

Buenos Aires International Fashion Film Festival (BAIFFF) (the ORGANIZER) with address in The Autonomous City of Buenos Aires, Argentina organizes and produces its fifth edition, the competition of Fashion Films, Advertising and Music videos, national and international to be held in the City of Buenos Aires.

1. The Object

The Fashion Film, Music Video and Advertising Contest 2021 (the CONTEST) is designed to create a space for participation between professionals filmmakers, fashion designers, musicians and visual artists, as well as students and emerging artists, agencies and film productions for encouragement and promotion of creativity and experimentation of artists in the field of audiovisual content dedicated to film and fashion rewarding the works of those participants who comply with the requirements of these "Terms and Conditions" (hereinafter and indistinctly, singular or plural, "bases" or "conditions").

2. Participants

The CONTEST is valid exclusively for the territory of the Republic of Argentina and may participate free of charge, all those over 18 years old, who are interested in submitting their work. It will be held November 25, 26 and 27 online through our website.

Participants, over 18 years old, can participate in the CONTEST, provided they meet all the requirements and conditions set forth in these rules and conditions.

3. Categories

BAIFFF rewards the following categories:

1. Best Fashion Film: National, International, New Artist.
2. Best Music Video
3. Best Short Digital Content / Snack Content
4. Best Experimental Film
5. Audience Award
6. Best Idea
7. Best Performance
8. Best Cinematography

9. Best Art Direction
10. Best Stylist
11. Best Makeup & Hair
12. Best Original Music

4. Presentation and receipt of projects

a) Submission:

The Submission will be online, from July 20, 2021 until October 24, 2021, inclusive. Registrations are divided in 2 stages, with the values detailed below:

- Regular Deadline: 07/20 to 09/30 - Ten US Dollars (u\$s 10)
- Late Deadline: 01/10 to 24/10 - Twenty US Dollars (u\$s 20)

PARTICIPANTS must enter the BAIFFF profile on the Filmfreeway platform through the entry link placed on the web page www.baiff.tv or directly on the platform. They must fill in the registration form, attaching the public or private link of their video channel where the FILM can be viewed. If the video is of a private nature, the access password must be provided. PARTICIPANTS must pay the amount corresponding to the stage of submission in which they are. There is no limit to the number of FILMS per PARTICIPANT, so you may enter as many FILMS as you wish. The amounts paid for submission are not refundable in any case. In case of regret of a PARTICIPANT, the FILM will be cancelled, without any refund of the money paid.

By registering the FILM, the participant automatically gives rights to free screening and reproduction thereof to the ORGANIZER for purposes of being used as promotion through BAIFFF communication channels (web, social media, television, etc.), as well as information PARTICIPANTS and additional material that could have the FILM, such as photos, synopsis, posters, etc.

The Organizer reserves the right to extend the deadline for registration, prior notice through its website or social networks.

Only FILMS that have been premiered within the period of twenty-four (24) months prior to the date of registration will be accepted.

b) Pre-selection:

ORGANIZER with a group of FIVE (5) professionals from the world of cinema and fashion will visualize the pieces registered, and will select THIRTY (30) FASHION FILMS, which will be part of the official selection BAIFFF 2021.

The ORGANIZER will contact the PARTICIPANTS with pre-selected FILMS within SEVENTY TWO (72) hours, through the e-mail address included in the registration form.

The pre-selected PARTICIPANTS must submit the following requirements:

- Video in HD PRO RES 422 HQ (1920x1080). Following a list of specific requirements that will be informed to the pre-selected.
- 4 Photos of Film at a minimum size of 800px height and a resolution of 300dpi, which could be used for promotion of the festival.
- List of credits of the piece.
- Brief biography of the director and a brief synopsis of the piece in English and Spanish (Required).

