

CONDITIONS OF PARTICIPATION AND AWARDS

Smile Festival, Festival Internacional de Publicidad y Humor

BASES DEPOSITED WITH A NOTARY

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Before participating in the festival...

Please read carefully, understand and accept these rules of participation and awards, in whose content each and every one of the aspects related to the participation and possible awarding in the same are specified in detail.

Signing the registration form for the festival, the participant understands and accepts each of the points established in this document, not fitting in case of disagreement with any of the points allegations to the ignorance of them.



A. FUNDAMENTAL ASPECTS

A1. The request for the registration of a piece or a campaign in the festival necessarily implies the acceptance of each and every one of the requirements and general conditions of this contest, established in these bases. Please read this document in its entirety before participating in order to be clear about the organization's work and protocol.

A2. Failure to comply with the rules leads to the cancellation of participation in the festival for this edition, as well as the penalty for 3 years that precludes participation in future editions of any festival belonging to the organization.

A3. Likewise, the breach of the duty to pay for accreditation to the festival will entail the inclusion of the participant in a delinquency file.

A4. In the event that a participant intends to disregard their payment and accreditation obligations once they have been chosen as the winner, the organization may claim such payment of accreditation rights from the client / advertiser with whom the project was presented to the festival.

A5. The participant can not decline / cancel their participation in the festival once the registration period has closed.

A6. The organization of the festival may make use of the material registered in the competition to promote the festival on its website or in promotional actions in subsequent editions.

A7. Participants are responsible for permission to participate with a piece by the advertiser or brand, being exempt from the organization of any past, present or future responsibility, regarding projection permits and promotion of pieces in the event and subsequent communications , being full responsibility of the participants.

A8. The organization reserves the right to modify festival registration dates, dates of the event, accreditation prices, city or venue for the festival. All this will be published and announced well in advance on the website www.smilefestival.net as well as in the social networks and communications of the organization.

B. REGISTRATION, PARTICIPATION PROCESS

B1. The **Smile Festival** contest section is open to the participation of advertisers, advertising agencies, graphic design studios, creatives, web developers, producers, media agencies, media, young talents and students of the sector, creative freelancers, directors and / or advertising film producers **or any professional, advertiser or entity that has carried out a publicity action in a humorous way.**

B2. Young talents will be considered students of the sector or creatives in unemployment situation with a maximum age of 30 years. Both situations must be accredited through the documents requested by the organization.

B3. Participants can begin the process of participation in the festival once announced the opening of the registration period by the organization. The closing of the registration period will be set by the organization being announced well in advance in the official media of the festival.



B4. The participation process begins by sending the organization a registration form duly completed for each work / campaign that the participant wishes to register. To do this, the participant must download the registration form available in the PARTICIPATE section of the website of the contest and send it duly completed, stamped and signed to the email comunicacion@smilefestival.net with a copy to participantes@smilefestival.net

B5. Once this registration form has been received and validated, the organization will contact the participant to prepare the upload of the contest material to an FTP account, for which access codes will be provided. Any doubt arising in this process will be addressed by the organization.

B6. Each participant can register the pieces / works that they want without quantity limit, although there is a limit of works / categories in which they can be awarded, specified in the following point of these bases.

B7. The same participant may be selected for a MAXIMUM OF 12 PRIZES in total in the same edition of the festival. If, after evaluation of the jury, a participant obtains sufficient score to be the winner of a higher amount of prizes, the organization will select to award exclusively the 12 pieces / categories valued with the highest score.

B8. The festival will not accept entries that do not include the registration form or include it without their signature and corresponding stamp. By signing this document the participant confirms that he / she has read and accepts the bases of participation of the festival.

B9. In case of concurring with several works / pieces to contest, it is obligatory to send a signed and sealed inscription sheet for each work / piece presented, indicating in each one of them the categories by which that piece competes.

B10. The participant competes with the totality of the sum of the categories indicated in each registration form. Thus, in the example of an agency presenting 3 pages of registration with 4 categories each indicated, it competes in a contest with 12 categories.

B11. The material presented at the festival may be conceived and made in any international language, if possible subtitled in Spanish.

B12. The material registered to the festival must have been published before the date of the festival, or have the express authorization of the client for viewing if it is a project that has not seen the light date.

B13. The organization may claim the corresponding certificates or vouchers for issuance or publication in the media of a campaign or advertising piece deserving of a prize.

B14. Participants in the Young Talents section will need to have the client's permission in case they present a work for a real brand. Campaigns with fictitious clients, habitual in university practices and training processes can enter this section.

B15. In case of possibility of physical shipment of material to contest such as Packaging, the shipping costs will be charged to the participant, who will previously request the organization the postal address for the same.

