

# PARTICULAR RULES AND REGULATIONS OF THE SHOW PARIS GAMES WEEK

## Article 1 - PRECISIONS REGARDING THE SHOW NOMENCLATURE:

Any content which would not be connected with the video game universe is strictly forbidden on the exhibitors' booths admitted to participate at Paris Games Week and any game, product, service and equipment of second-hand. To the exception of exhibitors being part of the categories « video games publishers », « consoles » and « video games studios / creators », an exhibitor will not be allowed to have more than 3 stations presenting the same game (PC or consoles).

### • Distribution

The nomenclature "Distribution" is exclusively for video game accessories and hardware except home console video games.

The retail or online distribution of video games and of home console video games is exclusive to the show's official shops and video game publisher being distributed through the show's official shops.

No retailer will be allowed to use the brand Paris Games Week for sales operations. Only the show's official shops will be allowed to realize and propose sales operations online branded Paris Games Week.

Retailers will only be allowed to propose on their booth PC offers, no home consoles video games will be allowed to be present, neither for sale nor for demonstration.

### • Visitors services

The nomenclature "Visitor's services" includes the restauration offer as well as all other services to the visitor linked to the video game/entertainment universe.

### • Consoles

Exhibitors being part of this category will be allowed to present all video games on their booths.

### • Publishers and Video games studios / creators

Exhibitors being part of this category will be allowed to present, and for publishers to sell, only their own video games (or for those who have a distribution agreement) on their booth.

### • Edition (books, comic strips, mangas).

Exhibitors being part of this category will be allowed to present and sell only their own editions.

### • Media (radio, press, magazine, online)

Exhibitors being part of this category will not be able to sell on the show video games, nor present video games for demos, neither on home consoles video games nor on PC.

In the case where an exhibitor "media" welcome on its booth another exhibitor having formerly and independently made a registration request to the show, the

Welcome exhibitor will have to comply, for its own space, to respect any rules of the general terms and conditions as well as the particular rules and regulations of the show, and including the ones regarding their own category.

## Article 2 - PRECISIONS REGARDING THE PRODUCT AND OFFER OF THE EXHIBITOR

In order to allow the Organizer to appreciate and to check, in accordance with the General terms of Hiring of Surface and Installation of Stand, the compatibility of the activity of the candidate exhibiting with the nomenclature of the show and the adequacy between his offer of products and services and/or his animations and the positioning of the show, the Organizer will be able to solicit from him precise details through a specific compulsory questionnaire.

The decision of the Organizer (acceptance or refusal of the request for registration) will be made in consideration of the information indicated in this compulsory questionnaire.

## Article 3 - RESTRICTIONS

In view of the values of Paris Games Week, any concerned operator being part of one of the following sectors:

- games of money and/or bets (including online/mobile, virtual or free of charge),
  - alcohol, wines and spirits/liqueur-like,
  - tobacco/E-cigarette,
  - pornography,
  - fake or not weapons
- Will not be authorized to take part in the show in any possible form (exhibitor, Co-exhibitor, brand represented, sponsor, partner...).

## Article 4 - PEGI DISPOSITIVE AND RESTRICTIONS:

It is reminded that the Exhibitor commits himself complying with any legal or regulatory regulation related with his activity among which figure the system of classification per age PEGI (Pan European Game Information).

In a general way for any age having a PEGI classification, the games/digital devices/experiences presented will have to show a description specifying the necessary minimal age. In the event of a video presenting several games/digital devices/experiences for various ages, this one will have to mention each restriction of age for each game in opening and closing.

If the games or digital experiments the exhibitor wants to display are not ratified by PEGI, the exhibitor will have to submit to the organizer a complete presentation for assessment.

## 4.1 Reminder of the 7 PEGI descriptors:

The PEGI Regulation has identified 7 descriptors (violence, bad language, drug, sex, fear, discrimination, gambling) indicating the principals motives for which a game is being classified per particular age.