PARTICIPANTS who do not send the requirements mentioned above within the term indicated by the ORGANIZER, may be disqualified and will not be part of the Official Selection. Without the right to reimbursement for the amount paid in their submission.

c) Requirements for Fashion Films:

- They must be between thirty seconds (30) to a maximum of fifteen minutes (15 minutes) including opening and closing credits.
- If the piece has dialogues, they must contain subtitles in English or Spanish, as appropriate.
- The piece must stand out for its aesthetic/visual value related or linked to fashion and beauty (Styling, Makeup, Hair, Wardrobe or Accessories), whether it is an independent artistic work or a commission from a fashion, beauty or lifestyle brand.
- The piece must be an original work and not an excerpt or compilation of other videos.
- The filmmaker must have the rights to the music used within the piece, otherwise the ORGANIZER reserves the right to reject it.
- The piece may be a personal work of the PARTICIPANT, or it may be a piece commissioned by a company, and must have sufficient authorization from the holder of the rights.
- In addition to respecting the conditions of the video platform used, the FASHION FILMS entered may not contain pornographic material or content that threatens any entity,

place, group or ideology. It may not violate any of the laws in force. May not infringe any privacy rights and/or intellectual property rights (including any musical theme, unless it is licensed for use or in the public domain).

- Failure to comply with any of the above points shall be grounds for disqualification of the piece.

- The ORGANIZER shall not be liable for any claim issued by a third party for violation of the copyright of a PARTICIPANT. The PARTICIPANT shall be liable for any amount or claim made against the ORGANIZER and/or its business partners and/or members and/or dependents by third parties for breach of intellectual or industrial property rights over the works, being obliged to hold them harmless for damages and expenses related to such property claim.

- The participation implies the ownership of the author's rights or, failing that, that it has the author's rights to present it in this Festival, being responsible for the damages caused in the case of not having such rights.

d) Requirements for Music videos:

- Must have a maximum of fifteen minutes (15 minutes) including start and end credits (In case you it have them).

- MUSIC VIDEO must stand out for its aesthetic / visual value related to fashion, lifestyle or beauty (Styling, Makeup, Hair, Clothing or Accessories).

- MUSIC VIDEO must be an original work done for a music band or a musician. The person who enters the video must have enough authorization from the owner or owners of the rights.

- In addition to respecting the conditions of the video platform used, the MUSIC VIDEOS enrolled may not contain pornographic content or threatening to any entity, place, group or ideology. You can not violate any existing laws. May not violate any right of privacy and / or intellectual property (including any song, unless a license has or is in the public domain).

- Failure of any of the foregoing shall be grounds for disqualification of the piece.

- The ORGANIZER is not responsible for any claim issued by a third party, violation of the copyright of a PARTICIPANT. The PARTICIPANT shall be responsible for any amount or claim made against the Organizer and / or its business partners and / or members and / or dependents under third party infringement of the rights of intellectual property on the works, and agrees to hold harmless them for damages and expenses of such equity claim.

e) Requirements for Short Digital content / Snack Content:

- Must have a maximum of thirty seconds (30) including start and end credits (In case you it have them).

- If the film has dialogues, these must contain subtitles in English or Spanish, depending on the case.
- SHORT DIGITAL CONTENT / SNACK CONTENT must stand out for its aesthetic / visual value related to fashion, lifestyle or beauty (Styling, Makeup, Hair, Clothing or Accessories).
- The piece must be an original work.
- The director shall have the rights of the music used in the piece; otherwise the ORGANIZER reserves the right to reject it.
- The piece can be a personal work of the PARTICIPANT, or may be a piece commissioned by a company, must have the written permission of the rights holder.
- In the case of a campaign (several short pieces), an edited video must be submit with all the videos that make it up, where a conceptual connection between the pieces is demonstrated. These must be submit as a single video.
- In addition to respecting the conditions of the video platform used, the SHORT DIGITAL CONTENT / SNACK CONTENT enrolled may not contain pornographic content or threatening to any entity, place, group or ideology. You can not violate any existing laws. May not violate any right of privacy and / or intellectual property (including any song, unless a license has or is in the public domain).
- Failure of any of the foregoing shall be grounds for disqualification of the piece.
- The ORGANIZER is not responsible for any claim issued by a third party, violation of the copyright of a PARTICIPANT. The PARTICIPANT shall be responsible for any amount or claim made against the Organizer and / or its business partners and / or members and / or dependents under third party infringement of the rights of intellectual property on the works, and agrees to hold harmless them for damages and expenses of such equity claim.

