

AD SPOT AWARD

INTERNATIONAL FESTIVAL OF NON-PROFIT COMMUNICATION

is organized with the aim to help surface and award creativity in social communication ; the show is the right appointment to discuss and compare the works carried out by Agencies, Companies, Public Institutions, and Associations, and to contribute to the training of future professionals, promoting collaborations with the various Universities.

AD SPOT NON-PROFIT is the first international festival dedicated exclusively to social and public communication, to award the commitment in the research for creative solutions effectively sensitizing public opinion on social issues.

5 CATEGORIES: HEALTH, RIGHTS, ENVIRONMENT, CULTURE AND PUBLIC COMMUNICATION

8 MEDIA AREAS: FILM, PRESS, OUTDOOR, UNCONVENTIONAL, PROMO-PRESS, WEB, RADIO, INTEGRATED;

SPECIAL FOCUS ON GUEST COUNTRY

Ad Spot Non-Profit is an International Festival, but every year, we organize a Special Focus on social advertising campaigns from specific countries. After China, India, Brazil, Germany and Eastern Europe the initiative in 2011 edition will be dedicated to **SPAIN**, with an exhibition and special award.

SPECIAL FOCUS ON 2011

- European Year of Volunteering
- International Year of Forests

Two special subjects will be celebrated in our 2011 edition with retrospectives of the best campaigns, produced on these themes.

JAPAN AID- Special Exhibition

We will help Japan, struck with a tsunami and earthquake, by widespreading campaigns created throughout the world to raise awareness on the need to help this country.

Adee will devolve a percentage of all inscriptions to Ad Spot non-profit award to those initiatives that help reconstructing Japan.

SOCIETY&SOCIAL - Itinerant Exhibition of social campaigns

For greater spread and acquaintance of the campaigns done on an international level a series of exhibitions dedicated to social communication will be held. During these exhibitions the public will be asked to leave their own comments and to vote what they felt was the most powerful campaign, creating the "**Society&Social Award**" which rewards the campaigns voted by the visitors.

Besides the International Exhibition with the projection of films, the show of campaigns and the prize awarding, meetings with debates and round tables among communication experts, associations, institutions, University, companies, and dealers in the department, are organized.

Under the High Patronage of the President of the Italian Republic

Under the patronage :



Organized by:



ADEE - AD EUROPEAN EVENTS

Via R.Giuliani, 558 - 50141 Firenze - Italia

tel ++39-055-450240 - 450046 fax ++39-055 450046

e-mail: adee@adee.it w-site:www.adee.it

DATE

AD SPOT NON-PROFIT will be held in Florence (Italy), in November 2011. The definite program will be communicated to the entrant companies and through the w-site www.adee.it.

AIMS

AD SPOT NON-PROFIT is the first international festival dedicated exclusively to social and public communication, to award the commitment in the research for creative solutions effectively sensitizing public opinion on social issues.

ELIGIBILITY

Qualified for entry are campaigns aimed at social and public non-profit communication, created for social associations and public bodies, produced since **1st January 2010**.

Entry is open to all those working in the field of advertising and communication, advertising agencies, production companies and to commissioning Bodies and Associations.

Entries cannot be made without the prior permission of the advertiser or owner of the rights of the campaigns.

The entering is subject to the payment of the entry fees, the organisation's acceptance and the compulsory signature of the entry form.

SECTIONS/MEDIA AREAS

The entry must be entered in one of the following **SECTIONS/MEDIA AREAS**:

- **FILM**: commercial films designed for tv, cinema, internet, mobile-phone or public area;
- **PRESS**: print advertisements published by press, magazine, newspapers
- **OUTDOOR**: poster, billboard
- **UNCONVENTIONAL**: guerrilla, ambient, dynamic
- **PROMO-PRESS**: postcard, calendars, mailing and other printed material
- **INTERNET**: websites , online campaign
- **RADIO**: radio commercials
- **INTEGRATED**: integrated campaigns using three or more different Media

CATEGORIES

The entry can be submitted to one of the follows **CATEGORIES**:

1 - HEALTH

(health prevention and research, blood/organ donation, alcohol abuse, road safety)

2 - SOCIETY, CIVIL AND HUMAN RIGHTS

(solidarity, civic education, humanitarian organisation, death penalty and torture, violence towards women and children,)

3 - ENVIRONMENT AND ANIMALS

(environmental preservation, recycling, animal protection)

4 - CULTURE

(cultural events, tourist promotion, individual culture)

5 - PUBLIC, POLITICAL AND RELIGIOUS

(public utilities, public services, public bodies, government recruitment)

6 - MISCELLANEOUS

(products not included in the other categories)

Each campaign can only be entered in one category.

The Organisation reserves to transfer the campaign to another category considered more appropriate.

JURIES AND PRIZES

An international jury will be set up, composed of communication professionals and representatives of non-profit Associations.

