

## **BOOKSY X LIVE FASHION AWARDS 2024**

### Official Participation Rules & Requirements

**Booksy X Live Fashion Awards** is an international contest organized by Live Fashion Hair Awards exclusively for Booksy (hereinafter referred to as the “**Contest**”).

The Contest is sponsored by Booksy Inc., 515 North State Street, Suite 460, Chicago, Illinois, 60654, United States of America (hereinafter referred to as “**Booksy**”).

#### Participation Rules for Trade Collections:

These rules apply to the following award categories: Best Fade, Best Freestyle, Best Color Transformation, Best Braids/ Natural Hair, Best Classic Manicure, Best Creative Manicure

1. Visit [www.americaslivefashionhair.com](http://www.americaslivefashionhair.com) and look for the Booksy X LIVE Fashion Awards logo and navigate to the "Submit" section
2. To complete the form:
  - a. Select the category you wish to apply for
  - b. Attach images of your work (up to 6 photos max.)
  - c. You will also have the option to attach a PDF portfolio.
3. Please ensure that all fields in the form are completed.
4. By submitting a collection to the Contest, participants give consent for:
  - a. using their name and the photographs and materials for evaluation and publication on official Booksy and Americas Live Fashion Hair Awards [ALFHA] accounts, social media accounts, web properties, and associated press media;
  - b. receiving communications from Booksy pertaining to the Contest and awards, but also marketing communications related to products and solutions offered by Booksy.
5. The Contest is specifically designed to recognize and celebrate the professionals in the beauty industry. While all beauty industry experts are welcome to participate, grading criteria will award an additional three points to final average score for those with an active Booksy Biz account in the United States.
6. Booksy Ambassadors are not allowed to participate in the Booksy X Live Fashion Awards due to conflict of interest since they are part of the jury of the Contest. Booksy Ambassadors may be considered for other awards categories not associated with Booksy.
7. The announcement of the finalists will be communicated via email by 30 June. Finalists will also be announced through official Booksy and ALFHA social media accounts, web properties, and associated press media.
8. The submissions will be evaluated by an international panel of experts including ALFHA ambassadors, previous winners, and official Booksy Ambassadors.
9. Contest participation is free, in all countries. You have the flexibility to participate in multiple categories and submit multiple entries.

10. For additional contest rules and requirements please refer to Contest Rules: Section III which contains additional details that will set you up for success.

#### Participation Rules for Best of Booksy:

These rules apply to the following award categories: Best of Booksy

1. To qualify for the Best of Booksy Award you must be an active Booksy Biz user that meets the following criteria:
  - a. Live business profile Booksy as of March 1st, 2024 and through the duration of the contest
  - b. Occupancy rate above 70% [January 1 through February 29, 2024]
  - c. Average rating of 4.7 or above on the Booksy Marketplace as of March 1st, 2024
  - d. Annual GMV of \$20K or above [Feb 1, 2023 through Feb 29, 2024]
  - e. Using Booksy Payment solutions as of March 1st, 2024
2. Booksy Ambassadors are not allowed to participate in the Booksy X Live Fashion Awards due to conflict of interest. Booksy Ambassadors may be considered for other awards categories not associated with Booksy.
3. Those that qualify for this award category will be notified by Booksy by April 1st and encouraged to participate in the Booksy x Live Fashion Hair Awards content. There is no need to apply for this award if you have not been approached by Booksy.
4. Visit [www.americaslivefashionhair.com](http://www.americaslivefashionhair.com) and look for the Booksy X LIVE Fashion Awards logo and navigate to the "Submit" section
5. To complete the form:
  - a. Select "Best of Booksy" from the list of categories
  - b. Attach examples of your best content pieces (up to 6 photos max.)
  - c. You will also have the option to attach a PDF portfolio
6. Please ensure that all fields in the form are completed and ensure that your submission is completed by May 1st.
7. All participants will be judged based upon the quality and frequency of content published via social media channels promoting Booksy Biz solutions from May 1st through June 15th, 2024. To ensure content is considered participants are encouraged to:
  - a. Tag @booksybiz @booksyivefashionawards and @americasliveawards on Instagram
  - b. Leverage the following hashtags: #bestofbooksy2024 #livetorise
8. The announcement of the Best of Booksy Award winner will be communicated via email by June 30th, 2024. The winner will also be announced through official Booksy and ALFHA social media accounts, web properties, and associated press media.
9. The submissions and social media content will be evaluated by an international panel of experts including ALFHA ambassadors, previous winners, and official Booksy Ambassadors.
10. Contest participation is free, in all countries. You have the flexibility to participate in multiple categories and submit multiple entries.

11. For additional contest rules and requirements please refer to Contest Rules: Section III which contains additional details that will set you up for success

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## CONTEST RULES

### I. ORGANIZING ENTITY, TIME SCOPE, TERRITORY AND PARTICIPANTS

“Americas Live Fashion Hair Awards”, will organize the contest “**Booksy X LIVE Fashion Awards**” (the “Contest”) on behalf of Booksy and their global community of beauty professionals. Trade Collection Finalists and the Best of Booksy Award Winner will be announced by June 30th 2024, and awards will be distributed at Americas Live Fashion Hair Awards Experience in collaboration with Byrd Mena’s Rise of Hair and August 3 & 4th, 2024.