Given that these contents can offend the public sensibility, any game/digital device / experience including these elements being attached to one or more of the 7 PEGI descriptors will have to be previously declared to the organizer through the specific questionnaire, in order to be able, after the organizer approval, to be presented on the show in the respect of the prescriptions stated by the organizer.

## 4.2 Restrictions for ratified or taken for PEGI 18 games/digital devices/experiences:

The Organizer binds the Exhibitor to restrain the access to the games/digital devices/experiences being classified PEGI 18. To do so, the exhibitor will have to organize a system as followed:

- The access to the test area by the public of the game/digital device/ experience will not be accessible to minors not accompanied by an adult and that area will have to be delimited by a precise signage depending on the age rating.

- For any trailer, games videos, videos, broadcasts and live on stage the PEGI classification will have to be shown at the beginning and at the end of the video, and if provisory it will have to be mentioned.

- The screens of the players testing the game/digital device/experience will not be visible by the public being outside the test area.

- If the game/digital device/experience is presented on a screen or a stage : the animator or the video presenting the game will have to sensitize the public indicating that the images, videos, screenshots displayed are reserved for an public over 18 years old indicating the corresponding PEGI logos. Any content presented at the Paris Games Week public at the outside of the restricted over 18 public area will have to be supervised and the broadcasted gameplay being shown in absolute responsibility towards the Paris Games Week public.

## Article 5 - DIGITAL DEVICES, 3D EXPERIMENTS AND VIRTUAL REALITY AND/OR AUGMENTED

The Exhibitor wishing to present on his stand an experiment of virtual, augmented reality, and/or a 3D experiment through the suitable digital devices will have to conform to the guidelines and recommendations proposed by the manufacturer of these devices, especially to the minimum age required to use these devices. In addition the Exhibitor will have to use a suitable descriptive signage and an age filtering related to these ages' restrictions.

## Article 6 - PARTNERS PRESENT ON THE STAND:

One is reminded that the Exhibitors cannot make any publicity, any possible form, for brands not exhibiting.

Any partner present on the stand of an exhibitor (Co-exhibitor/ company represented and provider, sponsor) obliges this last to pay the corresponding registration fees. Each registration of a partner will be, in the same way that a request for exhibiting, subjected for examination by the Organizer; being specified that the identity and the activity of the partners will have to be declared to the Organizer at the latest 15 days before the beginning of the show.

Failing this, the Organizer reserves itself the right to make withdraw to the exhibitor and at its own expenses all the decoration elements related to the undeclared partner.

Reminder: the number of partners which can be accommodated on the stand of an Exhibitor depends on the surface of this last.

The registration rights (co-exhibitor, represented company, provider) can be subscribed by exhibitors, with the exception of exhibitor being part of the following categories: competition organizers (eSport, Lan Party) and Media (radio, press, magazine, online), these categories benefiting from a specific offer and their owns guidelines.

## Article 7 - SPONSORING

Only brands not being part of the show nomenclature will be able to access the sponsorship offers, except if accepted exceptionally by the organizer.

## Article - 8 OFFICIAL PROVIDERS(S) OF PARIS GAMES WEEK

The access to the offers « official provider of the show » is open to any operator, exhibitor or non-exhibitor, being part or not of the show nomenclature. Only the price of these offers can be different in regards to the quality of the operator: exhibitor or not exhibitor.

It is in addition expressly understood that being in the capacity as "official provider of the show" could not be analyzed in exclusiveness conceded by the Organizer; exhibitors remaining free to contract with the provider of their choice.

## Article 9 - TOURNAMENTS ORGANISATION

The presence of partners on booths or stages will result in an invoicing to the organizer of competitions and gets along in the respect of the following regulations:

### • Partner being part of the show nomenclature :

The partner will be able:

- to propose an animation, and to deploy the staff dedicated to this one, during the duration of the show in the limits of the attributed space.

