



Event Marketing Awards

## 2020 ENTRY KIT

**Early Bird Entry Deadline**

Tuesday, 3 December 2019

**Normal Entry Deadline**

Wednesday, 15 January 2020

**campaign**



## INTRODUCTION

Campaign is delighted to announce the 2020 Event Marketing Awards are now open for entries.

Now in their 4th year, these awards aim to recognise and celebrate companies applying best practice to the creation, planning, production and management of innovative and successful events in Asia-Pacific.

The Event Marketing Awards are open to all individuals, brands, agencies, venues, tourism boards and events suppliers that are delivering creative and exceptional live events in the region. Further details on the categories and guidelines are available in the entry kit.

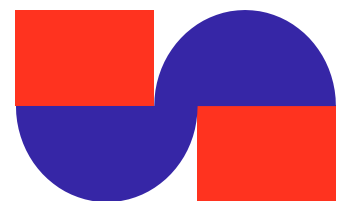
We look forward to celebrating your best work!

Good Luck!



**Atifa Hargrave Silk**  
Brand Director  
Campaign





# GENERAL GUIDELINES AND INFORMATION

## WHO SHOULD ENTER?

Entry is open to all individuals, brands companies and agencies running, servicing and housing conferences and events across the Asia-Pacific region.

## ELIGIBILITY PERIOD

All entries should relate to achievements **ONLY** during the period **1 January 2019 – 15 January 2020**.

Written entries which do not focus on the eligibility period but include achievements outside the review period will be disqualified. Campaign reserves the right to reject work it feels does not comply with the spirit of the awards.

## DATES & DEADLINES

### Early Bird Entry Deadline:

Tuesday, 3 December 2019  
(6PM Hong Kong Time)

### Normal Entry Deadline:

Wednesday, 15 January 2020  
(6PM Hong Kong Time)

### Shortlists Announcement:

Tuesday, 25 February 2020

### Awards Presentation:

Tuesday, 17 March 2020 (Hong Kong)

## EVENT TICKET SALES

Ticket sales to the awards ceremony will commence from 17 February 2020 via our website and sold on a first-come-first served basis.

For any enquiry, please contact the organiser at [EMA@haymarket.asia](mailto:EMA@haymarket.asia).

## CONFIDENTIALITY

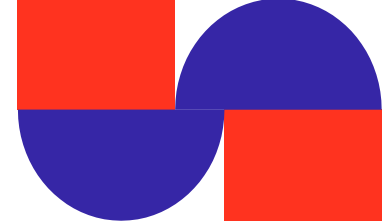
- The organiser reserves the right to publish details of the entries in any related publications and materials. However, if there is certain information that must be kept confidential, please indicate it clearly as “Not for Publication” or “Confidential” by highlighting the specific information in **yellow** and ticking the “Confidentiality Request” check box on the online entry form.
- Do not tick the “Confidentiality Request” check box unless you have any specific confidential information.
- If you have ticked the box but have made no highlights in the written document, the organiser will treat the written entry as final which no confidential information is included.
- Please be specific about what information cannot be disclosed – do not simply mark the entire submission paper.
- Please do not provide any sensitive or confidential information in your Executive Summary via the online entry form which will be published should your entry win. Amendments after Shortlist announcement is not allowed.

## CREDITS

- All credits required on the online submission form must be filled in correctly and **cannot be changed** once submitted.
- All credits on the online entry submission form, indicated as credited agency/company/nominee names, campaign title, country/office etc. will be treated as FINAL once entry submission confirmed via our online platform.
- All credits submitted will be used to publish across all channels, related materials, trophies, shortlists on Campaign Asia’s editorial pages and website as well as prize announcements at the Awards Presentation event.
- Entrants are responsible for ensuring all credits are accurate at the time of the submission to ensure all information submitted are accurate. Organiser is not liable to make such changes.

## QUERIES

- Judges reserve the right to raise queries regarding the information provided and will penalize any entry if there is evidence of inaccurate and misleading claims, which could lead to the entry being disqualified.
- Any mention of data must be accompanied by a source of reference. If your agency is the source, please reference “Agency Research”.



