



OFFICIAL REGULATION WINA 2024

- **Registration start-up date for entries:** December 15,
- **Deadline for registering work pieces:** May 3
- **Finalists' notification:** May 17
- **Deadline for finalist payment (Winners):** May 17.

LOCATION AND DATES: May 16, Hyatt Regency - Miami | June 6, Monterrey

The festival can take the liberty to modify the dates above if it is necessary due to major complications or inconvenience due to the dynamic of the awards.

WHO CAN REGISTER? The festival is made up of global participation from independent big, small, or medium sized advertising agencies or independent multinational networks. This includes: Pharma and Healthcare Agencies, PR Agencies, Producers of commercials and content, Announcers, In house, Media Agencies, Creative Studios, Design Studios, Music Producers, Multimedia Studios, Active and Development Agencies, Logistic Operators for BTL, Creative Boutiques, Image Consultants, BTL Agencies, The Media, Interactive Agencies, Direct Marketing and Development Agencies, Post-producers, Department of State Communications, Animation Studios, Image and Sound Producers, Content Producers, Communication Agencies, Television, Press, Communication Consultants, Internal Institutional Relations, etc. **WHO CAN'T PARTICIPATE?** Multinational holdings present in more than 60 cities, Freelance agencies, Companies not legally constituted, mixed agencies associated with multinationals that are present in 60 or more cities or more, also, if the capital has a majority of multinationals, they may not participate. **HOW TO REGISTER?** 1. Register your agency in the Registration section. 2. When doing so, it will be in a registration area that will be validated once the agency registration payment is made. In the 2022 edition there will not be registration or trophy delivery additional charges. 3. This agency registration will give you 4 spaces to upload your case (s) at no cost. 4. Only if the agency turns out to be a winner, you must pay the rights to the award (524USD). The payment is made only on the entrie (s) with the one (s) that was awarded. Please note that starting this year, shipping costs will already be included with this payment, so there will be no additional charges of any kind. In order to be able to upload the entries, and for their respective judgement, it's required user and password, these will be delivered once the subscription of your agency has been done in our registration platform. **WHAT ARE THE PAYMENT METHODS FOR WINNERS?** Online payment: through Credit Card, OpenPay in the festival website: <https://winafestival.com/payments/> or Payment through international bank transfers. **DEADLINE FOR REGISTRATION:** Registration for work entries ends May 3, 2024, at 23:59 hours Los Angeles. After that time and date, you may not upload anymore work unless they're special techniques or specified by the festival. In case there is an extension date, the festival will post it in all of its social media, on its own digital agenda and that of its media partners. The work will be uploaded online without any exceptions following the technical instructions exhibited in www.winafestival.com **MATERIAL, REGISTRATION OR PAYMENT CONSULTS:** To consult work, registration, data sheets, or payment processes, please contact through email to awards@winafestival.com, and Via Hangouts. **ACCEPTANCE OF REGULATIONS AND BROADCAST:** The participants should accept the regulations in the registration area for agencies by clicking the button that says "I accept terms and conditions". If not accepted, the agency participating will not be able to register. **HOW MANY ENTRIES CAN BE UPLOADED?** All agencies previously registered and validated can upload up to 4 entries. In case the agency wants to send in more entries or campaigns than permitted, each piece/campaign will have an additional cost of **usd150**. **REQUIREMENTS THAT THE REGISTERED MATERIAL MUST MEET:** 1. The material uploaded must be endured with authorization by the client, brand or announcer (if requested). The agency and/or owner

of the copyrights of the pieces, must have issued, published or implemented it between April 2023 and May 2, 2024. 2. If the participant has completed their work but has not published it before May 3, 2024 but it will be published before May 30, 2024, they may register prior with confirmation from the advertiser. 3. The Festival and the judges have the right to disqualify work from any stage of judging if there is a work that does not meet the festival's requirements and conditions. 4. The organization can request, if it's necessary for judging, proof of guidelines or execution and/or results of the category efficiency, which will be presented 72 hours after being requested. 5. The signature or brand image of the agency cannot be on the material uploaded. For an impartial judgment, it's necessary to only see the work, without knowledge about the agency it was created by. 6. Work cannot be altered in order to participate. It must be uploaded as it was issued and/or put into effect. 7. Graphic material must be in English, (Mandatory). 8. In the Print & Design category, if there's a logotype or an image of an original typography (graffiti, murals, etc.) it may be presented in its original language, but translated into English subtitles once the material is ready to be registered. 9. In case of audiovisual or radio segments that are in another language, they must have English subtitles. 10. All the categories will submit to a GRAND PRIX the work pieces with the highest score received by the judges. The 4 best scored pieces by subcategory will be acknowledged with a gold, silver, or bronze trophy and 4th place will be given "honorary mention" (plaque). 11. If the winner results given by the judges do not meet the quality standards, it is possible that some categories will be deserted. **PAYMENT: AWARDS WINNING FEE:** In the Festival, only the winners of grand prix, gold, silver, bronze or honorary mention (fourth place) will have to pay a winner's fee. Between May 16 & 17, the finalists' winners will be notified so you can pay the award copyrights before May 24, 2024.

