Similarly, you authorise your professional details (company name or trade name, address and e-mail, telephone numbers and fax and contact person) to be passed on, with the obligation of confidentiality, to companies that work in collaboration with IFEMA, either in the organisation of the fashion event or providing supplementary services and contributing added value to the event, so that they may provide you with information on their activities and services and cater to your requirements. The rights of access, rectification, cancellation and opposition regarding such data may be exercised by addressing a letter to IFEMA: Data Protection, PO Box 67.067 (28080) Madrid, or by e-mail to: [protecciondedatos@ifema.es](mailto:protecciondedatos@ifema.es), stating the following subject in both cases: "MBFWM Designer" and sender's name and National Identity Number. Assist us in keeping your details updated by notifying us of any changes. Similarly, we remind you that the information on IFEMA's general and technical rules is available, at all times, on IFEMA's website [ifema.es](http://ifema.es), in the section on information for exhibitors. Where applicable, compliance with these rules is compulsory.



# ANNEX III

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## TRANSFER OF IMAGE RIGHTS

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Mercedes-Benz  
Fashion Week  
MADRID



## ANNEX III.- TRANSFER OF IMAGE RIGHTS FOR PARTICIPATION IN MBFWM FASHION SHOWS. EDITION .....

Mr/Mrs. ...., with National Identity Card number ....., and address .....,  
Town: ....., County: ....., Postcode: ....., Tel: ....., E-mail: ....., in  
his/her own name (hereinafter the model):

### STATE

**FIRST.-** That the model is contracted by the designer ..... for their  
participation in the .....fashion show of edition ..... of MBFWM.

**SECOND.-** That for these purposes SURRENDER TO IFEMA THE IMAGE RIGHTS OF THEIR PARTICIPATION IN THE  
SAME ACCORDING TO THE CONDITIONS INDICATED BELOW:

1.- The model authorises IFEMA and the contractor of the IFEMA casting service, for the entire time allowed in Law and worldwide the use of their personal image (hereinafter, "Image") in relation to their contracting in the specific edition in which they participate in the fashion event MERCEDES-BENZ FASHION WEEK MADRID or any name it adopts in the future, organised by IFEMA (hereinafter, "the Event"), so that IFEMA can employ it for those uses which are specified below.

2.- Specifically, the aforementioned authorisation includes the use or exploitation of the Pictures taken during the live shows, their reproduction or capture in order to be recorded on an audiovisual medium that allows IFEMA their subsequent use by reproduction, distribution or public communication (including making them available through the Internet or databases) by any means of communication, information channel or device, including the written or digital press, conventional and digital television, media that offer general information, broadcasting entities (regardless of the technical means through which they broadcast, transmit or broadcast), as well as sponsored giant screens and any others of the same nature. Likewise, the aforementioned authorisation shall give IFEMA the permission to use the fashion show Pictures in relation to the Event on platforms or IT communication networks (e.g. the internet), channels and social networks (e.g. Twitter) and blogs; IFEMA files and/or directories, the beneficiary of the production service of the fashion shows, the Designers and/or the Sponsors of the Event.

3.- In accordance with the above, IFEMA will be considered, for all purposes, as the owner of the proprietary rights over the audiovisual production that is a result of the overall production of the Event, and the rights to commercialise the fashion shows as general interest content in all the methods defined in the previous paragraph and through any of the mentioned forms of exploitation."

4.- The Model authorises the processing of their personal data by IFEMA, with the understanding that the image constitutes such data, in the terms and for the purposes established in this clause.

5.- The data provided will be incorporated into an IFEMA file, with address at Avenida del Partenón, 5 - 28042 Madrid, with the purpose of managing its contractual relationship with IFEMA. The rights of access, rectification, cancellation and opposition regarding such data may be exercised by addressing a letter to IFEMA: Data Protection, Avenida del Partenón, 5 - 28042 Madrid, or via e-mail to the address: [protecciondedatos@ifema.es](mailto:protecciondedatos@ifema.es); with the reference "MODEL MBFWM" and name and National Identity number of the signatory.

And, this is hereby signed in duplicate, in Madrid on ..... 20.....

**The model,**