# ENTRY FEES & PAYMENT METHODS

## ENTRY FEES

Early Bird Entry Fee (before 3 Dec)	<b>US\$325</b>
Entry Fee (after 3 December 6pm)	<b>US\$375</b>

- A separate fee is required for each entry submission.
- Entry fees are due upon submission of your written submission. Entry submission is not completed without successful payment.
- No refunds will be made for incorrect, withdrawn, duplicated or disqualified entries.
- Unpaid entries might be disqualified and Haymarket Media Limited will retain the right to claim for unpaid entry fees.

## PAYMENT METHODS

- Entry fees are payable in USD.
- Payment can be completed online, after the completion and submission of your entries on the submission system via a secured payment platform.
- Your entry is not considered to be completed until payment is received before the deadline.
- **For payment via bank transfer, a confirmed transaction bank proof to be provided latest one day after the respective deadlines.**

## PAYMENT METHODS

You need to select from the dashboard to 'proceed to payment' before you can reach the Payment Order Page.

There are two payment methods to select from.

### 1. Online - Credit Card / ALIPAY

For this option, you will be redirected to our secure payment gateway where you are able to select from VISA/ MASTER/ AMEX and ALIPAY. For this payment option, a 3.5% bank surcharge is applicable.

If you are having trouble with the credit card online system or via Alipay, please do not attempt to pay again and contact the organizer immediately at [EMA@haymarket.asia](mailto:EMA@haymarket.asia).

**Credit Card Selection** – via the online card payment page, please DO NOT select 'digital wallet'. You should select the card type directly, for example click on the VISA logo if you want to pay by Visa Card.

If you prefer to pay by credit card offline, please contact the organiser via email at [Finance\\_Events@haymarket.asia](mailto:Finance_Events@haymarket.asia) and cc [EMA@haymarket.asia](mailto:EMA@haymarket.asia) for a direct payment link. Please provide your entry ID and contact person details for this request.

### 2. Offline - Bank Transfer

To make a bank transfer, you will need to complete your entry submission by confirming to the "Payment Order" page and select "Bank Transfer". An Order ID will be available for further processing.

A scanned copy of the transaction proof, clearly stating the entry and order ID numbers and invoice number for such payment is to be emailed to [Finance\\_Events@haymarket.asia](mailto:Finance_Events@haymarket.asia) cc: EMA team at [EMA@haymarket.asia](mailto:EMA@haymarket.asia) as above latest **by the next day of the respective entry deadline.**

You will have to bear ALL bank charges related to this transaction. Please do indicate to the bank clearly when making the transfer.

## INVOICE REQUEST

A system invoice will be generated upon successful payment. Any special request on invoicing matter, please contact [EMA@haymarket.asia](mailto:EMA@haymarket.asia).

An official invoice can be provided when you have successfully submitted your entry and confirmed payment with an ORDER ID.

Should you require an invoice prior to your submission for internal processing, please request via the Awards Team and provide us with the ENTRY ID as supporting. The Entry ID will be available once you have created a draft entry.

# CATEGORIES



## CAMPAIGN CATEGORIES

- C01. Best Brand Activation
- C02. Best Brand Experience - B2B
- C03. Best Brand Experience - B2C
- C04. Best Business Solution
- C05. Best Corporate Event
- C06. Best Creative Idea
- C07. Best Digital Experience
- C08. Best Experiential Marketing
- C09. Best Game Changer
- C10. Best Incentive
- C11. Best Integrated Marketing
- C12. Best Launch
- C13. Best Live Event
- C14. Best Media Event
- C15. Best Outdoor Event
- C16. Best Production
- C17. Best PR Stunt
- C18. Best Public Event
- C19. Best Retail / Mall Event
- C20. Best Sponsorship
- C21. Best Sports Event
- C22. Best Sustainability Award
- C23. Best Trade Show/Exhibition/Conference
- C24. Best Use of Influencer
- C25. Best Use of Technology

## SUPPLIER AWARDS

- S01. Best Audio Visual
- S02. Best Event Production

## PEOPLE CATEGORIES

- P01. Event Person/Team of the Year
- P02. Agency Head of the Year

## GRAND PRIX

- GP01. Event Supplier of the Year
- GP02. Experiential Marketing Agency of the Year
- GP03. Best of Brand Experience\*\*

\*\* (cannot be entered directly)

# CATEGORIES

## CAMPAIGN AWARDS

### C01. Best Brand Activation

This award will celebrate the most effective, attention-grabbing brand activation.