B16. The pieces submitted to the contest must have been made in the period between January 1, 2014 until the date of the gala. The pieces produced before this date may compete in the category of "Best historical version".



B17. In the case of the inscriptions in the categories of direct marketing, promotional marketing or public relations, an explanatory document of the specific action will be attached to the inscribed piece, detailing the background and objectives, creative strategy, duration, scope and results of the campaign (if available).

B18. In the event that a candidate competes in a CAMPAIGN, (Categories marked with an asterisk on the registration form) all the works in the contest must belong to the same advertiser and advertising action and may be submitted as many pieces as necessary. The awarded works in any category of CAMPAIGN will have a special accreditation cost specified in section C of these bases.

B19. Ads or campaigns whose messages have been declared unlawful by courts or self-regulatory advertising agencies will not be accepted. Neither will messages that do not relate to the theme of this festival enter the contest.

B20. Under no circumstances will work be accepted for competition whose production has required any violation of human rights, animal rights, care for the environment, etc ...

B21. In case of breach of any aspect of these bases, the organization can use the signed registration form where the participant accepts the bases if he considers it appropriate to undertake a legal procedure.

C. AWARDING, ACCREDITATION PROCESS

C1. The candidatures will be evaluated by the organization and a jury composed of different professionals in the advertising, communication and marketing sector, giving the possibility of including **professionals from the humoristic sector in any field.**

C2. In the event that a member of the jury has some type of direct or indirect relationship with a participant or brand announced in a job, will not be able to assess and rate such work.

C3. The organization sends nominations to the jury anonymously to achieve maximum impartiality in the evaluations. In this way, the jury does not know the creators of the works they value, achieving a clean examination of any influence and based solely on the quality of the project submitted to the contest.

C4. To favor the anonymous valuation indicated in the previous point, the participant will send their works free of any type of identification or logo that relates to the piece with its creator.

C5. The organization reserves the right to make a selection prior to the evaluation of the jury, filtering those nominations that do not exceed the minimum quality criteria established by the festival. Likewise, the organization reserves the right to withdraw from the contest all material that is offensive, defective, or does not represent the values and spirit of the festival.

C6. The organization reserves the right, on its own initiative or at the proposal of the Jury, to add or leave certain categories of those initially established for the contest deserted.

C7. The jury and the organization rate concepts such as creativity, efficiency, message, originality, design, production, strategy, social message, etc. in each project valued. The score of each project in each of these technical concepts serves the organization to designate the awards given by each category. Thus, in the example that a piece registered in the SPOT TV category gets a high rating in the EFFECTIVA concept, it will be able to get the BEST EFFECTIVENESS IN SPOT TV award, always achieving exclusivity in that prize.



C8. Given the aforementioned assumption, it is completely compatible that several pieces initially registered in the same category can be awarded in different modalities of the same according to the most punctuated technical concept in each case.

C9. The ties and special situations will be resolved with the vote of quality of the presidency of the jury and the organization.

C10. The selection of prizes and special mentions, as well as awards and honorary appointments is reserved exclusively for the organization, being responsible for voting in special cases.

C11. Failed the prizes by the jury, the winners will be deposited before notary.

C12. The prize list will be confidential until the day of the awards ceremony. The winners will only be informed of their awards, never of the prizes of the other participants.

C13. After the verdict of the jury, the organization will inform each participant of the result of their candidacy. The contestants that have been winners will start from that moment a very protocolized process of attendance and participation in the Gala.

C14. After the initial free registration, only the prize-winning participants will have to pay a fee for the accreditation rights to the festival, leaving the non-awarded ones exempt from any financial outlay.

C15. The accreditation price established in each case is:

- **INDIVIDUAL YOUNG TALENT – 195€** for each awarded work / category.
- **GROUP YOUNG TALENT (maximum 10 members) – 295€** for each awarded work / category.
- **AGENCY/ADVERTISER GENERAL CATEGORY – 695€** for each awarded work / category.
- **AGENCY/ADVERTISER CAMPAIGN CATEGORY – 995€** for each awarded work / category.
- **AGENCY/ADVERTISER INTEGRATED CAMPAIGN CATEGORY – 1995€** for each awarded work / category.

C16. The winner is obliged to pay their accreditation fees within the period indicated by the organization in the communication of their awards through the means of payment provided in the protocol.

C17. Each piece registered to the festival can be awarded in as many categories as indicated by the participant in the registration form. In the event that the same piece is awarded in several categories, the winner must pay an accreditation for each of the awarded categories, not being able to change, decline or reject any of them after the verdict of the jury and the communication of their prizes.

