

AWARD GUIDELINES

Who can submit an entry at the EEMAX GLOBAL Awards?

- Only EEMA members can submit entries at EEMAX GLOBAL Conclave & Awards 2016.
- Any international entity including agencies and clients from the events and experiential industry, can submit their entry at the EEMAX Global Awards 2016.
- Sponsors of the EEMAX GLOBAL Awards and Conclave 2016 awards will not be allowed to submit entries.

What is the fee for each entry?

Category	Member	Non-Member	International
Early bird offer for award entry (till 15 Sep 2016)	Rs.5750	Rs.10350	\$100
Award entry submitted 15 Sept - 30 Sep 2016	Rs.7475	Rs.12420	\$150

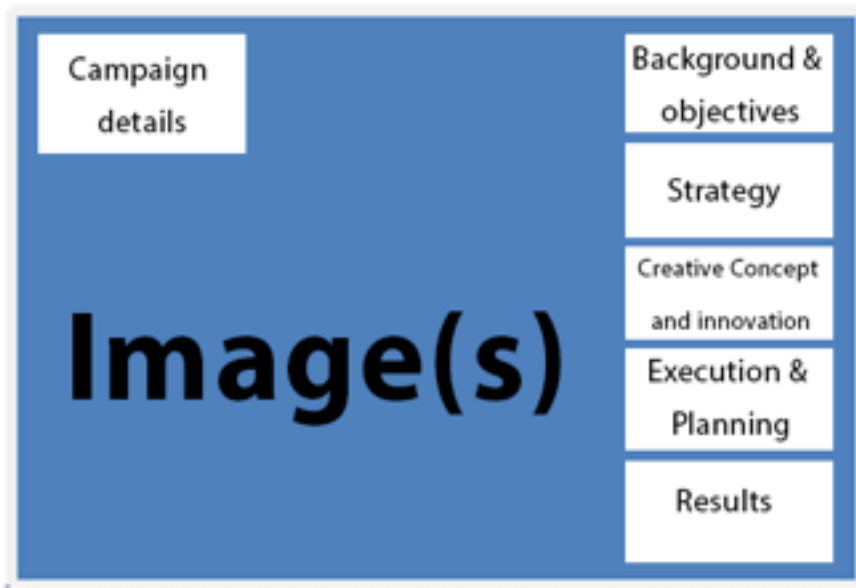
What is the procedure to submit an entry for EEMAX GLOBAL Awards?

You will find the procedure and rules for submitting your entries for the EEMAX GLOBAL Awards 2016 in this section. If you have any additional questions or require any clarifications regarding the entry submission process or awards evaluation process, please contact:

Ms. Priya Sharma Shaikh priya@eemaindia.com | +919820135977
Mr. Sunil Mehra sunil.mehra@eemaindia.com | +919811366847

1. Entries for the events and activations produced in the year 2015 - 16 i.e. 01 April 2015 - 31 March 2016 are eligible for being an entry.
2. Applications for EEMAX Global Awards 2016 have to be done online at www.eemaxglobal.com - Kindly follow the registration process to sign up and create your account before starting the procedure of entries submission.
3. More than one entry in an award category by a single entity is permitted. However, you will need to upload a separate form for each entry.
4. All fields in the **PROJECT INFORMATION FORM** and **CLIENT INFORMATION FORM** need to be completed. **Incomplete forms will not be considered.**
5. If you are applying in multiple categories you can make an aggregate payment for the multiple nominations online.
6. Payment for all entries will be online - accordingly your invoice and receipt will also be generated.
7. Each award entry you submit must:
 - Have an **A3 size storyboard** (soft copy format). The storyboard can include photographs and information about the event/activation.

- Be supported with an AV film presentation in MP4 format (wherever mandatory). Refer to the AV requirements section to confirm whether an AV is mandatory or optional for your relevant award category. **The AV for your entry must not exceed 3 minutes and the file size should be less than 100mb. Kindly note:** Award entries where the AV submission is not mandatory may still be accompanied by an AV if the agency chooses to do so. The AV must not exceed 3 minutes and the file size should be less than 100mb.
 - Ensure that the name of the event/activation agency should NOT appear anywhere in the award entry and collaterals (A3 Storyboard, AV film presentation, anywhere else on the entry). **Not adhering to this could lead to disqualification of the award entry.**
8. We recommend that you also save a copy of your submitted forms with you for your records.
 9. Completed entries should be submitted by the end of the day on **15th September 2016 to avail the early bird offer.**
 10. Entries for EEMAX GLOBAL Awards will close on **30th September 2016.**
 11. The **CLIENT APPROVAL PROCESS** for the entries will be through the following process:
 - For each entry, the applicants will provide the details of the client (name, designation, company name & e-mail id)
 - Once you submit your client details for the respective entry, an automated mail will be sent to the client asking for approval for the particular entry
 - The mail sent to the client will be marked to the primary agency contact person & audit agency personnel.
 - The client will be asked to reply to that mail only whether they approve the entry or not. This reply will be considered as the requisite client approval for the entry
 - Applicants are advised to inform their clients beforehand about the receipt of these mails so that they reply at the earliest.
 - They can reply as and when they receive the mail. For each entry, a separate approval mail will be sent to the clients so they need to reply on all the mails that they receive
 - All the client approvals for the entries should come in by the last date for entry submission i.e. 30 August 2015
 12. The guidelines of how to prepare your **A3 Storyboard** are stated below:
 - The A3 storyboard has to be submitted in a soft copy format through the online application portal only. The file size of the storyboard soft copy should not exceed 10 MB.
 - The name of the participating agency should NOT appear anywhere in the A3 storyboard.
 - Please stick to the key points only and do not give too much detail
 - The font size should not be less than 12
 - Please use Times New Roman or Calibri fonts only
 - A **SAMPLE** storyboard with key sections that could be included is shared below for you:



