

**COMPETITION organised for the production of commercial or industrial studies undertaken in application of Art. 6 of Presidential Decree 430/2001 Paragraph 1 Point a)**

**“Hackathon IDEAL 2017”**

The Company IDEAL COMUNICAZIONE S.r.l. (hereinafter for short also “IDEAL” or “Promoter”), with registered office in Turin, Via G. Pomba, 1, Tax Code and VAT No. 06417830012, in the manner described below, intends to call a competition for art directors, copywriters, web designers, web developers, and UX/UI designers of both sexes and of adult age, for the creation of its institutional website.

**Please note that the times indicated in these rules, unless otherwise expressly stated, refer to Italian time. We therefore ask all recipients of the initiative operating from abroad to consider the relative time zone.**

- Duration:**                   **REGISTRATION:** From 10 AM on 30th June 2017 until all places available for the COMPETITION STAGE are taken up and in any case no later than 6 PM on 17th July 2017  
**COMPETITION STAGE:** From 6.30 PM on 20th July 2017 to 6.30 PM hours on 21st July 2017.  
**Selection and notification of finalists** by 3.00 PM on 22th July 2017.  
**Identification of winner** by 10.00 PM on 22nd July 2017
- Recipients:**               Art directors, copywriters, web designers, web developers, and UX/UI designers of both sexes and of adult age. Employees of IDEAL COMUNICAZIONE S.r.l. are excluded from participating.
- Prize:**                       **For the winning candidate, or candidates in case of team participation (max. 2 persons per team):**  
€ 5,000 (Five thousand/00) by way of remuneration for services.

## **1. REGISTRATION**

Recipients of the initiative who wish to participate in the competition must book their application to participate by 10:00 hours on 30th June 2017, until all places available for the COMPETITION STAGE are taken up and in any case no later than 18:00 hours on 17 July 2017, by registering for the event specially created on the “Eventbrite” platform, accessible through the link on the page [www.this-is-ideal.com](http://www.this-is-ideal.com) (the full rules and a general briefing with the typical characteristics of the work required will also be available on the site for all visitors).

In this stage, they must:

- Fill out the special form for enrolment, in the parts indicated as compulsory (in the case of team participation, registration will be carried out by just one candidate who will indicate the other participant and reserve two places)
- Indicate the relevant IDEAL location (TURIN, MILAN, or LOS ANGELES);
- Send to the e-mail address indicated in the booking confirmation a copy of their CV or provide the link to the LinkedIn profile within 24 hours of receiving it;

An internal team at IDEAL will ASSESS at its discretion the applications received and will confirm participation in the COMPETITION STAGE within 48 hours of booking, by

sending suitable candidates an e-mail with the login credentials for the competition platform.

We therefore ask all who wish to submit their application to constantly check the availability of places for the COMPETITION STAGE because a previously booked place may become available again in case of non-suitability of a candidate.

## **2. COMPETITION STAGE**

On 20th July 2017 starting at 6.45 PM, after a short opening speech to be held at 6.30 PM at the IDEAL headquarters in Turin and streaming live to the other locations, the full brief and the graphic materials necessary to carry out the required work will be made available on the competition platform.

Participants will then have up to 6.30 PM on 21st July 2017 to complete the application and upload their work on the specially activated reserved area via the website [www.this-is-ideal.com](http://www.this-is-ideal.com) (in case of team participation, the upload will be performed by only one of the two participants).

Participants may work remotely or at the IDEAL site indicated at the booking stage. We therefore note that the IDEAL site in Turin will be open throughout the COMPETITION STAGE, with an employee on hand to provide support to participants until 10 PM on 20th July 2017, and from 9 AM on 21st July 2017.

The other offices (Milan and Los Angeles) will instead be open at the following times:

- ✓ Milan: from 6.30 PM to 12 AM hours on 20th July and from 8.30 AM to 6.30 PM on 21st July (Milan time).
- ✓ Los Angeles: from 9.30 AM to 11.30 AM on 20th July (Los Angeles time).

Participants present there may request remote support through a PC station according to the same schedules prescribed for the Turin office, i.e. between 18:30 and 22:00 hours on 20th July 2017, and between 9 AM and 6.30 PM on 21st July 2017).