Participation in the Contest is open to beauty professionals residing in the United States of America, who are of legal age, and who meet the following conditions of participation.

1. All submissions must be directly made by participants through our online platform [www.americaslivefashionhair.com](http://www.americaslivefashionhair.com) in the Booksy X Live Fashion Awards Experience "Submit" section.
2. Submissions can be made independently or as part of an artistic team.
3. Booksy Ambassadors are not eligible to participate in the Contest. Neither can all those persons who have been directly or indirectly involved in the elaboration of the Contest, nor their relatives in the first degree by blood or affinity.
4. In general, minors under 18 years of age are not eligible to participate.
5. All registered beauty professionals in the United States are eligible to participate in the following award categories: Best Fade, Best Freestyle, Best Color Transformation, Best Braids/ Natural Hair, Best Classic Manicure, Best Creative Manicure
6. For the Best of Booksy award category, participants must be an active Booksy Biz user and submissions will be accepted on an invite only basis.

### II. OBJECT OF THE CONTEST

The contest welcomes submissions in the following categories:

- Best Fade
- Best Freestyle
- Best Color Transformation
- Best Braids/ Natural Hair
- Best Classic Manicure
- Best Creative Manicure
- Best of Booksy

Add to the form pictures but then new to use #livetorise and tag @booksylivefashionawards and @americasliveawards in their post/reels promoting their work.

Ask booksy team what kind of material the participants must to upload to the social media.

### III. REQUIREMENTS FOR THE CONTEST SUBMISSIONS

By submitting digital materials, you grant image rights to Booksy and Americas Live Fashion Hair Awards for promotional use according to clause IX of these terms and conditions. The submitted images should be in JPG format, with a resolution of 300 dpi in RGB mode, and a size of 20x30. Each image must not exceed 10 MB and must not contain watermarks, nor any element that reveals the author of the work, such as any element of the salon's corporate image.

Each submission should consist of a single work, and you can provide a maximum of 6 images showcasing the work, which can include photographs of the head only, head and shoulders, or the entire body, all featuring the same model/work. We will evaluate not only the technique but also other aspects such as the composition of the image, lighting, and overall originality of the artistic proposal.

The photographs and materials to be used for evaluation and publication on official Booksy and ALFHA / Americas Live Fashion Hair Awards accounts and associated press media will be used according to the terms and conditions.

The express acceptance of these legal bases is a necessary condition for participation in the Contest and, consequently, in order to obtain the award. The photos of the participating users that do not comply with all the conditions set forth herein will be automatically discarded.

Likewise, images with defamatory, libelous, insulting, threatening or rude, obscene, provocative, sexist, homophobic, discriminatory or otherwise objectionable content or whose content contravenes the terms and conditions of use of [www.americaslivefashionhair.com](http://www.americaslivefashionhair.com) are not allowed.

This includes, but is not limited to, images that do not comply with these terms and conditions; include contact information and/or personal data such as telephone numbers, postal or email addresses, bank accounts, etc.; promote products or services for profit and/or other commercial purposes; are in any way unlawful and/or justify or encourage illegal activities or do not comply with all applicable laws; directly or indirectly violate any generally applicable legal provisions; directly or indirectly violate any applicable laws; promote products or services for profit and/or other commercial purposes; are in any way illegal and/or justify or encourage illegal activities or do not comply with all applicable legislation; violate, directly or indirectly, third party rights, including the violation of industrial and intellectual property rights (including copyrights), trade secrets, know-how, as well as the right to honor, privacy and self-image; or include personal or offensive comments about Booksy, ALFHA its brands and/or its products or any third party.

Booksy and/or ALFHA reserves the right to reject the participation of images that contravene the aforementioned limitations and to take legal action against those responsible, directly or indirectly, for the same.

The identity of the winning participants may be verified through official documents (ID card, passport, driver's license, etc.) at any time, including before and during the prize-giving ceremony.

#### IV. AWARDS

Trade Collections: These rules apply to the following award categories: Best Fade, Best Freestyle, Best Color Transformation, Best Braids/ Natural Hair, Best Classic Manicure, Best Creative Manicure

All award winners will be announced in St. Petersburg Florida at Byrd Mena's Rise of Hair, August 3 & 4, 2024. Finalists will be given an exclusive invitation to the event, though any incurred travel expenses are the responsibility of the finalist and will not be reimbursed by Booksy nor ALFHA.

Best of Booksy Award: These rules apply to the following award categories: Best of Booksy

A single Best of Booksy Award winner will be announced by June 30th, 2024 via e-mail and social media. The winner will be given an exclusive invitation to Byrd Mena's Rise of Hair event, August 3 & 4, 2024 in St. Petersburg, FL. Booksy will sponsor air travel, lodging, and per diem meals not to exceed \$2,000. The Best of Booksy Award will also have the option of a Booksy Ambassador contract including a free Booksy subscription for up to twelve months.