C18. In the event that a winner wishes to cancel his participation in the contest after the deliberation of the jury and the communication of his prizes, he is equally obliged to pay for his accreditations. In case of breach of this point the organization reserves the right to request payment via legal, as well as take legal action against the participant / entity for damages to the organization.

C19. In the event that two different participants attend a contest with the same work, in case of winning work, each participant must pay an accreditation independently. That is, it will not be accepted that a prize is shared between two companies, agencies or advertisers. Only young talents can share an award as long as they have been registered in the group section.



C20. The winner can request one or several replicas of his statue if he wishes to share his prizes with clients or partners. This service has a cost of € 195 for each replica and the delivery will be made in the same awards ceremony whenever it is requested within the period specified by the organization for it. If requested later than this deadline, the costs of sending the replicas will be borne by the applicant and never by the organization.

D. PROTOCOL, PROMOTION AND ASSISTANCE TO THE GALA

D1. The winner can make self-promotion of their award, as well as the winning status of their agency or producer from the moment of crediting, never before. The organization of the festival will authorize the use of its brand and badges to the winner for said promotion.

D2. In the event that a winner declines their participation or is disqualified from the festival due to breach of the rules, they will be prohibited from self-promotion of this prize, and the organization may take legal action to avoid it if it considers it appropriate.

D3. From the moment of communication of the prize to a winner, the winner will attend and provide the organization with the data required for the protocol of the gala within the established deadlines.

D4. The accreditation includes the attendance for each award of 10 guests to the Gala, as well as associated acts indicated in the protocol that will facilitate the organization during the accreditation process. The winner must provide the organization with his list of guests within the period specified in the notification of his prize.

D5. Closed the aforementioned deadline, the capacity can be completed, so, if a winner is delayed in sending your list of guests, the organization may reduce the availability of 10 invitations to a smaller number for security reasons, capacity and protocol.

D6. In case of needing it, the winner can request extra invitations to the 10 that correspond to him. The organization can provide these extra invitations only in the case of available capacity.

D7. If the winning piece is an audiovisual that exceeds 25 seconds, the organization will ask the winner for a summary of their work of no more than 25 seconds for viewing at the gala, thus promoting agility and good development of it. If the winner does not send this summary within the period indicated in the accreditation process, the organization will have the power to edit and summarize the piece for its screening at the gala.

D8. Regardless of the people who take the stage, only one person per agency / entity may give a speech of gratitude that may not exceed in any case the 20 seconds in duration for greater agility of the Gala.

D9. Under no circumstances will the organization be responsible for travel expenses, lodging, subsistence allowances or any disbursement related to attending the festival. Although, the organization will duly inform the winner if there are recommended hotels with special rates for the festival or exclusive travel discounts.

D10. The material and documentation presented will become part of the festival archive. The participants authorize the exhibition in public or private of the presented pieces, as well as their edition, distribution or sale for promotional purposes of the festival.



D11. The decision not to reward a specific piece or advertising campaign in the festival, for the reasons and reasons set forth in these rules, will be based solely and exclusively on the opinion of the jury or the organization of the festival. In this sense, the participant may not appeal this decision or, in any case, demand responsibility or compensation from the festival organization.

E. RANKING, SPECIAL PRIZES AND PLATINUM AGENCY

E1. The organization of the festival will award each winner for each prize obtained a score for their position in the International Ranking of the Best Advertising Agencies published on the festival website. Likewise, this score may be valid and cumulative for different rankings of agencies, festivals or specialized advertising media, as well as public contest promotions, etc.

E2. In case an award-winner requests it, the organization can issue a certificate accrediting the festival's own score issued online at no cost. Similarly, the organization offers the possibility of issuing a notarial certificate of punctuation, which may be requested in a timely manner and whose cost is 95 Euros for each certificate.

SCORES GRANTED FOR RANKING

E3. A winner can obtain the following points according to the awards harvested at the festival:

- 15 POINTS extra for special prize granted by the organization to the ADVERTISER
- **20 POINTS for each category awarded**
- 25 POINTS extra for each special prize awarded by the organization
- 35 POINTS extra for the AGENCY OF THE YEAR distinction
- 40 POINTS extra for the PLATINUM AGENCY distinction

SPECIAL AWARDS AWARDED BY THE ORGANIZATION

E4. The organization will have the power, on its own initiative, to grant a series of Special Awards based on the high scores and good evaluations that the jury of an agency, campaign or project can make. These Special Prizes do not entail any extra cost for the winner in their accreditation, they are automatically reflected in the prize list and add 25 extra points to the accumulated points of the winner for the Ranking. Special prizes may be, among others:

- SPECIAL AWARD EFFECTIVENESS AGENCY
- SPECIAL AGENCY PRIZE MORE INNOVATIVE
- SPECIAL AGENCY AWARD WITH BETTER STRATEGY
- SPECIAL AGENCY CREATIVE AWARD
- SPECIAL AGENCY AWARD WITH BEST MARKETING USE
- OTHER SPECIAL PRIZES



SPECIAL PRIZES TO THE MAXIMUM AWARD OF THE EDITION

E5. An agency will be considered a PLATINUM AGENCY when, once the Jury and Organization's evaluations have been completed, it is the most awarded agency of the present edition of the festival.