Judges will be looking for relevance and creativity. Please include information on the aim, size of the event and whether it stood alone or was part of a larger campaign.

### C02. Best Brand Experience - B2B

Events with a commercial purpose targeted to business customers/trade partners, such as launch events, congress/conference, incentive, etc. delivered a business-focused experience that surpassed all expectations.

Demonstrate how you connect and engage the audience. How you brought core elements of a marketing campaign to life, reaching business objectives through creativity and engagements.

### C03. Best Brand Experience – B2C

This award recognises brand or agency that has achieved the brand's objectives and delivered the best consumer-facing experience that surpassed all expectations. Events targeted to the final consumer, such as launch events, road shows, celebrations, public events, etc.

Judges will be looking at how you connect the audience and engage them and how the campaign engaged with audience, activation and meeting business goals.

### C04. Best Business Solution

This category emphasizes on how business objectives are met through understanding client's challenges.

Evidence on how the event was delivered, pre-event research, creativity and innovation in content, logistics and post event analysis. How did the event help deliver on the business challenges and how were these overcome?

### C05. Best Corporate Event

This category recognizes an outstanding corporate / business event that effectively communicates to its audience.

Judges will look for evidence that achieves business core objectives, reaching target audience.

### C06. Best Creative Idea

This award recognizes outstanding creative event including brand experiences and industry showcases and events.

Judges will be looking for how theming, design, entertainment, catering, lighting, innovation and use of new technology. Feedback and experience from clients and guests.

### C07. Best Digital Experience

This award recognises the best event/campaign that reached its target audience effectively and conveyed the organisation's message through digital platforms enhancing customer experience.

Judges will look for effective use of digital tools/platforms and applications. How the campaign best integrates digital elements into the live experience through social media, live feeds, VR or gaming etc.

### C08. Best Experiential Marketing

This award recognises the best brand activation and event experience through technology, innovation and creativity.

Judges will look for creative idea, execution and overall marketing strategies to meet core business objectives and engagement of the target audience with fully immersive or interactive experiences.

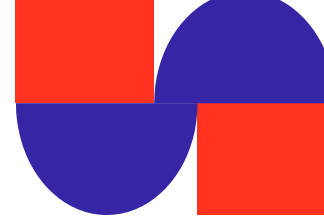
### C09. Best Game Changer

This award recognizes the best event, brand experience that changed the face of live events. Demonstrate what the game changing experience/innovation consisted of, every element which added to the overall outcome.

Judges will look at element of innovation and differentiation, showing how it is out of the box or a step above the rest.



# CATEGORIES



## CAMPAIGN AWARDS

### **C10. Best Incentive (New)**

This award recognises Corporate events that intended to reinforce the relationship or achievement of specific goals and serves as a reward with customers, employees or partners. The event can be team building, rewards, recognitions, loyalty programs, corporate parties, retreats, incentive trips etc.

Judges will look for creativity, fun and enjoyable components. How it achieved its core objectives and demonstrated both creativity and effectiveness with proven ROI and how it engages and inspires to boost morale and loyalty.

### **C11. Best Integrated Marketing**

This award recognises the best brand experience that effectively engage their consumer markets through an integrated marketing strategy that utilised at least three channels including PR, digital, advertising and social media. Judges will be looking at how the channels were skillfully deployed to reach the brand's strategy and objectives.

### **C12. Best Launch**

This category awarded to the event that first launched, re-launched or repositioned a product or service. Judges will look at evidence of seamless execution, engagement of target audience through social and digital platforms and demonstrate how the idea achieving core business objectives.

