

VO AWARDS RULES – JANUARY 2027 EDITION

PREAMBLE

These Rules have been drawn up to safeguard the purposes of the Competition and to ensure its proper conduct. They set out the procedures and criteria governing the Competition for the January 2027 edition and shall be valid and effective solely for that edition.

This document is intended to regulate the terms and conditions of participation and to provide all necessary information to Participants interested in taking part in the initiative.

Participation in the Competition, expressed through the submission of one's entries and the corresponding application to participate, implies the Participants' full and unconditional acceptance of these Rules.

1. General Provisions

The 2027 edition of the VO Awards is a Competition promoted and organised by Italian Exhibition Group S.p.A. (hereinafter also referred to as the "Organiser"), open exclusively to companies exhibiting at the January 2027 edition of Vicenzaoro (hereinafter also referred to as the "Participants").

The Competition consists of the submission by each Participant of one jewellery piece only, in one of the categories set out under Section 3.

Participation in the Competition is free of charge.

The purpose of the Competition is to select one winner for each category.

No cash prizes or other benefits are awarded.

2. Eligibility

The VO Awards are open to all exhibiting companies belonging to the ICON, THE DESIGN ROOM, CREATION, LOOK and THE GLAMROOM Communities at the 2027 edition of Vicenzaoro January, to be held at the Vicenza Exhibition Centre from 15 to 19 January 2027.

Each company may submit an entry only within the Categories associated with its Community.

The only exceptions are the cross-category awards **BEST IN SPECIAL – SUSTAINABILITY AWARD** and **BEST IN SPECIAL – INNOVATION AWARD**, which are open to companies meeting the relevant requirements specified under Section 3.

3. Competition Categories

The Competition categories are as follows:

- **BEST IN ICON – HIGH END JEWELLERY;**
- **BEST IN ICON – ONE-OF-A-KIND JEWELLERY;**
- **BEST IN ICON – FINE JEWELLERY;**
- **BEST IN CREATION – GOLD MANUFACTURING;**

- **BEST IN CREATION – SILVER MANUFACTURING;**
- **BEST IN CREATION – GOLD & GEMS MANUFACTURING;**
- **BEST IN LOOK – FASHION JEWELLERY;**
- **BEST IN LOOK – SEMI PRECIOUS JEWELLERY;**
- **BEST IN SPECIAL – SUSTAINABILITY AWARD;**
- **BEST IN SPECIAL – INNOVATION AWARD.**

4. Participant Eligibility Criteria

The entities referred to under Section 2 that are interested in taking part in the Competition shall submit an application in accordance with the procedures set out under Section 5.

Each Participant may submit only one jewellery piece in one of the categories referred to under Section 3. Should a Participant submit more than one application for the same category, only the most recently submitted application, based on the date and time of receipt by Italian Exhibition Group S.p.A., will be taken into consideration.

Applications relating to the following persons shall not be eligible:

- Members of the Judging Panel, their spouses, relatives and relatives by marriage up to and including the second degree;
- Members of the Organising Secretariat.

5. Participation Procedure

Companies wishing to participate shall:

1. Complete the registration form by 30 November 2026.

For this purpose, the date and time of receipt by the Organiser shall be deemed valid.

Applications received after the above deadline will not be accepted under any circumstances. The form will be available on the Vicenzaoro website and sent via newsletter to all Exhibitors belonging to the Communities eligible to participate in the Competition.

- 2. Participants acknowledge and accept that, by submitting the image release included in the application form, the images of the jewellery pieces entered in the Competition may be used by IEG for communication, promotional and dissemination purposes related to the initiative. In particular, such images may be published on IEG websites and social media channels and may also be made available or communicated to the press and industry media.**

Furthermore, in the event that an award is granted, IEG will require the individuals going on stage to collect the award to sign an additional release concerning the use of their personal image and/or any photographs, videos or recordings made during the Awards Ceremony. Such content may also be used by IEG for communication, promotional and dissemination purposes through its websites and social media channels and may also be made available or communicated to the press and industry media.

3. All information collected through the registration form concerning the company and the profile of the applicants shall be processed in compliance with the principles of Regulation (EU) 2016/679 (GDPR) and solely for purposes related to participation in the Competition.
4. By entering the Competition, applicants represent and warrant that the submitted entry is original and does not infringe any provisions protecting copyright or any other third-party rights, including proprietary and intellectual property rights. In this respect, each Participant undertakes to fully indemnify and hold harmless the Organiser and all parties involved in the Competition against any claims brought by third parties.

Winners undertake to ensure their attendance at the Awards Ceremony and, in the case of companies, the attendance of their legal representative or, where this is not possible, an officially appointed delegate. They also agree to appear in press coverage and in any television, video or photographic recordings of the event, without claiming any compensation or rights on their own behalf or on behalf of the companies they represent.

The provision of false, inaccurate or incomplete information, as well as failure to comply with the participation procedures established in these Rules or with the eligibility requirements, shall result in the Participant's exclusion from the selection process or, where applicable, the return of any award received.

5. Submission of the application through the above-mentioned form entails the Participant's acceptance of all provisions of these Rules and authorises IEG to publish the Participant's image solely for dissemination, corporate communication, advertising and promotional purposes, including, by way of example, in newspapers, magazines, television, brochures and social media.
6. The Participant also represents and warrants to the Organiser:
 - to waive any right to request from the Organiser any form of compensation in connection with image rights, photographic recordings, recordings broadcast via the web or through any other current or future means of transmission and/or technological medium relating to participation in the Competition;
 - to warrant to the Organiser that the jewellery piece submitted does not infringe any third-party rights of any kind, including, by way of example, trademarks, patents, distinctive signs, unfair competition rights, copyright or any other intellectual property rights.