- to benefit from a signage on the space

- with the prior consent of the Organizer, to use the brand Paris Games Week (logo and name) on its networks and supports of communication during the 3 weeks preceding the opening by the show.

The partner however will not be authorized to sample or sell, on the show or space.

The partner will not appear in the official list of exhibitors of the show. It will not be able to assert nor to promote the quality of "partner of the PGW" or any use of a similar formula. In the same way, it will not be able at all to exploit figurative brand PGW (logo) in media (others but those of the partner) and off media (retail for example).

### • Partner off nomenclature :

The partner off nomenclature will be able:

- to propose an animation, and to deploy the staff dedicated to this one, during the duration of the show in the limits of the attributed space.

- to benefit from a signage on the space

- with the prior consent of the Organizer, to use the brand Paris Games Week (logo and name) on its networks and supports of communication during the 3 weeks preceding the opening by the

show.

- to profit from a physical presence on space (within the limit of 20 sqm) The partner however will not be authorized to sample or sell, on the show or space.

The partner will not appear in the official list of exhibitors of the show. It will not be able to assert nor to promote the quality of "partner of the PGW" or any use of a similar formula. In the same way, it will not be able at all to exploit figurative brand PGW (logo) in media (others but those of the partner) and off media (retail for example).

## Article 10 - SHOW MEDIA PARTNERS BOOTHS

The presence of brands on booths of the show media partners will result in an invoicing to the show media partner and gets along in the respect of the following regulations:

### • Brands being part of the show nomenclature :

The brand will be able:

- to propose an animation, and to deploy the staff dedicated to this one, during the duration of the show in the limits of the attributed space.

- to benefit from a signage on the space

- with the prior consent of the Organizer, to use the brand Paris Games Week (logo and name) on its networks and supports of communication during the 3 weeks preceding the opening by the show.

The brand however will not be authorized to sample or sell, on the show or space.

The brand will not appear in the official list of exhibitors of the show. It will not be able to assert nor to promote the quality of "partner of the PGW" or any use of a similar formula. In the same way, it will not be able at all to exploit figurative brand PGW (logo) in media (others but those of the partner) and off media (retail for example).

### • Brand off nomenclature :

The brand off nomenclature will be able:

- to propose an animation, and to deploy the staff dedicated to this one, during the duration of the show in the limits of the attributed space.

- to benefit from a signage on the space

- with the prior consent of the Organizer, to use the brand Paris Games Week (logo and name) on its networks and supports of communication during the 3 weeks preceding the opening by the show.

- to profit from a physical presence on space (within the limit of 20 sqm)

The brand however will not be authorized to sample or sell, on the show or space.

The brand will not appear in the official list of exhibitors of the show. It will not be able to assert nor to promote the quality of "partner of the PGW" or any use of a similar formula. In the same way, it will not be able at all to exploit figurative brand PGW (logo) in media (others but those of the partner) and off media (retail for example).

## Article 11 - SPECIFIC REGULATION FOR THE PARIS GAMES WEEK JUNIOR:

Each exhibitor present in the Paris Games Week Junior area will be allowed to present on its stand only children and family leisure contents related.

Thereby, each game presented on Paris Games Week Junior area will have to be ratified by PEGI between the age of 3 and 12 years old and any age restriction clearly visible by an appropriate signage.

## ARTICLE 12 - SOUND'S LEVEL REGULATIONS:

A control will be done each day of the show to verify the sound's level of each booth and its conformity with the decoration rules and regulation of the show and the existing legislation.

## ARTICLE 13- SANCTIONS:

In case of infringement of the present rules and regulation of the show, the organizer can, after notices being supervised if needed by a bailiff and if it remains unsuccessful, proceed:

- At the correctives necessary in the decoration / occupation of the booth.

- And / or if the organizer want, the closing of the booth.

The related expenses supported by the organizer will be entirely invoiced to the offending exhibitor.