### **C13. Best Live Event**

This award celebrates the most innovative live event. Evidence how you executed a hyper-creative and high-tech event that engaged audiences before, during and after the final act.

Show how you transformed a mundane space and/or conventional program with technology, art and live performances to create an exciting and memorable experience for all.

### **C14. Best Media Event (New)**

This award recognises events specifically (even if not exclusively) targeted to journalists, and/or bloggers and influencers such as media or press event that was most creative in the invitation process and was effective and seamless in its execution and presentation.

Judges will look at measurable results and media take up as a result of strong media coverage.

### **C15. Best Outdoor Event**

This category is awarded to event that uses outdoor environment for arts, music/film festival, sports, carnivals, large scale or small pop-up style which is designed as its main focal point or part of a wider integrated campaign to help brands increase brand awareness, help client to engage with target audience and attract sponsorship.

### **C16. Best Production**

This award recognises the most creative and outstanding production of an event.

Judges will look at how you demonstrate and how you were instrumental in the building and designing of stages and go above and beyond the call of duty.

### **C17. Best PR Stunt**

This award recognises the most creative, out-of-the box piece of "live action" marketing designed to generate buzz and get people talking.

Judges will be looking at how you demonstrate measurable results and increased public awareness.

### **C18. Best Public Event**

This award recognises events with significant contributions in promoting public event. Events can include theatre events, fairs, festivals, entertainment, cause-related, performances and leisure events.

Judges will look at how you contribute to social and cultural cohesion, diversity and cultural development. How you demonstrate contributions by empowering and supporting a community initiative. How you drive brand awareness, engagement with audience and sales that led to an exceptional public event.



# CATEGORIES

## CAMPAIGN AWARDS

### **C19. Best Retail / Mall Event (New)**

This award recognises the best event setup inside a mall and/or retailer environment including pop-up shops, showrooms that creatively engaged shoppers through activities or programmes. Entries should provide relevant and tangible evidence to demonstrate the purpose, reach and results of the events.

### **C20. Best Sponsorship**

This category recognizes both the planning and execution of sponsorship activities, and PR support to leverage that sponsorship. Judges will look at how the event met the brand's objectives and overall planning and execution.

### **C21. Best Sports Event (New)**

This award recognises the most creative and effective live sports, e-sport and fitness event including but not limited to competitions, tournaments, game including sport activities and other sporting events.

Judges will look for creativity, effectiveness and seamless execution. Entries should include tangible evidence to demonstrate how it enhances the event and create a strong connection with the audiences.

### **C22. Best Sustainability Award**

This category open to agencies, organizer, suppliers or venues, celebrates sustainable initiatives with the sustainability measures. The long-term impact on the surrounding communities as well as the facility will be considered in the adjudication.

### **C23. Best Trade Show/Exhibition/Conference**

This category will be awarded to agencies which have held innovative and outstanding experience for the audience. Include event budget and critical path or proof of production components and how this was managed.

Judges will look for overall impact, layout, creativity, objectives and execution of the event, marketing strategy to meet core business objectives and engagement of target audience.

### **C24. Best Use of Influencer**

This category awards the most effective and engaging KOL influencer to raise brand awareness, attendance to event/exhibition.

Judges will look for creativity and content to build viral buzz to promote the event meeting core objectives and ROI.

### **C25. Best Use of Technology**

This award will be given to a company that has effectively used the latest technology to enhance an event. Evidence how you have incorporated the latest technological innovations to create buzz, deepen audience engagement, and extend the lifespan and legacy of an event.

Judges will be recognising an outstanding achievement or innovation in the use of technical production or technology for an event or events.





# CATEGORIES

## SUPPLIER AWARDS

S01. Best Audio Visual  
S02. Best Event Production

### S01. Best Audio Visual

This award recognizes the team that provide professional and quality audio visual or sound, projection and innovative lighting services. This category is an opportunity for the professional teams who are experts to showcase the experience, creativity and budget management. Judges will be looking for evidence of innovative solution to enhance the quality of the project / event and management from start to finish of project.

