

Key points of the „Business-Support“-Box

Preamble

With the project „Mediennetzwerk.NRW“, Mediencluster NRW GmbH (Mediencluster NRW) offers the central service and information platform for the digital media scene in North Rhine-Westphalia. Among other things, Mediennetzwerk.NRW makes the digital media location NRW and its companies visible at trade fairs and markets at home and abroad.

The games.nrw e.V. (games.nrw) is an association and network initiative with around 65 players in the digital games industry and the only regional industry association for companies from the games scene based in NRW. It thus has a unique selling point as a link between the industry and politics/administration, in order to establish contact with the companies in this economic field and to represent their interests in a bundled manner. games.nrw wants to make the diversity of industry players, games initiatives and events in North Rhine-Westphalia visible and promote cooperation.

games.nrw and the Mediennetzwerk.NRW are cooperating in the awarding of so-called „Let's Go“ packages in order to give North Rhine-Westphalian companies from the games industry the opportunity to present themselves at various events, as well as trade fairs and markets at home and abroad, thus increasing their visibility and promoting their economic development.

Implementation of the „Business Support“ box

The implementation of the „Business Support Boxes“ consists of three phases.

In the first phase, games.nrw and Mediennetzwerk.NRW will publish a call for participation for five „Business-Support“ boxes via the respective and common communication channels. Companies from the games industry with headquarters or branch office in North Rhine-Westphalia can apply for the call for participation.

In a second phase, the applications received are reviewed to determine whether they meet the minimum requirements listed below.

If more applications meet the minimum requirements than there are „Business-Support“ boxes available, the decision will be made by drawing lots in a third phase. Otherwise, all applications received that meet the minimum requirements will receive a „Business-Support“ box.

Should a winner not be able to participate in the „Let's Go“ package, the respective „Let's Go“ package will be raffled again among the applicants who were not drawn in the first draw. If there are no further applications, the „Let's Go“ package can be publicly re-drawn.

The „Business Support“ boxes must be redeemed by December 15, 2021, i.e. reimbursement of the costs for the items purchased by the winner must be requested in detail from games.nrw by December 15, 2021.

Minimum requirements for the applicant/application

The applicant must be a company consisting of at least two natural persons. The company should have at least the legal form of a UG or GbR. In justified exceptional cases this requirement may be deviated from.

The applicant's company must be assigned to the games industry and have its headquarters or a branch office in North Rhine-Westphalia.

The applicant's company must be geared to an economic activity.

In the event of a new round of "Business Support" boxes, the applicant must not be the winner of a "Business Support" box from the immediately previous round. Previous prizes for other or older, similar events are not an exclusion criterion.

Implementation of the „Business-Support“-Box

The winners will be informed immediately about the prize and the further process.

If a winner is unable or unwilling to participate in the „Business Support" box, one must inform games.nrw in writing (E-Mail) immediately after becoming aware of this.

The winners are obliged to participate in all measures within the „Business Support" box. This includes, for example, but not limited to, participation in the event, which may be included as an item in a box, and participation in a final evaluation.

By submitting the application, the winners agree that, as part of the „Business Support" boxes, image, sound or image/sound recordings may be produced (hereinafter referred to as „recordings") and/or broadcast simultaneously. The winners hereby irrevocably grant the cooperation partners the right to use the recordings produced free of charge and irrevocably and comprehensively, without restriction in terms of content, space and time.

If the winners communicate via the cooperation of games.nrw and Mediennetzwerk.NRW and the respective „Let's Go" package via the respectively available communication channels, the hashtags **#MedienDigitalLandNRW** (and/or **#DigitalMediaRegionNRW**) and **#gamesnrw** and the accounts **@MedienNRW** and **@games.nrw** must be used.

If the „Business Support" box includes an expense allowance, this will be paid to the respective winner in the amount of the actual expenses, but no more than the amount of the awarded expense allowance.

Payment will be made after proper invoicing including invoice number and VAT statement. If the respective "Business Support" box contains specific benefits in kind, the original receipts or equivalent proof of purchase issued to the winner must be attached to the invoice.

Should a winner violate one or more of the regulations contained in this key point paper, one may be excluded from further applications for „Business Support" box or the payment of the expense allowance may be reduced partially or completely.