

## OFFICIAL REGULATION WINA 2026

**Entry Registration Open:** December 15, 2025

**Registration Deadline:** April 24, 2026

**Finalists Notified:** May 11, 2026

**Deadline for Payment (Award Rights):** May 20, 2026

**LOCATION AND DATES:** May, Miami (United States). The festival is at liberty to modify the dates above if necessary due to major complications or inconveniences.

**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?** Network 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, also, if the capital has a majority of networks, they may not participate. Agencies that have been banned for a previous non-payment of award rights cannot 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. 3. This agency registration will give you 3 slots to upload your case (s) at no cost. 4. A username and password are required in order to upload entries and evaluate them. This login information will be provided to you once your agency is registered on the platform. 5. Only if the agency wins will it be required to pay the award rights (*USD \$590*). The payment is made only on the entry/entries awarded. Please note that, starting in 2026, agencies will pay the same value for the award rights whether they have earned gold, silver, bronze or an honorable mention. That is, once the payment is made for USD \$590, the agency will find out whether they obtained a trophy or an honorable mention. Remember that customs charges will not be included in this payment.

**WHAT ARE THE PAYMENT METHODS FOR WINNERS?** Online payment: Credit Card, OpenPay, and PayPal via the festival website: <https://winafestival.com/payments/> or payment via international bank transfers.

**DEADLINE FOR REGISTRATION:** Registration for work entries ends on April 25, 2026, at 23:59 (local time for participants). After that time and date, you may not upload any more submissions, unless approved by the festival. Should there be an extension date, the festival will post it on 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 posted on [www.winafestival.com](http://www.winafestival.com)

# WINA

**MATERIAL, REGISTRATION OR PAYMENT CONSULTS:** To consult work, registration, data sheets, or payment processes, please contact via email at [awards@winafestival.com](mailto:awards@winafestival.com), or via Hangouts.

**AI USE CLAUSE:** For the 2026 edition, a mandatory checkbox has been added to the case submission form for participants to disclose the use of artificial intelligence (AI) in developing the pieces. The festival reserves the right to verify and audit, at any time, whether the submitted pieces have made use of AI. In the event that the use of artificial intelligence is not properly reported, the piece will be automatically disqualified, without the right to a refund of any kind. Using AI is not cause for disqualification, it is allowed, but this transparency is important as this information will serve to provide general context to the jury.

**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 the terms and conditions." If not accepted, the agency will not be able to register.

**HOW MANY ENTRIES CAN BE UPLOADED?** All agencies previously registered and validated can upload up to 3 entries. In the instance that the agency wants to submit more entries or campaigns than permitted: By paying USD \$150 agencies will be able to submit 2 additional entries. Participants will be able to request up to 18 additional entries.

**REQUIREMENTS THAT THE REGISTERED MATERIAL MUST MEET:** 1. The submitted material must be submitted with the authorization of 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 March 11th 2025 and April 24th, 2026. 2. If the participant has completed their work but has not published it before April 24th, 2026, but it will be published before May 1, 2026, 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 it does not meet the festival's requirements and conditions. 4. The organization can request, if 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 evaluation, 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." 11. If the results given by the judges do not meet the quality standards, it is possible that some categories will not have any winners.

**PAYMENT: AWARDS FEES:** Under this Festival format, only the winners of grand prix, gold, silver, bronze or honorary mention (fourth place) will have to pay a winner's fee. Between May 11 & 12, the finalists' will be notified to pay the award rights before May 20, 2026. **As of the 2026 edition, if the customs authorities in the winner's country charge taxes for the nationalization of the trophies, these costs must be assumed by the winner.** As it is a local tax. The WINA 2026 winners list will only be made official by our own media channels, with media partners and the general public, once the

# WINA

payment for award rights has been validated. If not paid, the winner will be disqualified from this official publication and for this reason, they will not be allowed to make press releases or mentions. Agencies disqualified for non-payment will also be blocked from participating in the upcoming edition.

Agencies that have been banned in previous editions for the non-payment of award rights, may deposit USD\$ 470, as a guarantee of participation. This amount will be returned if they are not winners or will be applied to the payment of the awards obtained if they win: this is a requirement to ensure their participation for future festival editions.

Cases that are disqualified for plagiarism, misuse of content, falsification of information, or for any other cause that, in the opinion of the Festival Committee, constitutes as an infringement of the rules of the competition, will not be entitled to any refund.

**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 is participating in. ● 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 of a highly competitive team, and their diversity guarantees an impartial vote at the time of work review. The Jury is made up of leaders of local, regional and multinational independent creative agencies; directors of professional associations; marketing research professionals from companies; marketing managers ● The jury is made up by professionals from Europe, America, Oceania, Asia and Africa. ● If the organization realizes that there is 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 they are assigned to evaluate. The online judging round will determine the contenders for gold, silver, and bronze medals, as well as honorable mentions. The Grand Prix and Titanium will be chosen in an in-person gathering to be defined by the organization. Starting in 2026, First Round (First Stage as will be calling this round from now on) judges will select the works that will advance to the shortlist, and will feature a group of 3 jurors per category. Subsequently, a group of 5 jurors will evaluate cases that are medal-worthy, this will be called Round 2 (Shortlist Jury).

**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 honorable mention): 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 PRIX: 16 points. ● GOLD: 12 points. ● SILVER: 8 points. ● BRONZE: 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; an honorable mention will be given to the fourth-place winner. Once the winning finalists are published, they will have to confirm attendance at the academic event (WINA MIAMI 2026). This awards dinner will include winners, juries, and brands, and is limited to only 20 attendees. In order to attend this networking event, where we will deliver the trophies obtained, you must first make a reservation via email before May 15. This reservation is subject to availability and has a cost of USD \$70 per person. In case that you should book a seat and not show up for the event, an additional charge of USD \$50 per trophy will be managed – this fee is intended to cover the costs of packaging and reshipping the trophies to their destination.

If the shipment of the trophies obtained by courier corresponds to a country other than the agency's registration information, there will be an additional fee of USD \$150.

**TROPHY REPLICAS:** If the company wishes a replica of the trophy, they will be given the option of receiving up to 2 replicas per winner. Each replica has a cost of USD \$275, and the delivery cost will be charged to the company or agency that orders it. ● Starting with the 2025 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.

Should you request replicas with a destination different from that for the original trophies, or if the request is made after the delivery of the obtained trophies, sending such replicas will have a value of USD \$120.

**ORGANIZATION ATTRIBUTIONS:** - WINA can change the subcategory of a piece if the judge considers that it was submitted to the wrong category. The festival is at liberty to merge subcategories if the number of submissions is below the minimum, in order to guarantee a high standard. - WINA is exempt from all responsibilities for 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, third party acts and/or any other responsibilities that can be used to directly accuse the organization. - WINA / FESTIVALES FICE S.A.S will not give the award to anyone that has not made the respective payment. - WINA / will only publish its list of winners to the press, communities, and on our site once the payment has been made for the awards copyright (depending on the category) meaning TITANIUM, GRAND PRIX, GOLD, SILVER, and BRONZE AND HONORABLE MENTION. By not making the payment, the agency 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 future editions of the WINA FESTIVAL. The participating

# WINA

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. If you do not accept the publication and use of photographs taken at our events for promotion or publications in media or social networks, you must notify us at [cmo@winafestival.com](mailto:cmo@winafestival.com).

Best Regards,  
**ACADEMIC AND LEGAL COMMITTEE**  
**MIAMI**  
**WINA 2026**