### S02. Best Event Production

Open to all production management companies or event production houses. This category recognizes how the space and programme has been transformed with technology, art and creation to deliver an exciting and memorable experience.

Judges will look for how the incorporated technological innovation created buzz and deepened audience engagement. How you demonstrate you were instrumental to the build and design stages and go above and beyond.

## PEOPLE AWARDS: (INDIVIDUAL/TEAM)

P01. Event Person/Team of the Year  
P02. Agency Head of the Year

### P01. Event Person/Team of the Year

This award recognises best agency or in-house professionals or team with excellent performance working efficiently and effectively with outstanding results during the eligibility period. Judges will look for individuals or teams that can demonstrate innovation, skills and enthusiasm in bringing contribution to the agency and client with proven ROI.

### P02. Agency Head of the Year

The award recognises the heads of agencies nationally who have individually done the most to advance their agency/network in the industry.

Judges will consider the individual's achievements during the eligibility period, including achievement against objectives, size of local operation, client profile and disciplines, new business wins, client retention, personal involvement in staff development initiatives, innovation with results, agency/network development and contribution to the industry in his or her market.



GP01. Event Supplier of the Year  
GP02. Experiential Marketing Agency of the Year  
GP03. Best of Brand Experience \*\*

### GP01. Event Supplier of the Year

This category recognises the best industry supplier who has demonstrated innovative, providing any kind of experience, products / equipment / entertainment or activity for clients within the Events industry. Judges will consider achievement against objectives, creative output, new business wins, client retention and relationships and innovation in delivery.

### GP02. Experiential Marketing Agency of the Year

This award recognises the agencies in providing the best event marketing or experiential marketing solutions. Judges will look into achievement, business growth, client relationships and staff retention. How the agency has played a positive role in advancement and reputation of the industry.

### GP03. Best of Brand Experience \*\*

**This category cannot be entered directly and applicable to brand campaigns only.**

Judges will decide and present this ultimate accolade obtains the highest aggregate score from points allocated for all of the Campaign categories.

- Points allocation as follows: Gold – 10 points; Silver – 8 points; Bronze – 6 points

# JUDGING PROCESS & CRITERIA

An independent jury consisting of leading client marketers, digital media practitioners, agency strategists and other experts will form the jury panel.

The judging process consists of two rounds:

## Round 1 Judging:

- All judges will review and score all entries independently via our secured online.
- A shortlist for each category is drawn from the aggregated scores from all the judges for each entry.
- Up to 5 top scoring entries in each category will form each shortlist. The jury will unanimously decide on whether less or more than 5 entries should be shortlisted.

## Round 2 Judging:

- The jury of each group will then convene to discuss shortlisted entries via teleconference.
- In cases where there are fewer entries in the category, judges will unanimously decide whether there should be a shortlist and/or whether any trophies should be awarded at the second round of judging.
- In case where there is one entry submitted within a category, the judges will unanimously decide if the entry should be considered on the shortlist and whether the entry is to be awarded. This may result in no shortlist and no trophy being awarded in a category.
- The judges' decisions are final. Awards will be made at the discretion of the judges based on a scoring system and no feedback will be given or correspondence will be entered about the results.

## JUDGING CRITERIA

A detailed quantitative methodology has been developed to fairly and accurately benchmark and analyse each entry on its merits. This includes the following:

At all stages, the judges are prevented from scoring or voting for entries submitted by their own agency/company in their market/country.

The decision of the jury on all matters relating to the awarding prizes will be final and binding. Great care is taken in selecting a judging panel comprising the right balance of specialist knowledge, experience and objectivity. Strict guidelines, designed to eliminate vested interest or breaches of guidelines of entry, will be followed.