The aforesaid times will also be valid for those working from home and who may address their requests for support to the Skype profile specially created.

### **Terms of participation:**

- a.** The participant declares to be the sole and legitimate owner of all copyright and utilisation rights, including financial, of the work uploaded, and guarantees that it is original and not otherwise used elsewhere;
- b.** The participant declares to be responsible for the content of their work, holding IDEAL and the companies involved in this initiative harmless from any claims and/or actions by third parties and will be responsible for compensating IDEAL for any prejudicial consequence, including legal expenses, even out of court, incurred as a consequence of a breach of the above;
- c.** Work uploaded that does not win will be destroyed by IDEAL and will therefore not be returned.
- d.** Work uploaded by the winner will be considered the exclusive property of IDEAL from the moment of its production, including all materials, creations, ideas, concepts, and connected scripts, with the automatic transfer of all intellectual property, usage, and

utilisation rights, including financial, of a universal, perpetual and unlimited nature, in any form, and by any means and channel, and may be used, modified, developed, transferred, or sold, in whole or in part, or not at all, and at its own discretion, by IDEAL.

### **3. SELECTION OF FINALISTS AND IDENTIFICATION OF WINNER**

All work loaded by 6.30 PM of 21st July 2017 will be subject to a preliminary selection by a panel of judges identified by IDEAL that, by 3.00 PM of 22nd July 2017, will select the 8 (eight) finalists at its discretion, taking into account creativity, innovation, design, UX, storytelling, and efficiency/feasibility.

The selected candidates will then be promptly notified by e-mail and must briefly present their work in 15-minute slots, according to the order established by the judges, from 6.00 PM to 8.00 PM of 22nd July 2017 (in person at the IDEAL office in Turin or remotely via Skype).

The judges, acknowledging the latter element of evaluation, will declare the winner at their discretion and by 10.00 PM on 22nd July. The judges will draw up a special report indicating the winner and the reasons for their choice.

**Please note that the Judges will view all the works and give an assessment of merit. However, if none is worthy of being used, it also reserves the right not to award the prize.**

### **4. PRIZE:**

The selected candidate, or candidates in case of team participation (max. 2 persons per team), declared the winner, will be given by way of remuneration for service a total fee of € 5,000 (Five thousand/00), which will be subject to the tax regime declared by the receiver upon issuing the related tax document.

### **5. NOTES:**

- a) Participation is free except for the normal connection fees that depend on the Internet agreement signed by the user and except for any travel expenses if the applicant wishes to participate in person at one of the IDEAL locations involved.
- b) Participants declare that the rules governing this initiative have been illustrated to them comprehensively on the website [www.this-is-ideal.com](http://www.this-is-ideal.com).
- c) The Promoter assumes no liability for any access problem, impediment, malfunction or difficulties concerning technical instruments, the computer, telephone lines, transmission and connection, or the Internet connection that could prevent a competitor from taking part in this initiative, for reasons independent of the Promoter.
- d) The participant is the only party responsible for managing the e-mail inbox indicated at the registration stage, with particular reference to:
  - The acknowledgment of any participation confirmation e-mail and any other communication necessary;
  - The procedure for adopting the security measures that prevent other unauthorised parties accessing the inbox above.

The Promoter and any third parties it has authorised, shall not be liable in case of failed or late delivery of communication under any of the following conditions:

- The mailbox is full;
- The e-mail indicated by the participant in the registration stage does not exist, or is incorrect or incomplete;
- There is no response from the host computer after sending the communication e-mail;
- The mailbox is found to be disabled;
- The e-mail indicated during registration is blacklisted;
- Incorrect and/or false personal data.

e) **Privacy policy:** Participants, by adhering to this initiative, declare to be of adult age and agree that the personal data provided regarding participation in this initiative are processed under Legislative Decree No. 196/2003 in accordance with and within the limits of the information given to the interested party pursuant to Art. 13 of Legislative Decree No. 196/2003.

f) Participation means that participants wholly and unconditionally accept the provisions contained in these Rules without limitation, Italian legislation, including intellectual property law, Italian jurisdiction and the exclusive jurisdiction of the Court of Turin for any dispute that might arise from this competition.

Milan, 29th June 2017