E6. Together with the PLATINUM AGENCY distinction, the AGENCY OF THE YEAR score is obtained as the high score obtained by the winner does not have competition. In addition, in these cases the advertiser with the highest score and advertiser with the most awarded categories will be evaluated, which will be distinguished with the special ANNOUNCER OF THE YEAR prizes, as well as other special prizes related to the advertiser.

F. DISQUALIFICATION AND PENALTY, REASONS

F1. The participants who have been winners and do not pay their accreditations within the deadline set by the organization will be disqualified and penalized, being strictly prohibited their attendance at the gala or any kind of relationship with the festival for the next 3 years.

F2. Any participant who can not prove that he / she is the author of the campaign and / or work presented or does not have the consent of his / her client to participate in the contest, can be disqualified from the contest.

F3. The participant may be disqualified and / or penalized from the contest who, on the occasion of his / her participation or award, attempts to contact any member of the organization outside the scope and strictly professional means (personal social networks, personal telephone, etc ...).

F4. Any participant who fails to comply with moral or civic standards, such as the attempt to communicate with the members of the jury and / or the organization for purposes related to the score of their candidature, etc., may be disqualified from the contest.

F5. Any winner that in the Awards Ceremony may commit an altercation of public order or public order against the good development of the event may be disqualified and, in his case, dispossessed of his awards.

F6. **Smile Festival** supports the criteria of the FAADA Foundation, for the defense of animals in the Audiovisual sector, collaborating closely with this entity. Work will not be accepted in which animals have been damaged, mistreated or damaged in any way for the creation of any type of advertising claim.

F7. Will be disqualified, and in his case dispossessed of their awards, any agency that violated the provisions of these conditions, having accepted them in full by signing on the registration form.

F8. The organization is empowered to resolve any contingency not foreseen in these bases.

G. SOCIAL ACTION, SCHOLARSHIPS

G1. The organizer of the festival, **Fundación Mundo Ciudad**, will donate to the winning participants a training scholarship from which anyone who can prove that they belong to the team that presents the winning work can benefit.



The Social Action in scholarships from which the winners will benefit is the following:

- INDIVIDUAL YOUNG TALENT: 1 Master (Value 3995€)
- GRUPAL YOUNG TALENT: 1 Master (Value 3995€) for each group member.
- AGENCY/ADVERTISER: 1 Master (Value 3995€)
- AGENCY/ADVERTISER WITH SPECIAL PRIZE: 1 DBA (Value 25000€) + 2 Master (Value 7995€)
- PLATINUM AGENCY: 2 DBA (Value 50000€) + 2 Master (Value 7995€)

G2. The winners of the Master's scholarships may apply for a free Master's degree related to the sector valued at € 3995 to be taken online at the European University Campus for a period of 6 months with the option of an extension, at a rate of € 95 per month. extended if necessary.

G3. In case the beneficiary of this scholarship does not meet the academic requirements to take a Master's degree, he will have the option of taking an Expert or training program compatible to his level of education.

G4. The winners of the Excellent Program DBA Scholarships may request to take a completely free of charge an Excellent Program Doctor in Bussines Administration valued at € 25000 to study online at the European University Campus for a period of 3 years with the option of extension, at a rate of € 95 per each month extended if necessary.

G5. The only cost for the student taking the Master or training program is the issuance of the title and Apostille of the Hague, which will be € 295 required by the European University Campus. The cost of issuing the title of the Excellent Program DBA is € 595.

G6. In order to register for the Master, Expert or DBA, you must fill in the registration form that the European University Campus will provide and send it to you within a month after the celebration of the Festival Awards Ceremony.

G7. In the event that the winner decides to decline the scholarship, he will be obliged to inform the festival organization within a maximum period of 30 days after the Gala.

G8. En el caso de que el ganador decida declinar la beca estará obligado comunicarlo a la organización del festival en un plazo máximo de 30 días después de la Gala.

G9. **Smile Festival** adheres to the Internet Security Seal system and also to the ethical code of good behaviors.

G10. This contest has a clear solidary purpose and a great Social Action, and supports the United Nations Global Compact, The Global Compact.

Participating in this contest you are collaborating in our important Social Action.



* Bases deposited with a notary.



