

## Surgical Hat Design Competition – Terms & Conditions

### 1. Organiser

The competition is organised by Genea Biomedx (hereafter referred to as “the Organiser”).

### 2. Eligibility

- The competition is open exclusively to **IVF embryologists** aged 18 or over, from any country.
- Employees of Genea Biomedx or its affiliates are **not eligible to participate**.
- By entering, participants confirm that their submission is their own original work.
- Some designs may not be suitable for printing due to technical limitations. In such cases, production will not be possible.

### 3. How to Enter

To participate, entrants must:

- a) Download the official surgical hat design template from the Organiser’s website.
- b) Create their design either digitally or by hand (clear photo required for hand-drawn entries).
- c) Submit the final design [here](#) between **1 and 18 June 2025**.

**Only one design per person may be submitted.**

**Incomplete submissions (missing any of the required information above) will not be eligible for participation.**

### 4. Competition Timeline

- **Submission Period:** 1–18 June 2025
- **Production:** The **first 200 eligible participants** will have their hat professionally produced.
- **Finalist Selection:** The Organiser will select the top **10 finalist designs** from all eligible entries.
- **Voting Period:** The 10 finalists will be exhibited at the Genea Biomedx booth (D014) during ESHRE 2025 in Paris (29 June – 2 July), where visitors will vote in person.
- **Winners Announcement:** The **5 designs with the most votes** will be announced on **2 July 2025** via the Organiser’s official channels.

## 5. Prizes

- The **Top 10 finalists** will each receive our iconic plush mascot **Dr. G (the kangaroo)**, to be collected at the booth.
- The **top-voted design** will also win a **€50 Amazon gift card**.
- The **first 200 valid entrants** will receive a printed hat featuring their own design, shipped to their submitted address.

## 6. Use of Image and Content (Post-Competition Obligation)

By participating, entrants agree that:

- Upon receiving their printed hat, they will send the Organiser a photo or short video of themselves wearing it within 14 days.
- The Organiser may use this content on its social media, website, and promotional materials.
- Content may be edited for clarity or consistency but will always be used respectfully and with attribution where appropriate.
- Winners are encouraged (not required) to share the content on their own social media, tagging **@geneabiomedx** and using the hashtag **#DesignedByEmbryologists**.

## 7. Intellectual Property & Data Use

- Participants **retain full copyright** of their original designs.
- By submitting a design, participants **grant the Organiser a non-exclusive, royalty-free, worldwide license** to reproduce and publicly display the design for promotional purposes related to this competition.
- By entering the competition, participants **consent to their email being added to the Organiser's mailing list** for commercial communications (with the option to unsubscribe at any time).

## 8. General Terms

- No cash alternatives will be offered.

- The Organiser reserves the right to modify, suspend, or cancel the competition at any time.
- By entering, participants agree to be bound by these terms and conditions.
- By entering this competition, participants agree to be added to our mailing list to receive occasional company updates, including information about new products, services, and events.