In **EACH MEDIA AREA** one or more prizes will be awarded in **EACH CATEGORY** in addition to:

- **GRAND PRIX** to the best film
- **GRAND PRIX** to the best Press&Outdoor campaign
- **TECHICAL PRIZES** under jurors mention may be awarded direction, lightning, art direction.

SPECIAL PRIZES - *at special entry fees:*

- **Special Award Guest Country: SPAIN**

Qualified for entry are those campaigns produced since **1st January 2009**.

- **Special Award European Year of Volunteering**

Qualified for entry are those campaigns produced since **1st January 2009**, aimed on the diffusion of personal and voluntary engagement on behalf of the society.

- **Special Award International Year of Forests**

Qualified for entry are those campaigns produced since **1st January 2009**, dedicated to the preservation of forests and nature reserves

- **Special Award Istituto degli Innocenti,**

for the best campaign produced for the childhood defence;

- **Society&Social Award**, to the best campaigns voted by the Audience, on the occasion of 2010 Society&Social Exhibitions

The short-listed campaigns will receive a **Finalist Award certificate**.

Prizes will be awarded during the final ceremony that will be held in Florence.

After that date the awards will be kept in Organisation office at entrant companies disposal.

JAPAN AID- Special Exhibition

We will help Japan, struck with a tsunami and earthquake, widespreading campaigns created throughout the world to raise awareness on the need to help this country.

Existing campaigns and new advertisements will be able to participate, **free of charge**: they will be shown during the week dedicated to Ad Spot Non-Profit 2011 and, when possible, during the travelling exhibition Society & Social.

Adee will devolve a percentage of 5% of all inscriptions to Ad Spot Non-Profit award to those initiatives that help reconstructing Japan.

TECHNICAL REQUIREMENTS

Each campaign must be accompanied by the relevant entry form, duly completed and signed.

FILM, max length 180 sec, should be supplied as follows:

- DVD - Pal System - Area 2 or 0 (Free) - each Dvd must contain only one film
- 1 digital image (frame/still) on jpeg format, RGB, supplied on CD Rom
- short synopsis in english.

PRESS - OUTDOOR - for each subject:

- 2 prints max format 50x70cm mounted on black card, -
- copy of the entry form on the back of each print
- 1 digital image on jpeg format, 300dpi, RGB, supplied on CD Rom;
- english translation of the texts;

SEGUE REQUISITI TECNICI

UNCONVENTIONAL OUTDOOR - for each subject:

- 2 prints max format 50x70cm mounted on black card
- Short description, in english, with aim and form of the campaign
- 1 digital image on jpeg format, 300dpi, RGB, supplied on CD Rom

PROMO-PRESS - for each subject:

- 2 copies of the material
- Short description, in english, with aim and form of the campaign
- 1 digital image on jpeg format, 300dpi, RGB, supplied on CD Rom

INTERNET

- URL of the web-site that must be on-line from 15 September 2011 to 30 November 2011

RADIO for each campaign:

- 1 CD-ROM with indications of title and length.
- Multisubject campaigns can be reversed on the same CD
- english translation of the texts

INTEGRATED MULTIMEDIA

- Audio, Video or Printed presentation of the campaign
- Short description of the campaign, how it was launched and executed and which media were used
- n.2 prints max format 50x70cm mounted on black card for each outdoor or print material
- n. 1 Dvd/pal system, for each film you may also supply relevant support material on the campaign (brochures, leaflet)

**DO YOU WANT TO SEND US YOUR MATERIAL IN DIGITAL FORMAT VIA INTERNET AND LET US HANDLE THE PRINTING?
ASK TO THE SECRETARIAT !**

ENTRY FEES - NO VAT ADDED (except for italian companies)

Film, Press, Outdoor, Unconventional, Promo-Press, Radio, Internet :

- advertisement, single subject : **Euro 125,00**
- Campaign, multiple subjects : **Euro 240,00**

Integrated :

- Each campaign: **Euro 200,00**

ENTRY FEES FOR SPECIAL AWARDS - NO VAT ADDED (except for italian companies)

Film, Press, Outdoor, Unconventional, Promo-Press, Radio, Internet :

- advertisement, single subject : **Euro 100,00**
- Campaign, multiple subjects : **Euro 192,00**

Integrated :

- Each campaign: **Euro 160,00**

DELEGATES

The participation is free of charge.

JAPAN AID - Special Exhibition

The participation is free of charge.



AD SPOT NON-PROFIT Entry rules

PAYMENT PROCEDURES

- **Bank Transfer** made payable to INTERNATIONAL EVENTS SERVICES

Bank: Banca del Chianti Fiorentino e di Monteriggioni

bank address: Via Gordigiani, 78 - 50127 Firenze

IBAN : IT 93M 08673 02802 032 000 120846

SWIFT/BIC : ICRA IT 3F IPØ

Please enclose a copy of the transfer with the submitted material.

