



The Festival of Media Awards 2010 Terms and Conditions

C Squared Events Ltd. is the sole and rightful owner and organiser of the Festival of Media Awards to be held in Valencia, Spain from 18-20 April 2010.

1. Eligibility

The Festival of Media Awards is open to all those involved in advertising and communication – for example but not limited to: media agencies, their global and regional headquarters and their local operations; local and global media owner companies – from newspaper and magazine publishing groups to the pure-play digital brands, and from out-of-home businesses, cinema networks, mobile network operators and online retailers; specialist agencies such as out-of-home networks, specialist digital agencies; social network Apps developers; mobile agencies; content creators and managers (e.g. production companies, right holders, music businesses and sports specialists); research business and consumer insight companies; industry associations and related organisations; full-service creative agencies; marketing and media directors at client companies.

Eligible campaigns must have had the majority of their activity run in 2009. Where campaigns have run partly in 2008 or 2010, either half the budget or half the duration of the activity must have occurred in 2009.

All entries must have been made within the context of a normal paying contract with a client, except in case of charitable clients or organisations.

All entries must have been produced with the full knowledge of the trademark/copyright owner of the product or brand advertised.

Entries must be received by **5 February 2010**. Entries cannot be cancelled after 5 February 2010. PLEASE SEE ADDITIONAL TERMS & CONDITIONS APPLYING TO LATE ENTRIES* ON PAGE 4.

Entries that have infringed any of their country of origins' voluntary or regulatory codes of practice are not eligible. Entrants should withdraw their work should an infringement arise.

2. Entry Requirements

All entry forms must be completed online at www.festivalofmediaawards.com.

There are no limits to the number of categories a single campaign can enter. However, you must supply a separate entry form and set of material for each entry and pay for each entry. Any campaigns can be submitted and all disciplines are welcome.

The competition is open to all countries. Campaigns can run locally, regionally or globally.

All entries must relate either to one advertisement/campaign or media owner. Entries relating to more than one advertisement/campaign or media owner (even if promoting the same product or owned by the same parent company) must be entered individually and paid for as separate entries.

The entry submission will only be confirmed when all parts have been fully completed. The information on the entry can be changed up until the closing date.

For all entering categories other than The Media Owner of the Year and The Media Innovation of the Year, all entrants will need to provide:

- dates of the activity
- the markets covered
- a list of all agencies who should be credited
- a client contact
- two images showing the activity in progress

All entrants entering The Media Owner of the Year and The Media Innovation of the Year will need to provide:

- dates of the strategy or innovation implementation
- the markets covered
- a list of all other external parties (e.g. consultancies, technology partners) who should be credited

Each entry must consist of a picture board and a single written entry split into four sections (for more details see specific requirements beneath each category).

The Festival of Media Awards reserves the right to request a full media schedule from each entrant company to verify accuracy.



Each entry should be submitted in English although the creative work may be in any language.

Information in the entry form will remain confidential until the end of the first judging round. In addition, all winning entries must make available all entry information including evidence of results for publication in the Festival of Media Awards Winners Book and on C Squared Holdings Ltd. properties.

Each winning entry receives a Festival of Media Awards trophy as part of the entry fee. Additional winner's material (e.g. trophies and books) may be purchased from C Squared Events Ltd. Please email clare@csquared.cc for more information.

3. Judging

A jury of unparalleled seniority and expertise will judge the Festival of Media awards, formed from global network CEOs, clients with worldwide and regional responsibilities – and introducing unique perspectives from the broader creative industries.

The Festival of Media Award prizes will be awarded by a two-tier appraisal system. The first phase of judging will take place online, involving the judges reading all awards entries and viewing all picture boards and images online and scoring against the category criteria. This process will create a shortlist of entries, to be considered in the second phase of judging, which will bring a final judging panel together to review the shortlisted entries and select the winners.

As part of the “two-tier” system, short-listed campaigns will be contacted via email. The short-listed company will then have the opportunity to submit more information – including a reel or a video highlighting the campaign's successes. They will have at least four weeks' notice before the final judging panel convenes.

There will be two levels of success – “Winner” and “High Commendation”. The decision of the Jury in all matters relating to the awarding of prizes will be final and binding.

4. Awards

There are 14 categories available to enter with a further five awards to be voted for by the Jury or by public poll.

Entering Categories

There are 12 campaign categories which invite as entries the most innovative, imaginatively integrated, elegantly crafted, well targeted and immaculately executed communication campaigns.

There are two additional entering categories which invite media owners or technology companies to submit a winning business strategy or media innovation which is contributing to the development of effective media communications.

Jury/Voting Categories

In addition there are five special Jury/Voting categories.