f) The BAIFFF:

- The ORGANIZER will send an invitation to all the selected PARTICIPANTS to attend online the BAIFFF closing ceremony.
- The ORGANIZER will name a jury will consist of five (5) and thirteen (13) members, who shall be renowned professionals in the audiovisual activity and / or cultural and / or fashion. After forming the same, their composition will be announced on the Website of the ORGANIZER.
- The jury will select the winning pieces. The jury shall be issued according to your assessment and by a majority of votes. A prize will be awarded for each category. Only if the jury determined, they may deliver two awards in the same category, as an exceptional case.

- It is noted that: (i) the ORGANIZER replace those jurors who for any reason find themselves unable to do their job (ii) the decisions of the Jury are final; (iii) the jury may declare any prize void.
- The key evaluation criteria for the selection of the pieces will be innovation, experimentation, creativity, aesthetics and / or artistic merit of the FILM.
- For category "New Artist" the pieces belonging to PARTICIPANTS must indicate its status as New Artists in their registration form, these should be students of schools and universities, or new artists who have not previously won in other festivals will be selected, and / or are videos made designers or brands that do not have more than FIVE (5) years on the market. Only films produced in the Argentine Republic will be valued for this category.
- For the category "Best Experimental Film", the piece must stand out for its aesthetic/ visual value related or linked to fashion and beauty (Styling, Makeup, Hair, Wardrobe or Accessories), whether it is an independent artistic work or a commission from a fashion, beauty or lifestyle brand. The pieces that stand out for their creativity and innovation in the use of new technology or in the use of a new artistic technique or in the use of a traditional technique used in an innovative way will be selected. The pieces that stand out for having an unconventional narrative will also be selected.
- The ORGANIZER will inform to the winners by e-mail, according to the information provided in the registration form and will be published on the BAIFFF website and social networks. The awarding of the prizes will take place online on the date announced by the ORGANIZER.

g) Awards:

- The ORGANIZER previously announced the date of the BAIFFF through its Web site and social networks, the awards will be presented during the closing ceremony.
- The ORGANIZER will send the winners, via email, the winner's certificate, along with the laurels and the digital prize.
- All category awards, will be delivered to the director or producer of the piece or to a representative who decides and / or informs in advance. The ORGANIZER and its commercial Allies, are not responsible for any claim issued by a third party or any member of the team of the winning piece.

5. Cases of Fraud

In case the ORGANIZER detect any anomalies or suspect that a PARTICIPANT is preventing the normal development of BAIFFF, illegally altering registration or participation using material that is not of his own, or his image not listed by any procedure, technical or computer in order to falsify their involvement may unilaterally

remove the registration of the Participant. Therefore, the ORGANIZER reserves the right to remove the registration of any PARTICIPANT who is found or unlawful conduct in the sense described is suspected. Also, assuming the ORGANIZER receiving a complaint issued by a video, may, after consideration of the same, to their withdrawal.

6. Authorization to use the name and image

The PARTICIPANTS give in all rights for free distribution, commercial exploitation and public communication of the their FILMS to the ORGANIZER for full or partial display during the awards gala, side events, closing ceremony, the BAIFFF web site, social networks streaming platform and any kind of audiovisual media that is available to the ORGANIZER to help promote them.

The PARTICIPANTS give in the rights referred to during the period of five (5) years for dissemination by any means of audiovisual communication and existing press and / or exist in the future for broadcast as BAIFFF shortlisted or winners.

