

ALTAROMA

REGULATIONS FOR THE PARTICIPATION
IN THE
ROME FASHION WEEK of July 2022
11 - 15 July 2022

Art. 1- MISSION

Altaroma is a joint-stock consortium company. Its purpose is to promote and enhance in Italy and worldwide the best values of made-in-Italy design and production – a fundamental economic and cultural resource for the country – paying particular attention to emerging and independent entities. Altaroma is the driving force behind emerging Italian fashion. The company promotes the top quality and craftsmanship of stylists and designers through scouting and training activities aimed at supporting young talents and new brands.

Art. 2 – Purpose

The purpose of these Regulations is to define the terms and conditions for the participation in the fashion shows promoted and organized by Altaroma in Rome from 11 to 15 July 2022.

Each selected applicant may take part in the Rome Fashion Week of July 2022 by using the institutional location of Altaroma and benefiting from all the services available locally or, alternatively, by requesting the inclusion of an event organized in an external location at their own expense in the official Calendar.

All the events to be held at the institutional location during the Rome Fashion Week of July 2022 will be organized in the presence of an audience and will be broadcast on the digital platform digitalrunway.altaroma.it, both live and on demand. All the events included in the calendar and the videos of the fashion shows will remain available on demand for the next 5 months.

Art. 3 – Use of the institutional location of Altaroma

Participants who opt for the use of a room in the institutional location chosen by Altaroma for their fashion shows will receive the following services:

- A fully equipped room for the fashion show, fitted with a video projection system and a fully equipped backstage area (technical specifications regarding the latter will be provided at a later stage);
- Assistance during the fashion show provided by a room manager, a director of photography, a sound engineer, a lighting console operator, a lighting technician and a props assistant;
- **Live streaming of the fashion show on the platform digitalrunway.altaroma.it;**
- **Filming and video of the fashion show (with 4 cameras). Altaroma will provide the video within 10 days of the day of the fashion show;**
- Active presence of international fashion journalists and buyers on the digital platform digitalrunway.altaroma.it;
- Access to the list of accredited buyers and press (names and surnames);
- Inclusion of the name of the designer/brand in the events calendar;
- Posting of the photos of the fashion show and of the press release, if provided by the Fashion House or Academy, in Altaroma's public platform.

All the remaining costs related to the participant's presentation will be borne by the participant, including but not limited to: Additional props - Casting and fitting spaces - Models, seamstresses and dressmakers - Transportation and safekeeping of the garments - Direction and coordination of the fashion show - A team of hair stylists and make-up artists - Photographic services, Press office - SIAE and SCF contributions.

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Participants undertake, with no exception whatsoever, to:

- Ensure that the garments presented are matched correctly;
- Present the collections in compliance with the image and style of Altaroma;
- Ensure the presence of a designer during preparation of the show to guarantee the quality of the presentations. In the event of participants being unable to fulfil this commitment, Altaroma is willing to provide a list of reliable names.

Time slots allocated for the fashion shows will be between 9:00am and 9:30pm.

Altaroma is in no way bound to grant any preferences regarding spaces, dates or times requested.

Proposed dates and times will be communicated after submission of the form and of the required documentation.

Art. 4 – Use of an external location

Participants who opt for the use of an external location for their fashion shows will receive the following services:

- Inclusion of the initiative in the official events calendar circulated via multiple communication channels;
- Access to the list of accredited buyers and press (names and surnames);
- At the request of those interested, the events included in the calendar will be promoted on the platform broadcasting the Rome Fashion Week of July 2022 through the inclusion of photos and/or videos of the initiative (technical requirements will be provided at a later stage) and of the press release, if provided by the organizers.

The videos will be assessed by Altaroma, which may refuse publication if the proposed content – which must in no way be of a commercial nature – is not in line with the standards of the Event.

All the remaining costs related to the participant's event will be borne by the participant.

Time slots allocated for the events will be between 9:00am and 9:30pm.

Altaroma is in no way bound to grant any preferences regarding spaces, dates or times requested.

Art. 5 – Selection

Altaroma will examine and select the applications. Its decision will be final and binding and based on the compliance of the work and projects with the objectives and standards set by the Company, also in terms of worthiness and quality of style. Altaroma will have the right to include the fashion show in the section it deems most appropriate among the sections of the events calendar. Altaroma may decide not to admit any of the applicants should it deem that none of them meet the requirements.

Candidates will receive prompt notification about the results of the selection process.

