



## **Festival Europeo de Publicidad y Humor**

### **Before taking part in the contest, read thoroughly the bases:**

The request of inscription of a piece or a campaign in the Festival, implies necessary the acceptance of each and everyone of the requisites and general conditions of this contest, we request real thoroughly the requisites of the Festival before taking part to have the form of work clear, the nonperformance of the norms takes with it the annulment of the participation in **Smile Festival** for this one and future editions. Said requisites are::

- The section concursal of **Smile Festival** is opened for the advertisers' participation, advertizing agencies, studies of graphic design and creative, developers of web, producers, agencies of means, mass media, young talents, Freelands, the directors and / or producers of advertising movies or any advertiser or entity that has realized an advertising action.
- The material to be inscribed will be able to be conceived and realized in any international language, but subtitled in Castilian and will have to have been published up to the date announced in our website, in the paragraphs regarding to conditions participation. The organization of the contest of remains exempt from any type of responsibility on the rights of reproduction of the pieces presented to contest..
- The agency, advertiser, directors of advertizing movies, etc. will be able to begin the process of participation in **Smile Festival raising its piece or movie to Vimeo**. They will be able to inscribe a máximum of 10 pieces in whole.
  - The agency advertiser, The directors and / or producers of advertizing movies, studies of graphic design and creative, developers of web, producers, agencies of means, mass media, young talents, Freelands, etc. will be able to realice the inscription of your piece across **Festivals** plataform: [www.festival.es](http://www.festival.es)
  - They will have to send to us the sheet of inscription that was finding in our web [www. smilefestival.net](http://www.smilefestival.net) properly signed and sealed to the fallowing mail: [comunicacion@smilefestival.net](mailto:comunicacion@smilefestival.net).

**Without the above mentioned document the participation is not allowed.**



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- The term of inscription of work will be announced in the web of the event with enough advance and to be informed about this fact, the participants will be able to gain Access to [www.smilefestival.net](http://www.smilefestival.net) . The organization reserves the right to modify dates of inscription to the festival, dates of the act, prices of inscription or city or place of achievement of the **Smile Festival**.
- the presented pieces will have been to realize in the period that it understands between January 1, 2013 up to the date of celebration of the gala. For the category of "Historical Versión" they will put themselves to present pieces realized before these dates.
- In case of the inscriptions in the paragraphs of direct marketing and promotional marketing, public relations, an explanatory text of the action will be enclosed to the written piece in particular, detailing precedents and targets, creative strategy, duration, ambience and results (if they were available).
- There will not be accepted announcements or campaigns which Messenger have been declared illicit by the courts or organisms of advertising self-regulation, neither will enter contest Messenger that do not have any relation with the subject- matter of this festival.
- The Young talents will need to have the permission of the client in case of being a real mark. It can enter contests this section campaigns with fictitious clients.
- Although the initial inscription of the pieces does not imply **any cost**, yes implies the inscription like agency, young talent, the director and / or producer elected winners for the jury, in this case the agency, young talent, the directors and / or producers to continue its process of participation and / or accreditation he will have to pay the right of inscription and accreditation of the contest, beginning a very protocolled process of participation in the Gala.
- The awards will be trumped by a jury composed by different professionals of the work of the publicity, the communication and the marketing.
- In case some member of the jury has some type of direct or indirect relation with some participant it will free itself of its vote.
- Trumped the awards for the jury, the list of winners will be deposited before notary.
- Once the agency and / or the director / producer has been selected like rewarded, he will go happen to pay the right of inscription of the contest. The inscription for every category of the chosen piece is **695 €**. In case of young talent the quota would be of **195 €** and of **295 €** for young group talent.
- If only one piece is inscribed in several categories and winners are selected one will be pay for every category of this piece **695 €**.



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- In case of cancellation in the participation of the festival on the part of the participant who has turned out to be winner, it does not imply that it remained exempt from paying the inscription.

- The winner will be able to improve himself from the moment of the knowledge of knowledge of knowing that producer is winner, so much to its agency, to its creation or creations as also it will be able to do it its advertiser one has realized the fertilizer of this inscription. Smile Festival in this case will transfer the use of its mark and emblems to the winner.

- In case a winner has not paid its right of inscription it will not be able to promote, remaining annulled its participation in the contest.

- The agency, young talent, the directors and / or producers will facilitate on time the persons assistants to the gala and to the cocktail of the festival, every winning agency will be able to gain access without an extra cost of its right of inscription fees to the auditorium and to the cocktail with 10 guests. Every extra guest will have a cost **50 euros**, inside the price there will be included the entry to the auditorium and assistance to the cocktail.