The preselected transfer their rights exhibition, distribution and public communication of the images attached to your application, for the sole purpose of BAIFFF by using them for communication, and to authorize the withdrawals festival images of the parts with the same purposes.

The image rights of models and / or works of art depicted in the pieces submitted must be in possession of the Participant understands and so do the registration of the part to competition. The ORGANIZER not will be liable for any consequences derived therefrom PARTICIPANT being solely responsible for the management thereof.

The ORGANIZER understands that intellectual property and copyright of the FASHION FILM belong to the PARTICIPANT.

The PARTICIPANTS authorize the ORGANIZER the information to be used for publicity and his name, image and work for broadcast advertising purposes, entertainment and / or promotion by any means the Organizer deems appropriate, in public, private and / or virtual spaces without that such use will grant entitled to any compensation and without prior consultation. The Organizer may use all FASHION FILMS or quit, in whole or in part, may shorten or summarize the works and when deemed necessary, while respecting the spirit of the content within the framework of uses and customary in the industry audiovisual. The Organizer may publish and / or display the work publicly received without payment or obligation to participants consideration, or have not been subject to

screening their works and / or reward, under the same conditions and with the same guarantees as provided previously shortlisted for the winners.

7. Acceptance of the contest rules

Participation and entry in this CONTEST implies acceptance of these Terms and Conditions. They can be read and downloaded from the website: www.baiff.tv.

The ORGANIZER reserves the right to amend, change or modify these Terms and Conditions, including but not limited to periods, dates, the nature of the awards and their delivery, reporting to PARTICIPANTS be necessary prior to the change of thereof.

The ORGANIZER shall not be liable: (i) for any loss damage of any kind whatsoever, which may suffer PARTICIPANTS or third in their persons or property by reason of or in connection with participation in this Contest and / or regarding the use of the prize; (ii) for failure of the telephone network, Internet network, postal services, or for technical malfunctions, human error or deliberate actions of others that may interrupt or disrupt the flow of CONTEST; (iii) the deterioration, theft, loss and / or destruction of works while in the seat the ORGANIZER, at the place of exhibition or during transportation to and from both locations.

The PARTICIPANTS are the only responsible for the accuracy of the data supplied to the ORGANIZER and lack of veracity will make them lose all rights to the assignment of awards they have obtained, as well as directly responsible for the damage they had caused to ORGANIZER and / or third parties. The PARTICIPANTS exonerate from responsibility the ORGANIZING by improper use by third parties of the data reported. The PARTICIPANTS data will be kept confidential by the ORGANIZER and shall be protected by a system of restricted access to people outside of the ORGANIZER. They may be viewed, modified or deleted at the request of the participants, by sending an email to info@baiff.tv

For any questions gained from these terms and the competition in general, send an e-mail to info@baiff.tv

The CONTEST data records will be stored in the database located in the headquarters of the ORGANIZER. The holder of personal data is entitled to exercise the right of access to them for free at intervals of not less than six months, unless a legitimate interest that purpose is credited as provided in Article 14, paragraph 3 of the law no. 25,326. NATIONAL ADDRESS PROTECTION OF PERSONAL DATA, Body Control Law No.

25,326, has the authority to address complaints and grievances that are filed with respect to the breach of the rules on personal data protection. The requested information is needed to organize and carry out this CONTEST. The ORGANIZER may also be used as internal database for direct marketing or promotional activities. Personal data may be viewed, modified or deleted at the request of PARTICIPANTS, emailing to info@baiff.tv

The ORGANIZER may expand the number of prizes offered or the duration of the contest when circumstances beyond him or provided on these bases, or constitute a fortuitous event or force majeure warrant.

For any controversy that might arise from the implementation of the CONTEST, The PARTICIPANTS and the ORGANIZE will be submitted to the jurisdiction of the ordinary domestic courts, based in Buenos Aires, and under the applicable law of Argentina Republic.