



DAME - DESIGN AWARD 2021 SPECIFIC TERMS AND CONDITIONS OF PARTICIPATION

Participation in the competition is open to manufacturers and authorised suppliers who are registered as exhibitors or co-exhibitors at the physical METSTRADE Show. A registration fee of €150.00 (excluding VAT) will be charged per product entry.

This fee is non-refundable, unless for any reason related to COVID-19 restrictions we have to suspend the running of the competition.

The fee will be donated to Blue Marine Foundation. More details will be available at METSTRADE.com.

You will receive an invoice for the amount due six weeks prior to the event, which needs to be paid before the start of the METSTRADE Show.

Register for DAME

- 1) To register, complete and submit the online application form in the Exhibitor Portal under item New Products/DAME by 17 September 2021. If your product is accepted for inclusion in the competition, you will be notified by the Organiser.
- 2) All entrants must send in their product(s) in compliance with these terms and conditions of participation to be eligible for judgement.
- 3) All product(s) should be available to the Jury no later than 6 October 2021. Submissions should be in working condition and ready to use (plug and play). Please note that ALL parts of the product need to be labelled with your company name and stand number.
- 4) Participants that enter software or a website for judgement must enter a link, DVD or USB drive to explain or access this specific application in a simple, clear way. Or supply the software loaded on a suitable PC or tablet, in demo mode with quick start instructions and any necessary passwords to provide rapid access.
- 5) The participant is responsible for all transport, storage and insurance. The costs for these shall be borne by the participant.

For more details on handling and storage that you will incur (after arrival of your product at RAI Amsterdam), please see the DB Schenker document in the Exhibitor Portal under item New Products/DAME.

To submit your design, forward your application form along with:

- 1) A clear and simple explanation of the product visualised via a presentation (video preferably or Powerpoint if not possible) which can be uploaded in the application form, in the following formats:
 - a. a video of maximum two minutes, file size maximum 8MB, in flash or .mov formats
 - b. a video of two minute maximum length made accessible via YouTube or Vimeo
 - c. a maximum 10-slide Powerpoint presentation.

This presentation might be used for publication.

- 2) A precise statement outlining why your product is eligible for the DAME competition. Note that this statement might also be used for publication if your company is Nominated for the DAME - Design Award 2021.
- 3) A good, sharp, digital photograph of the product in JPEG format of minimum 300 dpi and size 1200 x 800 pixels (or larger) for publication.
- 4) A statement of intellectual property ownership which can either take the form of:
 - a. an official receipt of intellectual property/copyright of the product which must refer to the brand name (product name), patent (technical specifications product) and model (appearance product); or
 - b. an official confirmation of the patent agency that your request is still in progress; or
 - c. written approval of the holder of the intellectual property rights stating that you are allowed to enter the DAME competition with this product.



The contest is only open to eligible products as specified below:

- 1) Entry for the DAME competition is open to new products placed onto the market for sale after 1 September 2019 and until 16 November 2021. This timeframe is widened for the 2021 edition of the DAME to take into account restrictions imposed by the COVID pandemic in 2020.
- 2) The product needs to be ready for production and orders must be possible to accept at the 2021 METSTRADE Show; however, the actual physical delivery of this product to the market is allowable after this timeframe.
- 3) Products must not have previously been entered for the DAME Awards in 2019 or earlier, or have been named as the shortlisted entries in the 2020 DAME R&D Excellence in Adversity Award.
- 4) Products must not infringe the intellectual property rights of other manufacturers and must have been developed and designed by, or on behalf of, the entrant (direct copies are prohibited).
- 5) No transfer of intellectual property rights or copyright is inferred by entry in the DAME Awards. The Organiser, RAI Amsterdam, respects all rights vested in original designs. It is important to note that RAI Amsterdam does not take a position in any intellectual property or copyright dispute and relies absolutely on the submitted information and undertakings of entrants with regard to the validity of their copyright claims, as well as with compliance to the METSTRADE terms and conditions for exhibitors.
- 6) Products should preferably also be presented on the entrants' stands at the METSTRADE Show or SYP/CMP/MYP.
- 7) Entrants should note that:
 - a. Components falling under Annex II of the EU Recreational Craft Directive (2013/53/EU) must comply with this directive and be CE marked.
 - b. The product must comply with any EU legal requirements such as the EMC and Machinery Directives where applicable.
 - c. Additionally entrants should indicate if the product complies with any ISO standards, the Marine Equipment Directive or Classification Society Rules where these would apply in service.