The finalists' winners at WINA 2024, will only be official by our own media, with allies and among the general public, once the payment for award rights has been validated. If not paid, the winner will be disqualified from this official publication and for this reason, they are not allowed to make press releases or mentions. Agencies disqualified for non-payment will also be blocked from participating in the upcoming edition. **JURIES AND VOTING FORM.** ●The jury cannot vote for the entries uploaded from their company or agency. No judge will be assigned to score the category his/her agency has subscribed to. ● Categories will be assigned 24 hours before the voting begins ● The system will review with attention if a judge favors or is affected by a bias by some work in their country, or in a category that they have judged to determine with the president of that subcategory if that judge merits a review. ● The judges will vote online from their own countries but may connect online to resolve any issues that may occur. ●The selection of the Titanium, the best piece of the year, will be done in person by the juries that confirm attendance to the festival and will be the only piece that will be voted in person. ● The jury is made up but a highly competitive team, and their diversity guarantees an impartial vote at the time of work review. The jury is made up by professionals from national advertising agencies, multinational and mixed; directors of professional associations; brands or clients; marketing research professionals from companies; marketing managers; and the press and executive directors from digital agencies among others. ● The jury is made up by professionals from Europe, America, Oceania, Asia and Africa. ● If the organization realizes that there are favoritism or alliances among judges, they will be replaced and blocked from participating in the WINA Festival again, both as speakers or guests during 7 years. ● The online voting guarantees that the judges are more autonomous at the time of voting. It allows them to analyze every detail from the pieces comfortably, without restraints. ● The judges will receive a username and password to analyze each and every work piece submitted in the category, in which they were invited to vote for. The site also allows the judges to score each work and cast votes in the scores in 1st, 2nd, 3rd or 4th place (Gold, Silver, Bronze and Honorable Mention, respectively). **AWARDS AND SCORES IN THE GENERAL CATEGORIES:** AGENCY OF THE YEAR. Only first place winners will be given the opportunity to compete in this category and will be given the complete score obtained by the points given in each and every award given (gold, silver, bronze or plaque): 1. INDEPENDENT



GLOBAL ADVERTISING AGENCY OF THE YEAR: Given to the agency with the highest global score from the total amount of awards received (Titanium, Grand Prix, Gold, Silver, Bronze and Honorable Mention). 2. INDEPENDENT MULTINATIONAL NETWORK OF THE YEAR: Given to the independent multinational network with the highest global score from the total amount of awards received by all of the agencies affiliated with the network. (Titanium, Grand Prix, Gold, Silver, Bronze and Honorable Mention) 3. BEST GLOBAL INDEPENDENT CREATIVE DIRECTOR: Given to the best Creative Director worldwide from the sum of metals and mentions obtained by his/her agency at WINA. **SCORES:** The following scores will be given to determine each winner of the general categories previously mentioned: ● Titanium: 20 points. ● GRAND PIX: 16 points. ● GOLD: 12 points. ● SILVER: 8 points. ● BRONCE: 4 points. ● HONORABLE MENTION: 2 points. **TROPHIES AND AWARD CEREMONY:** In every category a trophy will be given in titanium, grand prix, gold, silver, or bronze; a plaque will be given to the fourth-place winner. Once the winning finalist are published, they will have to confirm assistance at the academic event taking place at MONTERREY - MEXICO. It's important to confirm assistance before May 18, 2024, to guarantee trophies or mention plate delivery to the winners. **TROPHY REPLICAS:** If the Company wishes a replica of the trophy, there will be given up to 2 replicas per winner. Each replica has a cost of usd275, and the delivery cost will be charged to the company or agency that orders it. ● Starting with the 2024 edition, the WINA organization will not assume the customs costs or taxes that countries impose on the local agencies or companies that receive the trophies. The WINA organization will send the required documentation to the winner, to prove that the trophy does not have a commercial value, but rather, a symbolic one.

ORGANIZATION ATTRIBUTIONS: - WINA can change the subcategory piece if the judge considers that it fulfills the characteristics of the new rearrangement. The festival can join categories if the amount enrolled is at minimum, in order to guarantee a high standard of judgement. - WINA is exempt from all responsibilities of damages caused and/or any injury sustained by the participants and their material registered, including fortuitous cases, errors at the time of registering material or uploading work and/or technical specifications, reasons of higher strengths, third party acts and/or any other responsibilities that can be used to directly accuse the organization. - WINA / FESTIVALESFICE S.A.S will not give the award to anyone that has not made the respective payment. - WINA / will only publish finalists to the press, communities, and our site, once the payment has been made for the awards copyright (depending on the category) meaning TITANIUM, GRAND PRIX, GOLD, SILVER, and BRONCE AND HONORABLE MENTION. By not doing so, they will be excluded from official publications. - Unplanned circumstances in this regulation will be settled by FESTIVALESFICE S.A.S and their decision will be unquestioned. - Upon registering material in the Festival, WINA / bears responsibility and the total acceptance of their rules and conditions and authorities of the organization. – The participants must clearly authorize the Festival to publish their names, brand, images, personal information, and material registered in the press, without the right to receive compensation of any kind. - All the material registered can be used by the Festival and be incorporated into its archive to promote WINA FESTIVAL. The participating agencies automatically allow WINA to create presentations, TV programs, radio, internet, or any media using the agencies' material. This also includes books, magazines, pamphlets, sites, or any other communication media. When the participant submits his/her entries to the festival, we assume that he/she accepts these rules. Therefore, the WINA Festival will operate under the assumption that it may make use of the images in which the winners appear for press releases or advertising purposes.

Best regards,

ACADEMIC AND LEGAL COMMITTEE

WINA 2024

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