There are three Jury Awards – The Agency of the Year, The Network of the Year and the Advertiser of the Year – where the final judging panel will award the prize to the agency, network or advertiser who has displayed an outstanding level of achievement in the entering categories.

The Media Professional of the Year Award will involve a public and a jury vote – with nominations for consideration sought from the industry at large to create a shortlist, which will then be judged by the final judging panel.

The People's Award recognises the wisdom of crowds, the power of collective thought to identify great work and inspiring ideas. Every shortlisted campaign in the entering categories will be made available for online viewing on the Cream website www.creamglobal.com for two weeks prior to the Festival and will be presented for the final vote by the Festival of Media delegates.



5. Creative Material Requirements

Picture Board and Campaign Activity Requirements

Entries are to be accompanied by a picture board.

You are also invited to upload up to two additional files to illustrate the campaign activity or innovation in action.

Creative submissions for campaign categories must be unbranded and should not include entering company names or any contributing creative companies.

All creative must be sent in a digital format and uploaded onto the entry website as a Jpeg, 300 dpi, RGB. The total maximum file size for uploads is 50mb. Picture boards should be A2 sized (approximately 40 x 60cms).

The picture board will act as a summary of your entry and will be shown to the judges alongside your written entry. It should contain visuals that illustrate your communications strategy as well as a short, clear summary in English. There must be no more than 100 words in total on this presentation board.

You MUST adjust your presentation board if your campaign is entered in more than one category as judges will be looking for different information in each category.

For the campaign categories, two separate images illustrating the campaign activity are also requested, but are not compulsory. For the Media Owner of The Year and Media Innovation of the Year categories, two separate images of the innovation, strategy or team are requested but are not compulsory. These will be used alongside the entry write-ups of the work on other C Squared Holdings Ltd. properties after the first round of judging has been completed.

Short-listed entries

Short listed campaigns will have the opportunity to submit more information in the form of a reel or video highlighting the campaign's success.

Reel length: 3 minutes maximum; Deadline: **25 March 2010**.

Winners

Winners will be featured in The Festival of Media Awards book. Please ensure high quality images are submitted or winners will be asked to re-submit material.

Information in the entry form will remain confidential until the end of the first judging round. C Squared Events Ltd. reserves the right to reproduce submitted material and summaries of entries for its other events and publications.

6. Disqualification

C Squared Events reserves the right to disqualify any entries that do not adhere to the entry guidelines, e.g. any entries that do not fit the eligibility criteria or that have exceeded maximum word counts or failed to supply creative supporting materials. Any decision to disqualify will be final. Entry fees for disqualified entries will be refunded.

7. Fees

The entry fee of £300.00 is applicable to each entry. For UK participants only, VAT will be applied.

For entry payments under £2,000, payment must be made online by credit card (Visa, Mastercard, JCB, Solo, Maestro and AMEX). Cheques are not accepted. Entry payments over £2,000 can be invoiced. However, all entries must be paid for by **5 February 2010** unless otherwise agreed in writing between the Award entrant and C Squared Events Ltd.

All completed entries registered on the Awards Submissions site when the site is closed on **5 February 2010** will be judged and must be paid for. Entry material cannot be cancelled or removed from the Festival of Media Awards after 5 February 2010.

All Festival of Media Awards entries are non-refundable, however refunds may be given at the discretion of the management.

PLEASE SEE ADDITIONAL TERMS & CONDITIONS APPLYING TO LATE ENTRIES" ON PAGE 4.

ADDITIONAL TERMS & CONDITIONS FOR LATE ENTRIES

1. The closing date for entries in Friday 5 February 2010. There will be no further extension to this deadline.
2. Applications may be made to complete or submit late entries. C Squared reserves the right to refuse acceptance of late entries, as shortlisting begins on Monday 8 February 2010.
3. To apply to make a late entry, please contact Francesca Ambrosini, francesca@csquared.cc. The following steps must then be followed:
 - 3.1 The entering company will be asked to complete a form detailing the entry title(s), category/ies to be entered and expected date of completion of entries. This date must be before 12.00 GMT on Friday 12 February.
 - 3.2 The entering company must wait for confirmation from C Squared that the detailed late entry/ies will be accepted.
 - 3.3 The entering company should then ensure that the late entry/ies have been registered on paid for through the Festival of Media Awards entry website before midnight GMT on Friday 5 February 2010.
 - 3.4 C Squared will provide a URL to the entry website to be used after the official deadline has passed to complete late entry submissions.
 - 3.5 All late entries must be completed by the date promised by the entering company which must be before 12.00 GMT on Friday 12 February.
 - 3.6 Any entries not completed by 12.00 GMT on Friday 12 February will not be judged.
 - 3.7 No payments will be refundable on late entries which have been registered and paid for but not completed.