8) Any entry that does not conform to the requirements described above will not be eligible for consideration by the Jury.

9) The Jury may re-allocate an entry to a different category if it finds it would be more appropriately judged in that category.

10) No METSTRADE Show personnel or individuals involved in the judging or administration of the DAME may enter products in the competition. If a Jury member realises they have any commercial connection to a DAME entry they will make that clear to the Chair and Secretary and excuse themselves from any process that would influence the judgement of that product or direct competitors.

Presentation of the Award

1) Presentation of the products:

- a. All Nominated products will be displayed in the DAME presentation on the METSTRADE show floor
- b. The Nominated products will be delivered to the DAME presentation before the start of the METSTRADE Show.
- c. The METSTRADE Show organisation will be responsible for the set up.
- d. The Nominated products can be collected at the DAME presentation at the end of the METSTRADE Show between 17:00 and 18:00 hrs.
- e. DB Schenker will pack the product(s) in its original packing, but you need to collect your own product(s). To collect your product(s) you need to sign upon receipt.

2) Any costs for handling and storage will be charged to the exhibitor. You will receive an invoice for the amount due in October, which need to be paid before the start of the 2021 METSTRADE Show.

3) Although the Organisers will safeguard products submitted for the DAME, the Organisers are not responsible for damage, theft or other risks to products from the time of their arrival at the METSTRADE Show's freight forwarder, DB Schenker, to the time you collect them.



Publicity:

- 1) A press release of the Nominated entries will be sent out in the run-up to the METSTRADE Show and all Nominated entries will be displayed in the special DAME presentation which is located on the METSTRADE show floor.
- 2) The overall DAME Winner, Category Winners, Special Mentions and if applicable the Environmental Design Winner benefit from spotlight publicity at the METSTRADE Show, boosting sales and company profile in the international media. A large number of trade and consumer press await the DAME result on the first day of the METSTRADE Show and broadcast details of winning entries across the globe.
- 3) A Jury Report is published and distributed to the visitors of the METSTRADE Show.
- 4) The overall DAME Winner and all DAME Category Winners are provided with the opportunity to present their winning product on METSTRADE TV to be broadcasted via METSTRADE.com during show days and afterwards on demand. More details available once the shortlisted nominees are announced in October.

Note that exact publicity and presentation arrangements may change if necessary to accommodate any restrictions in force. No rights can be derived from the DAME presentation or publicity of prior METSTRADE editions.

Judging Criteria

Please carefully read the following criteria and ensure you explain how your product meets these expectations when making your entry:

1) Design:

- a. Styling – the aesthetics of the product, even if intended to be installed in a hidden location such as a locker or machinery space;
- b. Construction – how well a product has been engineered and manufactured to address ease of production and installation;
- c. Functionality – the capability of the product to deliver its purpose effectively;
- d. Proposed use – the way the product fulfils the promise of its claims;

e. Environment – how well the product minimises environmental impact and improves sustainability while intrinsically remaining an excellent example of design practice.

- 2) Ease and use of human operation – the degree to which the use of the product is friendly and safe.
- 3) Originality/Innovation – the degree to which the product's design and/or function appears to improve on, or differ in concept from, those products already familiar to installers and consumers.
- 4) Price versus performance

Note this edition of DAME will place more emphasis on environmental credentials. If, in its view, the Jury has found an exemplar product that is well designed and has clear and obvious merit then it will, at its discretion, make an Environmental Design Winner. For this reason the entry form contains an Environmental Statement question to assist assessment.