## Campaign Categories (C01-C25)

Objectives & Challenges (20%)  
Strategy & Creativity (30%)  
Execution (30%)  
Results (20%)

## Supplier Categories (S01-S02)

Objectives & Challenges (20%)  
Strategy & Creativity (30%)  
Execution (30%)  
Results (20%)

## People: Individual/Team Category (P01)

Objectives & Challenges (20%)  
Accomplishments Achieved (25%)  
Success – Sustainable Achievements (25%)  
Business Development (20%)  
Industry Contribution (10%)

## People: Individual Category (P02)

Achievement against Objectives (25%)  
New Business Performance (20%)  
Client Relations & Relationships (20%)  
Innovation (5%)  
Agency Development/Scope (15%)  
Staff Development Initiatives (10%)  
Industry Contribution (5%)

## Grand Prix (GP01-GP02)

Objective, Strategy & Achievement (30%)  
Creativity & Innovation (20%)  
Growth & Client Retention (25%)  
Staff development & retention (10%)  
The work, recognition & industry contribution (15%)

# HOW TO ENTER

## ENTRY SUBMISSION

Entries are to be submitted online via the 'ENTER NOW' button at [www.eventmarketingawards.asia](http://www.eventmarketingawards.asia).

## WRITTEN ENTRY SUBMISSION

The written entry paper for all categories must be submitted on the specified category entry template in no more than 2 single-sided pages of A4 size. Font size should be no less than 11-point in Arial font.

Entries which are not prepared as per requirements in the specified template may be disqualified.

For all campaign entries, no agency/in house team names, logos including visible watermarks, labels, or credits in the code of digital entries may be disqualified.

## ENTRY TEMPLATE

- You may download the entry template from our website [www.eventmarketingawards.asia](http://www.eventmarketingawards.asia) and please ensure that you are using the correct entry template for your selected category.
- You may choose to submit your written entry paper with your own design but please ensure that you keep the sections as they are laid out in the entry template, as judges will use these criteria to judge the entry.

## CONFIDENTIAL

Entrants may mark various sensitive parts of their submissions as "Not for publication" by highlighting the information in yellow and tick the "Confidentiality request" box on the online entry form, provided these restrictions are not used excessively. Information marked as confidential will be treated as such.

Please be specific about the information that cannot be disclosed – do not simply mark the entire entry confidential. Do not tick the box if you have not highlighted the confidential information in your entry paper.

## MANDATORY MATERIAL

- **Images:** Three (3) images in high resolution (300 dpi) are required for all categories and if awarded, these will be used to showcase your entry. No logos or media clippings are allowed.

For individual people categories, please upload individual photos of the nominees and agency/team in team photos.

- **Executive Summary:** A summary of 100-150 words to be submitted via the online entry form. Please do not provide company credentials and do not include any sensitive or confidential information as this will be used to publish, should your entry win, to showcase why your entry should win.

## ENDORSEMENT

- All Campaign entries must be endorsed by the brand's representative authorising the entry and data. You should provide your endorser's contact details on the online submission system and the endorsement email will be generated and emailed directly to your endorser once you submitted your entry.
- You are responsible to ensure your endorser is available for endorsement at the time of your submission and before submission closed.
- All other entries must be endorsed by a senior management member from your agency/company and cannot be endorsed by the same person who submitted the entry.
- Judges reserves the right to raise queries regarding the information provided and penalize any entry if there is evidence of inaccurate and **misleading claims** which will lead to **entry disqualification**. **Entry fee is non-refundable.**

# HOW TO ENTER



## SUPPORTING MATERIAL

The written entry should be considered the key part of your submission. The supporting material allows you to provide any videos, data results or examples of advertising and the actual work carried out.

### Notes:

1. **DO NOT** include agency names, logos in the written submission, or should appear in any of the supporting material, microsite, video links or file names.
2. All support materials for judging should be uploaded either online and/or in the form of a microsite/URL link as per the format guidelines stipulated below.
3. The microsite/URL links must be live from 1 December 2019 to 31 May 2020. Please supply passwords, if needed for access.
4. No supporting materials or videos to be sent via transfer, emails or online platform to the organiser, all must be uploaded to the EMA online entry form upon submission.
5. All materials in languages other than English must be submitted with a translation. For videos, please provide transcripts or subtitles.
6. Supporting materials not provided in digital format or according to the specifications listed will not be considered.
7. Only support materials supplied with the entry will be used in the event of an entry being shortlisted or winning. Entrants will not be asked for additional supporting materials after entry submission.