Art. 6 – Participation fees and reductions

Each selected applicant – who will then take the status of participant – will be asked to pay a participation fee for the chosen option, as per the price list/list of materials attached to these Regulations (Annex A), which is an integral and substantial part of the Regulations.

The start-ups that meet the requirements of these Regulations and Academies/Training Institutes may apply to participate in Altaroma July 2022 at discounted prices (for more details, see the price list/list of materials).

Participation is subject to payment of the participation fee, which shall be made no later than **27 June 2022** for those who opt for the institutional location and **8 July 2022** for those who opt for an external location.

Art. 7 – Submission of applications and materials

Applications must be submitted completing the application form – available on www.altaroma.it, at the following link: <https://www.altaroma.it/wp-content/uploads/2022/05/APPLICATION-FORM-JULY-2022.pdf>

The applications must be accompanied by the materials included in the price list/list of materials for the different kinds of applicants.

The applications, together with the required materials and documents, must be submitted to the Company by and not later than the dates indicated below in the following manner:

at the address altaroma@pec.it by writing in the subject field “APPLICATION FOR THE PARTICIPATION IN ALTAROMA JULY 2022”

(NB: it will be possible to send the application both by certified e-mail and by ordinary e-mail. However, it must be noted that certified e-mail is the only method that provides a message delivery receipt and guarantees to the sender that the

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addressee has received the message. The risk of non-receipt of an application coming from a non-certified e-mail address therefore remains solely with the sender).

In order for the applications to be valid, they must be sent no later than **13 June 2022** for those who opt for the institutional location and **5 July 2022** for those who opt for an external location. Submission terms for application may be extended, either once or several times. Notification of said extension will be posted on the website of Altaroma.

Art. 8 – Additional provisions

Any presentations that do not comply with the Company's standards or are in any way lacking in decorum will be deemed as indecorous, damaging behaviour. Altaroma will thus be authorized to exclude participants from future editions.

In no case whatsoever and regardless of the chosen option may participants use the Altaroma logo for invitations or other material.

Use of the Altaroma logo is strictly and exclusively subject to the granting of written authorization by Altaroma itself.

Each participant will be responsible for any violation of the design rights of others. In the event of disputes or actions of any kind brought by third parties, participants agree to indemnify and hold harmless Altaroma.

The applicants excluded from the selection process in accordance with these Regulations are entitled to reapply for subsequent editions.

Art. 9 – Reproduction rights

Organization of the event is coordinated and promoted by Altaroma. By accepting inclusion in the events calendar, the participant authorizes the company to take photographs or make audio and/or video recordings using any type of technical media. Furthermore, the participant also gives Altaroma permission to cede them or use them, also on its website, its digital platform, the Altaroma app, and its social media accounts (Facebook, Twitter, Pinterest, Instagram and YouTube) on an exclusive basis with no time limitation whatsoever. In any case, Altaroma declines all liability regarding reproductions, imitations or improper usage by third parties. Participants acknowledge and accept that the publication of materials on Altaroma's social media accounts involves a transfer of data abroad.

In relation to all the contents subject to the right of reproduction under this article, Altaroma will decide, at its sole discretion, which ones to publish on its social media accounts. For these purposes, Altaroma also reserves the right to select – at its discretion – the images of the participating brands that it deems most consistent with its editorial and publishing policies. For editorial and/or institutional promotion purposes, the publication of a post with content and/or images referring to a brand may also be made without referring to the brand in question and/or its social media accounts.

Participants using Altaroma's institutional location also authorize Altaroma to broadcast their event both live and on demand through the open-access section of its digital platform.

Participants undertake to collect specific permission from the persons involved in their event, thereby ensuring that the images taken by Altaroma at the event can be used by it as indicated above.

Art. 10 - Waiver of participation

In the event of a participant deciding to cancel his/her participation in the events calendar, said decision should be notified in writing, by means of a registered letter with Advice of Receipt, by and not later than 30 days prior to the beginning of the event with a request for reimbursement of the participation fee paid out. In the event of the participant refraining to notify the organizers of his/her decision not to participate in the event by the above-mentioned deadline or failing to present his/her project as stipulated on the events calendar, Altaroma will not refund the participation fee paid out.

Art. 11 – Disclaimer

The publication of these Regulations on the Company's website and the submission of applications by candidates do not imply any obligation on the part of Altaroma, bearing in mind that the actual availability of the location is conditional to Altaroma obtaining the necessary funds to cover all related costs. Altaroma therefore undertakes to promptly notify the participants if the condition precedent to which the right to participate in the event is subjected takes place, in accordance with the clauses set forth in these Regulations.