- Indicative points to be included into each section of your storyboard:

Element Description	Mandatory Points	Indicative Points
<p>Campaign details This is to give the jury an overview of the event / campaign</p>	<ul style="list-style-type: none"> • Name of the event / campaign • Time-span of the event / campaign (Whether recurring campaign or not) • Geographical spread of the event / campaign 	
<p>Background & Objectives This is to give the jury a brief idea about the event / campaign, its objectives and the target group</p>	<ul style="list-style-type: none"> • The purpose or objective of the event / campaign • The target audience for the event / campaign 	<ul style="list-style-type: none"> • The origin of / idea behind the event / campaign • Specific requirements or preferences of the client • Factors important for success of the event / campaign
<p>Strategy The jury will be looking for appropriateness, relevance and quality of strategic thinking</p>	<p>What was the strategy?</p>	<ul style="list-style-type: none"> • How was it devised? • What was the rationale behind it? • How was the strategy suited to meet the client's objectives?
<p>Creative Concept & Innovation The jury will be looking for originality, creativity, impact of the concept and an ability to achieve the objectives</p>	<p>The idea / innovation that was developed from concept to implementation</p>	<p>Any related issues that were faced during development of the concept</p>
<p>Execution & Planning The jury will be looking for the effectiveness on how the execution was carried out</p>		<p>Method of execution of the event/activation and its relevance to the client's objectives</p>

Results The jury will be looking for the extent to which the objectives of the event / campaign were met		Describe the success of the activation / event with client testimonials and quantifiable results
Other Relevant Details	Details that are required as per the award categories and key evaluation factors	

13. Please note the AV specifications for each award category

- The size of the AV file to be uploaded along with the form should not exceed 100 MB
- The duration of the AV should not exceed 3minutes (please keep the duration as low as possible).
- The AV should ideally reflect the same details as provided in the A3 storyboard so as to ensure that there is a connect between the two
- Kindly view the table below to see if your entry requires the support of an AV or not:

S.No	CATEGORY	A/V Support
EVENTS		
1.	Best Signature Event	Mandatory
2.	Best Public Event (Ticketed + Non-Ticketed)	Mandatory
3.	Best Televised Event	Mandatory
4.	Best Product or Service Launch Event	Mandatory
5.	Best MICE Event	Mandatory
6.	Best International Event	Mandatory
7.	Best Internal Event or Activation	Mandatory
8.	Best Event for the Government	Mandatory
9.	Best CSR Event or Activation Initiative	Mandatory
10.	Best Exhibition Space or Retail Display or Experience Centre	Mandatory
ACTIVATION		
11.	Best Roadshow Activation	Optional
12.	Best Mall or In-store Activation	Optional
13.	Best Consumer Activation (Overall)	Optional
14.	Best School or Youth Activation	Optional
15.	Best Product Launch Activation	Optional
16.	Best Dealer Activation	Optional
SOCIAL		
17.	Best Wedding	Mandatory
18.	Best Social Event other than Weddings	Mandatory
19.	Best Destination Wedding	Mandatory
20.	Best Decor Design for a Wedding or Social Event	Mandatory

SPORTS		
21.	Best Ceremony for Sports	Mandatory
22.	Best Sports Team Activation	Optional
23.	Best Execution of a Sports Event	Mandatory
INTELLECTUAL PROPERTY (IP)		
24.	Best New IP - Event or Activation	Mandatory
25.	Best IP - Event or Activation	Mandatory
26.	Best Integrated Communication Program for an IP	Optional
DIGITAL & TECHNOLOGY		
27.	Best use of Digital Marketing for an Event or Activation	Optional
28.	Best use of Technology in an Event or Activation	Optional
29.	Best Social Media Amplification or Mobile Application for an Event or Activation	Optional
EDUCATION		
30.	Best Event Management & Experiential Marketing Education Program	Optional

Why should we enter our work and attend the EEMAX GLOBAL Conclave & Awards?

- You will experience some of the finest Indian and global speakers
- You will get to learn from some inspiring case studies from across the globe
- You will connect with the Indian creative diaspora and have the opportunity to build future partnerships on incoming or outbound work
- You will get to experience the Indian culture, art and design first hand
- With over 87 awards across 29 categories there is a great chance for you to win acknowledgement of your work