### ❖ Case Film/Video Submission

- Case Film: You can insert the hyperlink to your entry submission and/or to the supporting material box.
- Video submissions can be uploaded to public platforms such as YouTube, Vimeo, Youku which are accessible by judges. Please do not use folders such as via google drive or dropbox.
- All links should be a direct link, it can be unlisted or if password protected, please make sure it is accessible and valid till 31 May 2020. It is important that the judges have easy access to view your video. It is not required to send separate files to the organiser.
- Haymarket reserves the rights to publish the video wholly or in part.

### ❖ Supporting Materials

- All supporting materials should be provided in digital format ONLY and limited to the specific category require.
- Upload no more than five (5) items of supporting materials. The supporting materials should show evidence of the success of your campaign, and support the case made in your written entry. This could include case studies, videos, websites, data reports etc.

## ENTRY TEMPLATE

Please select the correct entry template for the respective categories. All mandatory field must be filled in. Submission using the wrong template or format may result in your entry being disqualified by the judges.

## ENTRY MATERIAL FORMAT

All entries and supporting materials are to be submitted online and must adhere strictly to the stipulated formats as listed:

### Documents

File size: Less than 5MB  
File formats: .pdf

### Pictures/Photographs (At least 300dpi, RGB)

File size: Less than 5MB  
File formats: .jpg, .png, .gif

### Audio

File size: Less than 5MB  
File formats: .mp3

### Videos

File formats: Hyperlink

**\*If you have any case film/video(s), you are required to insert a hyperlink to the supporting material box and/or insert the links into your written entry.**

# TERMS & CONDITIONS

Please ensure that each entry complies with the following rules. Failure to follow the rules may result in your entry being disqualified at an early stage in the judging process.

**CONFIDENTIAL:** The organiser reserves the right to publish details of the entries in any related publications and materials. However, if there is certain information that must be kept confidential, please indicate it clearly as “Not for Publication” by highlighting ONLY the sensitive information in yellow and tick the ‘Confidentiality request’ check box on the online entry form. Please be specific about what information cannot be disclosed – do not simply mark the entire entry confidential.

**CREDITS:** Online Entry Form must be fully completed with the credited Agency Name, Nominee's name (where relevant to the category) and the credited Agency Brand and credited Country exactly as per trophy credits.

Trophy credits will be based on information provided on the online entry form. **No changes can be made once submitted.**

**DEADLINES:** Entrants must make their submissions according to our entry deadlines to allow enough time to process and resolve any issues before the entries are pushed forward for preliminary judging.

**DISPUTES:** The organizer reserves the right to withdraw any entry which breaches in the event of a complaint against any winning or shortlisted entry, the organiser will conduct a full investigation into each case and will request detailed documentation from all parties concerned including the complainant, the entrants and the client.

The organiser will have no hesitation in withdrawing an award in cases where the complaint is upheld.

**DUPLICATION OF ENTRIES:** Where more than one agency has worked on the case, it has to be agreed in advanced between the involved parties including the brands company which company will be making the entry. All parties involved are to be listed as credits.

In the event that the same entry is submitted by two different entrant companies, or if both agency/ consultancy and client enter the same work, the submission may be treated as a joint entry at the organiser's discretion. Any duplicated entry fee will be forfeited.

**DUPLICATE SUBMISSION:** For entry, which is a duplicate or incorrect submission, you are required to inform the Awards Team immediately to avoid being charged for an incorrect submission.

**ENDORSEMENT:** All Campaign entries must be endorsed by the brand's representative, authorising the entry and data. You should provide the endorser's contact details as per the online submission form and the endorsement email will be generated once you confirm and submitted your entry and email will be sent directly to your endorser.

The endorsement process is only between the endorser and the organiser. You are responsible to ensure your endorser is available for endorsement at the time of your submission and before submission closed.

All other entries must be endorsed by a senior management member from your agency/company and cannot be endorsed by the same person who submitted the entry.

