



Asian SESAMES Award COMPETITION RULES

Article 1 – Principles and objectives of the competition

At the annual international CARTES in Asia Trade Show, COMEXPOSIUM, a French company with capital of EUR 60 million, registered in France on the Nanterre Trade and Companies Register under no. N° 316 780 519, whose registered office is located at 70 avenue du Général de Gaulle, 92058 Paris La Defense Cedex, France, organizes the *Asian SESAMES Award* to reward the most innovative professionals in the smart cards and secured technologies industries.

The purpose of the *Asian SESAMES Award* is to reward the best innovative technological application developed for Asian Pacific market in the field of smart cards, digital security, identification, secure transactions, Internet of Things and contactless.

By Asian Pacific market, we include territories of: Australia, Bangladesh, Burma, Brunei, Cambodia, China, East Timor, Hong Kong, India, Indonesia, Japan, Korea, Laos, Malaysia, Maldives, Nepal, New Zealand, Pakistan, Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam.

A call for entries is published in France and abroad inviting companies to compete. The competition is open to CARTES in Asia Trade Show exhibitors and all industry professionals who wish to enter their products or services, with no obligation to purchase.

Article 2 – Entry terms and conditions

Competitors may submit one or more entries. There are no restrictions on the number of entries per competitor. However, any company that submits more than one entry must complete one application form for each entry.

An entry submitted initially may not be entered the following years.

- Date the competition starts: January 2010.
- Deadline for the entries deposit: February 12, 2010.

Important

Any technology, product, equipment or service submitted must have been released or officially announced between January 1, 2008 and March 1, 2010 in Asia. They must be at least prototypes which may be demonstrated to the judges. Any entry which fails to meet these conditions will be disqualified.

Please note

Following his/her entry into the competition, the competitor will receive his/her identifiers required to modify or validate the entry on the Internet platform created by the organiser on the Trade Show's website.

Entry forms must be filled out in the requested format on the website created by the organizer. Competitors will then receive an acknowledgment confirming that their entry has been registered.

The judges will automatically reject any incomplete entry form.

Article 3 – Timetable

- Registration of entries: no later than 12 February 2010
- Announcement of candidates: 22 February 2010
- Evaluation by judges: 22 February – 5 March 2010
- Announcement of the finalists: 9 March 2010, by press release and on the Trade Show’s website.
- Last deliberations of the jury (chaired by the Exhibition Director or the Deputy Exhibition Director): 16 March 2010.
- Awards Ceremony: 16 March 2010, following the Opening Conference

Article 4 – Composition of the panel of judges and procedure

The judges are international experts recognized in their field.
The panel will base its decision on the following criteria:

Criteria	Mark
• Innovative nature of the entry submitted	5 Points
• Market opportunity	4 Points
• Quality of argument	1 Point

10 is the best mark.

The judges may ask competitors to provide additional information. Any refusal or tardy response will result in the entry being disqualified.

All the judges’ decisions shall be final and no appeals against the decisions may be made. The judges shall not be required to give their reasons for rejecting an entry.

Very important: Competitors must undertake to provide only true and accurate information to the judges. In particular, they agree to avoid any omission or inaccuracy that could lead the judges to make the wrong decision. In the event of a documented failure to comply with this requirement, the judges reserve the right to withdraw the award already granted and to inform the media of the reasons for such withdrawal.

Article 5 – Official announcement

COMEXPOSIUM agrees to inform all competitors whose entries are finalists of their selection prior to the official announcement. **When a competitor has been duly informed that his/her entry has been finalist and this has been officially announced, he/she may not withdraw the entry for any reason whatsoever.**

The winner will be officially announced on 16 March 2010, following the Opening Conference.

Article 6 – Showcasing entries

All innovations nominated as finalist might be showcased in printed documents and literature and/or in a special event throughout the Trade Show.

If their entries are finalists, competitors must draw up **a presentation in English of no more than 350 characters (spaces included) and at least one high definition picture** and send them in within the relevant time.

Article 7 – Protection of entries

All entries submitted shall form part of the show's promotional materials and, as such, may be publicly disclosed as soon as they have been received by COMEXPOSIUM.

It is the competitors' responsibility to ensure that their industrial property rights have been protected and that the corresponding patents have been filed.

COMEXPOSIUM disclaims all liability for any commercial or non-commercial use which may be made of entries submitted in the context of this competition that could constitute a violation of the competitors' rights.

However, the competitors grant COMEXPOSIUM permission to use their names and addresses, on oral, animated, or printed images, in any marketing material linked to the operation and promotion of the Trade Show.

COMEXPOSIUM agrees to include the names of the companies whose entries have been nominated as finalist by the panel of judges whenever COMEXPOSIUM refers to said companies' entries in print.

Article 8 – Use of Award

Any trade or advertising reference to an Award received in the competition must specify the exact name of such Award, the year in which it was given, and the nature of the winning innovation.

Article 9 – Organizer's liability

COMEXPOSIUM reserves the right to shorten, extend, postpone, or cancel the competition for any reason.

Although COMEXPOSIUM is required to notify competitors of any such change, it shall not be legally liable for failure to do so. Any interruption of this competition and any change to the rules shall be the subject of a rider hereto, which shall be deposited at the offices of SCP Gatimel, Armengaud Gatimel, de Montalembert d'Esse, judicial officers (*huissiers de justice*), at 40 Rue de Monceau, 75008 Paris, France.

Article 10 – Languages of the competition

The rules of the competition are published in French and English. In the event of a discrepancy between the original French text and the English translation thereof, the French text shall prevail.

Article 11 – Legal deposit of rules

These rules have been deposited at the offices of SCP Gatimel, Armengaud Gatimel, de Montalembert d'Esse, judicial officers, at 40 Rue de Monceau, 75008 Paris, France. The full text of the rules is available on the Trade Show' website (www.cartes-asia.com). The rules may also be obtained free of charge by writing to the following address: COMEXPOSIUM, CARTES in Asia, Asian SESAMES Award 2010, Julie COCHET, 70 avenue du Général de Gaulle, 92058 Paris La Défense Cedex, France.

Article 12 – Disputes

By entering this competition, each competitor unconditionally and unreservedly accepts these rules. In the event of a dispute relating to the interpretation or performance of these rules, the organizer shall seek to reach an amicable solution with the competitors. Failing this, any dispute shall be referred to the Nanterre courts, in France.