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Art. 12 – Processing of personal data

Altaroma processes the personal data provided by applicants in accordance with the rules indicated in the privacy policy available at the following link:

<https://www.altaroma.it/it/informativa-sulla-privacy/>

Applicants undertake to submit the above-mentioned privacy policy to the other interested parties, so that they can be adequately informed of the processing of their data by Altaroma.

PARTICIPATION FEES (Annex A)

A) USE OF A ROOM IN THE INSTITUTIONAL LOCATION OF ALTAROMA

- Standard participation fee for individual fashion shows: € 8,000.00 + VAT;
- Standard participation fee for collective fashion shows: € 13,000.00 + VAT;
- Discounted participation fee for start-ups: € 3,000.00 + VAT for individual fashion shows;
- Discounted participation fee for fashion academies: € 7,500.00 + VAT for fashion shows.

Payment of the flat-rate fee, for those participating in the event, must be made by means of a wire transfer by and no later than 27 June 2022. A standard invoice, stating the bank details for payment of said fee, will be sent to all those participating in the Rome Fashion Week of July 2022. Participation is subject to payment of the above-mentioned fee.

B) USE OF AN EXTERNAL LOCATION

- Inclusion in the events calendar of an individual fashion show: € 1,000.00 + VAT;
- Inclusion in the events calendar of a collective fashion show: € 1,500.00 + VAT;
- Inclusion in the events calendar of an individual/collective fashion show of fashion academies: € 500.00 + VAT;
- Inclusion in the events calendar of an event other than a fashion show (Forum/Exhibition/Inauguration/Video): € 500.00 + VAT;
- Inclusion in the events calendar of book presentations: € 150.00 + VAT.

Payment of the flat-rate fee, for those participating in the event, must be made by means of a wire transfer by and no later than 8 July 2022. A standard invoice, stating the bank details for payment of said fee, will be sent to all those participating in the Rome Fashion Week of July 2022. Participation is subject to payment of the above-mentioned fee.

MATERIALS TO BE ATTACHED TO THE APPLICATION

A) APPLICATION FOR THE USE OF A ROOM PROVIDED BY ALTAROMA

Applicants that HAVE ALREADY participated in previous editions of Altaroma:

An application form – available on www.altaroma.it – completed in full.

Applicants that HAVE NEVER participated in previous editions of Altaroma:

- An application form – available on www.altaroma.it – completed in full;
- A complete company profile;
- A curriculum vitae of the applicant;
- Photos of the collection which the applicant wishes to present at the event, together with a short description;

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- Photographic material serving as an example of the designer's creations, related to his/her 2 most recent collections;
- A press release.

Start-ups that have been active for less than 5 years:

- An application form – available on www.altaroma.it – completed in full;
- A complete company profile;
- A curriculum vitae of the applicant;
- Photos of the collection which the applicant wishes to present at the event, together with a short description;
- Photographic material serving as an example of the designer's creations, related to his/her 2 most recent collections;
- A copy of the certificate of incorporation proving registration in the special section of the Business Register (Innovative Start-Ups)

Training Institutes, Academies and Universities that HAVE ALREADY participated in previous editions of Altaroma:

- An application form – available on www.altaroma.it – completed in full;

Training Institutes, Academies and Universities that HAVE NEVER participated in previous editions of Altaroma:

- An application form – available on www.altaroma.it – completed in full;
- A profile of the Training Institute/Academy/University;
- A description of the training programme;
- Brochures and leaflets of the Training Institute/Academy/University.

Applicant proposed by other Bodies, Institutions or Organizers of Fashion Weeks:

- A corporate presentation of the proposing Body and a covering letter of the designer(s);
- An application form – available on www.altaroma.it – completed in full;
- A complete company profile of the applicant(s);
- A curriculum vitae of the applicant(s);
- Photos of the collection which the applicant wishes to present at the event, together with a short description;
- Photographic material serving as an example of the applicant's creations, related to his/her 2 most recent collections.

B) APPLICATION FOR THE USE OF AN EXTERNAL LOCATION

- An application form – available on www.altaroma.it – completed in full;
- A corporate presentation/company profile of the applicant;
- A short description of the event for which inclusion in the events calendar is requested.

If deemed appropriate, Altaroma reserves the right to request any additional documentation to applicants. In accordance with copyright laws, any material submitted will not be returned under any circumstances whatsoever.

The person in charge of the events calendar of the Rome Fashion Week of July 2022 is Mrs. Francesca Romana Secca, who may be contacted on the following number: (+39) 06 6781313.