6. Organising Secretariat

The Organising Secretariat is based at Via dell'Oreficeria 16, 36100 Vicenza, Italy, and is responsible for the organisational and promotional activities related to the Competition.

7. Jury

The Jury consists of ten voting members, each appointed to represent a specific area of expertise, as follows:

1. Damiano Zito, representing the **Tech & Innovation** area;
2. Nicolò Rapone, representing the **Production & Manufacturing** area;

3. Tomasz Donocik, representing the **Designer** area;
4. Rui Galopim, representing the **Gemological World** area;
5. Paola De Luca, representing the **Trends Expert** area;
6. Alice Vanni and Iris Van Der Veken, representing the **Sustainability Expert** area;
7. Kyle Roderick and Federica Frosini, representing the **Media** area;
8. Carlo Bartorelli, representing the **Retail** area.

The Organiser will require each Jury member to complete and sign an image release form, thereby authorising the publication of their photographs and a short biography across IEG/Vicenzaoro communication channels, including websites, social media channels and newsletters.

Such images may also be shared with third parties involved in promotional activities relating to the Awards, including, by way of example, press outlets, influencers and bloggers.

8. Evaluation Criteria

The evaluation of the jewellery pieces shall be the sole responsibility of the Jury, which shall assess the entries independently and at its sole and final discretion, taking into account the following criteria:

- **SUSTAINABILITY;**
- **INNOVATION;**
- **EXCELLENCE;**
- **SELLING POINTS.**

Each Jury member shall assign a score from 1 to 5 for each of the criteria listed above.

9. Voting and Announcement of the Winners

The evaluation process shall consist of three separate stages.

Stage 1: First Jury Vote

During the first evaluation stage, the Jury shall review all submitted entries based exclusively on the materials provided by the Exhibitors at the time of application.

All materials submitted through the application form shall also be taken into consideration.

The purpose of this evaluation is to select three finalist jewellery pieces for each category, which will be displayed during Vicenzaoro January 2027.

The three finalist companies in each category undertake to physically deliver the selected jewellery pieces to the Vicenza Exhibition Centre on Thursday, 14 January 2027, in order to allow the Jury members to carry out the final evaluation.

Stage 2: Second Jury Vote

On Thursday, 14 January 2027, the three finalist jewellery pieces in each category shall undergo a new, in-person evaluation by the Jury, which shall select one winner for each category.

At the end of the evaluation session, the jewellery pieces shall be collected by the respective companies, which shall subsequently place them in the dedicated exhibition area located in the Welcome Lounge at the entrance to Hall 7, starting from Friday, 15 January 2027 and for the entire duration of Vicenzaoro January 2027.

Stage 3: Visitor and Buyer Vote

The third evaluation stage shall consist of voting by visitors attending Vicenzaoro January 2027.

Visitors attending the event may cast their vote from Friday, 15 January 2027 until 12:00 noon on Sunday, 17 January 2027.

Votes shall be cast by scanning a QR code displayed in the jewellery exhibition area, which will direct visitors to the complete list of jewellery pieces entered in the Competition.

While the Jury shall base its evaluation on the technical and qualitative criteria set out in the section entitled “Evaluation Criteria”, visitors shall express their preference based on the so-called “**wow effect**”, namely a subjective assessment based on the aesthetic impact of each jewellery piece and the brief information provided alongside each product.

The final result shall be determined by combining the scores awarded by the Jury with the votes cast by visitors. The Jury vote shall account for **70%** of the final score, while the public vote shall account for the remaining **30%**.

The winners of each category shall be officially announced during the Awards Ceremony, to be held on Sunday, 17 January 2027 at the Palladio Theatre, within the Vicenza Exhibition Centre.

Until the official announcement, the results of the evaluations of all entries shall remain strictly confidential.

The selected candidates shall be informed by email prior to the start of the Awards Ceremony.

10. Nature, Form and Awarding of Prizes

The prizes shall consist exclusively of ceremonial plaques commissioned by IEG.

11. Rights of Use

Italian Exhibition Group reserves the right to use, free of charge, images and videos relating to the products entered in the Competition, including those selected as finalists and those ultimately declared winners.

Such content may be published on the official Vicenzaoro website and disseminated through the event’s communication channels, including, but not limited to, social media and newsletters, both for communication and promotional purposes relating to the current edition and as part of promotional activities concerning future editions of the VO Awards.

For this purpose, IEG reserves the right to collect duly completed and signed image release forms from each relevant party.

12. Liability and Transportation

The jewellery pieces on display shall be kept inside lockable display cases.

The Exhibitor, as owner of the jewellery piece, may decide whether to keep it on display for the entire duration of the event or to transfer it to its own secure safe during the event's closing hours. In all cases, any handling and movement of the jewellery piece shall remain the sole responsibility of the Exhibitor.

The exhibiting company shall be responsible for arranging adequate insurance coverage for the jewellery pieces on display.

Accordingly, if selected as a finalist, the Exhibitor shall be required to provide a signed liability waiver releasing Italian Exhibition Group from any liability in the event of theft and/or damage.