Judges reserves the right to raise queries regarding the information provided and penalize any entry if there is evidence of inaccurate and misleading claims which will lead to entry disqualification. Entry fee is non-refundable.

# TERMS & CONDITIONS

**ENTRIES:** You may enter the same entry in more than one category. However, for each entry you should tailor your entry and read the criteria carefully. You must provide separate documentation, supporting materials and entry fee. Please remember to use the correct entry template for different categories and tailor-made to each.

**ENTRY FEE:** Upon submission of the online entry form, entry fees are chargeable, and you will be liable to pay for the entries, even if you have not proceeded to the payment page.

In the event of disqualification, entry withdrawal, duplicate submissions or non-endorsement by management. Entries are non-returnable.

Entries are not treated as completed if entry fees are unpaid by the respective deadlines and Haymarket Media Ltd will retain the right to claim for unpaid entry fees. The organiser reserves the right to disqualify any unpaid entries and seek legal actions to claim for any unpaid entry fees.

**EXECUTIVE SUMMARY:** All entries will require an executive summary with 100-150 words to showcase your entry if awarded and to be published. Do not provide company credentials or confidential information.

**FORMAT:** Formats and file sizes of the written submission and any supporting materials must be strictly adhered to.

**JUDGING:** The judges determine if an entry is worthy of being shortlisted or winning an award. The judges' decisions are final and neither the organiser nor the judging panel will enter into any correspondence about them.

**JUDGING:** In cases whereby the number of participating entries is less than 3 in a single category, the judges have the right to re-distribute the entries into other relevant categories or not award the category. Haymarket Media Limited will retain the right to claim for unpaid entry fees.

**LANGUAGE:** Entries/Videos or any supporting that are not in English should be accompanied by a translation to avoid being penalised during judging.

**PAYMENT:** All payments for submissions must be made at the point of submission confirmation. Once you have submitted (i.e. upon pressing SUBMIT ENTRY), your entry will be processed and from this point forward, no cancellation or withdrawal of entries will be accepted. Entrants will be liable for payment of all entries accepted by the system. In case you have made a mistake, please contact the Organiser for assistance.

**PUBLISH:** The Organiser reserves the right to publish all entries wholly or in part, as case studies or for publicity purposes.

**MANDATORY:** Upload three (3) compulsory hi-resolution images of creative materials from your campaign. Individual/team photos for People and Brand Awards. They will be used to showcase the entry, if awarded.

**MICROSITES:** All sites must be live from 1 December 2019 to 31 May 2020. Please supply passwords, if needed, for access to the URL. Only http sites are accepted, no ftp sites are allowed.

No agency name or logo to be appeared anywhere.

All entries must be submitted for judging exactly as published, aired or implemented and may not be modified for awards entry.



# TERMS & CONDITIONS

**MUST NOT INCLUDE:** Except on the Online Submission Form where indicated, to protect the integrity of the judging, written entry, supporting materials, creative samples and URLs must not have names or markings that could identify the creative group or agency, including letterheads, visible watermarks, labels, or credits in the code of digital entries may be disqualified.

**RULES:** The Organiser reserves the right to withdraw any entry which breaches any of the Awards Organiser's rules. In the event of a complaint against any winning or shortlisted entry, the Organiser will investigate each case and will request detailed documentation from all parties concerned including the complainant, the entrants and the client. If the complaint is upheld, entries and, if applicable, awards, will be withdrawn accordingly.

**TEMPLATE:** All written entry submission papers should be submitted using the entry template provided. You may design your own and submit in similar formats, with all section titles indicated in the template to be included.

**WINNER REP:** We highly recommend your local Agency Head or senior management representative (of the nominated Agency) for the Agency categories be present at the awards ceremony to pick up the award. For the People categories, we would need the actual nominated person/team present to collect the trophy. Representatives for individual people categories will only collect the trophy on behalf of the nominated person off stage.



For more details, please visit [www.eventmarketingawards.asia](http://www.eventmarketingawards.asia).

For enquiries, please contact: EMA Awards Team at [EMA@haymarket.asia](mailto:EMA@haymarket.asia).