## V. MECHANICS OF THE CONTEST AND COMMUNICATION OF THE RESULT OF THE CONTEST

Each participant must comply with all of the conditions set forth above. The announcement of the Trade Collection finalists and the winner of the Best of Booksy Award will be communicated via email by June 30th, 2024 and will also be announced through official Booksy and ALFHA accounts, web properties, and associated press media.

The submissions will be evaluated by an international panel of experts including ALFHA ambassadors, previous winners, and official Booksy Ambassadors, as explained in the terms and conditions.

### Booksy Specific Requirements

After passing the initial quality filter and confirming that the participation request complies with the established guidelines, the accepted collections will be published on social media and the website as official Booksy x Americas Live Fashion Awards 2024 collections. The materials submitted by contestants and its rights will be transferred to Booksy & Americas Live Fashion Hair Awards for exclusive use in the dissemination/communication of said awards in case of being a finalist/winner according to clause IX of these terms and conditions.

Each member of the selected jury, as described in these terms, will assess provided materials and assign a score to each submission. Points will be awarded on a scale of 1 to 12, with 12 being the maximum score. The winners in each category will be determined based on the average points received across all jurors. An additional 3 points will be added to the final average score for those with an active Booksy Biz account in the United States. This condition applies only to Trade Collections competition since it is not required to be Booksy Biz user to participate.

The Booksy x Live Awards are owned by Booksy, and therefore, the decisions made by the jury are final. The jury has the authority and responsibility to accurately interpret the participation guidelines and ensure their proper implementation. There is no appeals process, and correspondence regarding claims will not be entertained.

Participants explicitly agree to the terms and conditions of participation. Once the selection process has commenced, no information will be provided to candidates or finalists to prevent undue pressure or interference.

The organizers commit to communicate using the contact details of participants provided in the submission form all essential information and notices related to the Contest.

The organizers reserve the right to declare the prize(s) void in categories where there is insufficient participation, with a minimum requirement of 5 applications per category.

### Key Contest Dates

- Registration begins: March 1st, 2024
- Registration ends: May 31st, 2024
- Trade Collection Finalist Communication: By June 30th, 2024
- Best of Booksy Winner Communication: By June 30th, 2024

- Award Experience: Aug 3rd-4th, 2024 St. Petersburg, Florida

## VI. MARKETING ACTIONS TO PUBLICIZE THE CONTEST

The Contest will be publicized through email and official Booksy and ALFHA social media accounts and web properties.

## VII. FRAUD

In the event that Booksy and/or ALFHA or any entity professionally linked to this Contest detects any anomaly or suspects that a participant is impeding the normal development of this Contest, illegally altering his/her registration or participation by means of any technical or computer procedure in order to falsify his/her participation, Booksy and/or ALFHA may unilaterally eliminate the registration of this participation.

## VIII. FORCE MAJEURE

Booksy and/or ALFHA reserves the right to extend, modify, cancel or suspend this Contest or to take any reasonable measures that may be necessary in the event of force majeure or causes not attributable to Booksy and/or ALFHA.

In the event that, due to the aforementioned causes, it is necessary to change the date of the Contest, Booksy and/or ALFHA will communicate the new date to all participants through the official channel or by other means at its disposal.

In any case, Booksy and ALFHA will be exempted from any obligation to compensate the participants if the aforementioned causes arise or if the Contest is suspended or canceled by law, a situation that will be made known to the participants as soon as possible.

## IX. IMAGE RIGHTS AND INTELLECTUAL PROPERTY

Participants in the Contest authorize Booksy and ALFHA, through their participation, to use and, where appropriate, extract their name and profile image from social networks, for subsequent dissemination and/or use in connection with their participation in the Contest.

The participants of the Contest expressly authorize Booksy and ALFHA to use and reproduce by any means their image, voice and name recorded in the form of photo, audio, and video during their participation in the Contest and event in particular during delivery of the award, for subsequent dissemination and/or use.

This authorization covers the use by Booksy and ALFHA of the name, image and/or voice of the participants for promotional purposes in any media, whether analog or digital, print, audiovisual, digital, press, radio, internet and/or social networks of Booksy and ALFHA worldwide, free of charge and for the maximum duration of the rights.

Notwithstanding the foregoing, Booksy and ALFHA shall in no case be obliged to use the images, names and/or voice of the participants and may or may not use them partially, choosing the photographs, reproductions and/or making the cuts and/or adaptations it deems appropriate in each case.

The authorizations and the assignment contained in this clause are made free of charge, and the participants expressly agree not to receive any remuneration for this concept other than the delivery of the award to the winner.

## X. ACCEPTANCE OF THE TERMS AND CONDITIONS

By submitting a contest submission and participating in the Contest, the participant agrees that has read, fully understood, and accepted the presented terms and conditions. Lack of acceptance of all or part of the same will imply the exclusion of the participant and as a consequence of this, Booksy and ALFHA will be released from the fulfillment of the obligation contracted with said participant.