The entrant company must cover all bank charges.

or

- **Credit Card** - Via Paypal - to use this way, please contact the secretariat

All the entrant companies will receive an invoice. All EU companies must supply their VAT Registration Number

MAILING INSTRUCTION

The Organisers cannot accept any responsibility for entries lost during the delivery or held up in Customs. No delivery or custom fees will be payed from the Organisation.

All materials should be sent to:

ADEE /AD SPOT AWARD - 558, via Reginaldo Giuliani - 50141 Firenze - Italy

tel. ++39 - 055 450046/450240 fax +39 - 055 450046

e-mail: adee@adee.it - w-site: www.adee.it

DEADLINE: SEPTEMBER 30th, 2011

Treatment and Publication of entries

All entries will not be returned, and will become property of the Festival Organisation.

The participants authorise the organisation to screen or publish the entered material in the places and manner which it considers most appropriate for the promotion of Ad Spot Award, or of any other correlative event.

The participants authorise the Festival Organization to include the entries into a collection. Such a collection may not, nor may any part of it, be copied, shown, sold or lent by any other organisation other than the Festival Organisation. All participants authorise the Festival Organisation to include their entries in Festival archive, even on the internet, catalogue, or any other publication promoting directly or indirectly Ad Spot Award.

The organisation is also authorised to lend or hand over to interested public or private Bodies all or part of the works entered, for purposes of information or promotion.

The participants confirms to the Organizers that they have the legal right to enter their works, even the soundtrack, according with these Entry Rules. Through the approval of these regulations and the obligatory signature of the entry form, the organisation is exonerated from any potential claims resulting from such use.



ENTRY FORM

AD SPOT NON-PROFIT

- Film
- Classic Outdoor
- Promo-Press
- Radio
- Press
- Unconventional
- Internet
- Integrated

SPECIAL AWARDS/EVENTS

- Guest Country
- Year of the Volunteering
- Year of the Forest
- Childhood Defence
- Japan AID (*free of charge*)

Entrant Company _____

Adv Agency

Production Company

Client

Title _____

Product _____

Category _____ nr subject _____ lenght: sec. _____ Production date _____

ADVERTISING AGENCY _____

Creative Director _____

Art Director _____

Copywriter _____

Producer _____

Other credits (specify) _____

PRODUCTION COMPANY _____

Producer _____

Director _____

Light _____

Editor _____

Other credits (specify) _____

ADVERTISER /CLIENT _____

Adv. Supervisor _____

**Please include a short synthesis in english for each entered ad
The entrant are kindly asked to sign the following paragraph**

The subscriber declares to have carefully noted the AD SPOT AWARD regulation, particularly the terms and conditions paragraph, and to accept it, and exempts the Organizer of all responsibility regarding the information given in the entry forms referred to the ads entered. The subscriber declares also to have all the authorizations to enter this to the AD SPOT AWARD. Completion and signature/sending of the campaigns will imply full acceptance by entrant company of Ad Spot Award rules.

Stamp and signature (compulsory)

RIEPILOGO QUOTE

AD SPOT NON-PROFIT

**Film, Press, Outdoor, Unconventional ,
Promo-Press, Radio, Internet**

single advertisement nr _____ x Euro 125,00 = euro _____

Campaign - multiple subjects

nr _____ campaign x Euro 240,00 = euro _____

Integrated

nr _____ campaign x Euro 200,00 = euro _____

SPECIAL AWARD:

**Film, Press, Outdoor, Unconventional ,
Promo-Press, Radio, Internet**

single advertisement nr _____ x Euro 100,00 = euro _____

Campaign - multiple subjects

nr _____ campaign x Euro 192,00 = euro _____

Integrated

nr _____ campaign x Euro 160,00 = euro _____

TOTAL = euro _____

- Included copy of the **bank transfer**
made payable to INTERNATIONAL EVENTS SERVICES
Bank: Banca del Chianti Fiorentino e di Monteriggioni
bank address: Via Gordigiani, 78 - 50127 Firenze
IBAN : IT 93M 08673 02802 032 000 120846
SWIFT/BIC : ICRA IT 3F IPØ
- Credit Card** - Via Paypal - to use this way, please contact the secretariat

ENTRANT DATA

All the entrant companies will receive an invoice.
All EU companies must supply their VAT Registration Number

Name _____

Address _____

Code _____ City _____ VAT Code _____

Tel _____ Fax _____

E-mail (clear typed) _____

web-site _____

Contact Person - _____

Send to : **ADEE/AD SPOT AWARD**
Via R.Giuliani, 558 - 50141 Firenze - Italia
tel. ++39-055-450046 / 450240 fax ++39-055-450046 e-mail adee@adee.it