- The agency will facilitate a list of the persons or persons who gather in the stage the Award with its corresponding charges, this is vital for the good development of the script of the drivers of the gala.

- For a major agility of the delivery of awards, the dedications of the same will not be able to exceed of 30 seconds and of only one a person for winning agency.

- Never the organization will take charge of travelling expenses, accommodation, assistance to dinners or cocktail not of no type of expenses of the assistants, as well as of material postage and packing to **Smile Festival** that at all times will run in charge of the participants. If these services have been hired across the organization, in case of being annulled they will have to notify in writing, with less a month of advance, the corresponding refund without being carried out in this case.

- The organization will have voice and entire vote for the selection of special awards.

- The organization reserves the right to withdraw from the Festival the whole material that is offensive, defective or does not reflect the spirit of this Festival.

- The material and the presented papers will happen to be part of the file of **Smile Festival**. The participants authorize the exhibition in public or deprived of the presented pieces, as well as its edition, distribution and sale for the promotion of the festival.

- The organization reserves the right, on proper initiative or at the proposal of the jury, of realizing changes to category or to subdivide some of them if this way the considers it to be suitable.



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- When a piece or campaign is deserving of award, the organization will be able to protest the certified or supporting correspondents of emission or publication in the means.

- In the case that a participant has carried out the same campaign of a joint way with another agency, in case of the work selected by the jury proves, they will have to pay an accreditation of an independent way, that is to say, it will not be admitted that an award stays of way shared between two companies, but they have to be prizewinners of an independent way although they belong to the same category or work.

- The decision of not inscription of a certain piece or advertising campaign in the festival, for the reasons and motives exhibited previously, will be done in the only bases and exclusively to the opinion about the organization of the festival: its decision will be communicated to whom will request the inscription. No type of resource will fit on this decision and in any case, the decision not to inscribe a certain piece or campaign, for the reasons and exposed motive, it will be able to give place to some responsibility for the organization for the festival, not to no type of indemnification

### **THE PARTICIPANTS WILL REMAIN EXCLUDED FROM THE FESTIVAL FOR THE FOLLOWING REASONS:**

- The participants who have been winning and do not pay its accreditations in the term programmed by the organization, he will not be able to gain Access to the gala, as well as if it has not satisfied the quantity corresponding at the entry to the cocktail, he will not be able in any way to gain access to the same one.

- There will be able to be discredited of the contest that participant who could not credit to be an author of the campaign and / or movie, not to have assent of its client for the participation in the consent, not to have realized the payment of the accreditations, to break moral or civic norms, attempt of communicating with the members of the jury with end related to the punctuation of its campaign, etc.

- In the event that a participant has been selected as the winner by the jury and decline the prize will be penalized by limiting participation in the following editions and will have to pay the amount of accreditation regardless of their annulment.

- It will be disqualified, and if deprived of their awards, any agency that breach the provisions of these conditions.

### **SOCIAL ACTION.**

- The organizer of the festival Fundación Mundo Ciudad, will donate to the winning participants a scholarship for one of its workpeople, as well as to young talents and creative in unemployment.



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- The participants winners who receive the scholarship plan will be able to request studying in a completely free way a Master's degree Advertising and Marketing valued for € 3000 during a period of six months with the option of extensión, because of € 95 for extended month, for one of its workpeople.
- In case the worker of the winning and / or producing agency does not have the sufficient studies to realize the Master's degree, an Expert will have the option to be able to realize.
- The only cost for the pupill who realices the Master's degree or Expert is that of the expedition of the title and Comment of the Hague of 295 € on the part of CUE.
- To be able to registrar in the Master's degree or Expert, they must refill the sheet of inscription that CUE will order them and forward it before it spends one moth after the celebration of the Gala of Smile Festival.
- In case the pupil decides not to realize the Master's degree or Expert will have to communicate it to the organization of Smile Festival in the máximo space of 30 days. If it is not like that, it will be penalized by € 595. Likewise he will remain penalized with the same qyantity, the pupil that the Master's degree or Expert does not develop until the end. The motive of this penalization is the high cost that bears this scholarship for the Foundation.
- The pupill will have the option of request the double qualifications of the prestigious University San Miguel, in this case consult prices.
- Smile Festival is adherent to the Safety Stamp system in Internet and the same way to the ethical code of good conduct.
- This contest has a clear united end and a big Social Action and supports the World Agreement of the United Nations, The Global Compact.
- This festival supports the criteria of the foundation FAADA, for the defense of animals in the audiovisual sector, collaborating in a narrow way with this entity, therefore there will not be admittedd work in which animals should have turned out to be demaged somehow for the creation of any type of movie.

\* Bases deposited before notary