Jury 2021

The award is judged by an international panel of experts according to the specified criteria:

- Mr. A. Hoek, naval architect and yacht designer, founder of Hoek Design, The Netherlands, chairman DAME Jury
- Mr. P. Hemp, technical manager and trained designer, ICOMIA, South Africa
- Dr.ir. A.J. Jansen, program director, Faculty of Industrial Design Engineering, Delft University of Technology, The Netherlands
- Ms. E. Bunting, independent marine journalist and yacht sailor, UK
- Mr. O. Racoupeau, naval architect and boat designer, owner of Berret-Racoupeau Yacht Design, France
- Mr. D. Cipriani, boat and industrial designer, president of yacht design at Centrostiledesign, Italy
- Mr. D. Marsh, independent technical marine journalist and naval architect, UK
- Mr. B. Ellison, freelance marine technical journalist, Panbo marine electronics hub, USA



The DAME 2021 Jury will be supported by a non-voting secretary: Mr. K. Hollamby, Hollamby Partnership, UK.

DAME Categories

- 1) Marine electronics and marine related software
- 2) Interior equipment, furnishings, materials and electrical fittings used in cabins
- 3) Marina equipment, boatyard equipment and boat construction tools and materials
- 4) Deck equipment, sails and rigging
- 5) Clothing and crew accessories
- 6) Lifesaving and safety equipment
- 7) Machinery, propulsion, mechanical and electrical systems and fittings

In the event that sufficient quality of entries are unavailable to select a winner within a category, the Jury does have the right to alter these category assignments if that is necessary to ensure the overall quality of the DAME.

The following prizes are offered:

- First prize: the DAME - Design Award
- Certificates for Category Winners
- Certificates for Special Mentions
- Certificate for Environmental Design Winner

General Information

- 1) The Jury will reach its decision in October. If you are Nominated, you will be informed by the end of October, by e-mail.
- 2) Nominated entrants do not receive certificates but the product is included in the DAME presentation at the METSTRADE Show.
- 3) If the Jury does not consider any of the designs submitted to be of sufficient quality, it will decline to award a Winner Certificate for any given Category.
- 4) The decision of the Jury is final. There will be no opportunity to question the judgment of the Jury and no correspondence will be entered into.
- 5) If a winning design is submitted by the manufacturer as well as by its distributor or dealer, the manufacturer will receive the prize. The Jury Report will, however, mention the distributor or dealer as well as the manufacturer.
- 6) The presentation procedure is as follows:
 - a. The prizes are awarded on 16 November, the first day of the METSTRADE Show, in the DAME

Ceremony that immediately follows the METSTRADE Breakfast Briefing in the RAI Amsterdam Convention Centre, location to be announced. All entrants of Nominated products are expected to be present.

- b. The decision of the Jury will be kept secret until the time of the DAME Ceremony.
- c. The Jury Report will be published and made available to the press, exhibitors and visitors after the DAME Ceremony.

Note that exact publicity and presentation arrangements may change if necessary to accommodate any restrictions in force. No rights can be derived from the DAME presentation or publicity of prior METSTRADE editions.

7) Entries Nominated for the final judgment will be exhibited during the METSTRADE Show 2021 from 16-18 November at the RAI Amsterdam Convention Centre. Contestants are considered, by virtue of their participation in the competition, as having granted permission for the entries to be exhibited and their details to be published. They also grant permission for circulation of entry photographs and product descriptions for the purposes of publication in RAI and third-party media.

8) Contestants accept that the Organiser will respect any embargo up until 18 October 2021, but thereafter details of their entry(s) will be published on METSTRADE.com and released to media if Nominated.

9) Contestants recognise, by virtue of their participation, the rules of the contest and agree to observe these rules unconditionally and consider the decision of the Jury as final.

For more information please contact:

RAI Amsterdam
METSTRADE Project Team
Organiser DAME - Design Award
T +31 (0) 20 549 1212, E dame@rai.nl

Please note

At present, we are hoping to run the 30th DAME in its usual format and encourage exhibitors to apply as normal. If for any reason we have to change the format, we will be in touch with all entrants at the earliest opportunity to explain the changes.