



Call for Entries 2020

BEA WORLD FESTIVAL

Bea World is the essential meeting place and networking event for the international event community. One full week of creativity, networking opportunities, knowledge transfer and destination experiences culminating in the ceremonies celebrating the winners of the 15th edition of the Best Event Awards.

Created in 2006 to recognise and promote excellence in events and live communication, the Best Event Awards have helped participating agencies from **40 countries** around the globe in finding inspiration and new ideas for their events, and are now acknowledged with the main international industry's honour.

In a year of extreme difficulty for the world of events, ADC Group has decided to uphold the contest with the aim of projecting a signal of trust, continuity and closeness to the sector's players.

Both a business platform and a moment of celebration of the best live communication case histories, BEA is traditionally recognized as the most prestigious prize reserved to events.

For 15 years, the distinguishing elements and strengths of the Award have been:

- **The Jury**, comprising event managers, marketing and communication directors of top spenders in live communication of all product sectors;
- **Live Presentations**, during which shortlisted agencies present their projects directly to jurors during their plenary session;
- **Updating and networking** opportunities;
- **The Award Ceremony**, which offers the opportunity to view the most important case histories in a celebratory and training perspective.

In order to adapt the award to such time of emergency, some **significant and exceptional changes** have been made for 2020:

- **Competing categories:** Categories of traditional live events have been merged and the related digital Categories have been added to them. Therefore, in addition to live or physical events, events that have had a totally digital development, as well as hybrid events, that are characterized by a physical and a digital component, are admitted to the competition.
- **Macro Categories:** it is possible to directly register in one of the three Macro Categories provided for by contest notice. This means that it is not necessary to register in a Category or Special Category in order to apply for the Macro Categories.
- **Jury, content and digital ceremony.** The traditional Live Presentations' format (which allows shortlisted agencies to present their live projects to jurors gathered in the plenary session), as well as the content programme and the award ceremony, will take place digitally, ensuring a high level of networking.

THE BEST EVENT AWARDS

KEY DATES

ELIGIBILITY PERIOD	1 st September 2019 – 30 th October 2020	
ENTRIES & ONLINE JURY SESSION	6 th July – 31 st July 2020	Entry period – Super Early Bird fee (–€150,00 off standard fee)
	1 st August – 15 th September	Entry period – Early Bird fee (–€50,00 off standard fee)
	16 th September – 30 th October 2020	Entry period – Standard fee
	18 th – 24 th November 2020	Online Jury session
	27 th November 2020	Shortlist announcement
BEA WORLD FESTIVAL	Early December 2020	Live presentations of shortlisted events
	18 th December 2020	Awards Ceremony

THE AWARDS' FORMAT: JURY & CEREMONY

Online Jury: 18th - 24th November 2020

Candidate projects, within deadlines set out by the contest, are initially evaluated by an online jury on ADC Group's owned platform. From these online sessions, a shortlist of the best events is chosen.

Shortlist: 27th November 2020

Announcement of shortlisted events for the BEA prizes.

Plenary Jury and Digital Live Presentations: Early December 2020

Jurors are connected via plenary session, and view and vote on all BEA competing projects presented directly by contending structures through a Digital Live Presentations format.

Award Ceremony: 18th December 2020 The ceremony awards prizes, in digital format, to the best events.

GENERAL RULES & REGULATIONS

EVENT DEFINITIONS

EVENT

Live/physical, digital or hybrid experience - planned and included in the marketing mix - that takes place over a specific period of time, with the aim of influencing the target's perception and behaviour.

LIVE/PHYSICAL EVENT:

Event in which the "physical" performance leads the event's dynamics, and requires a physical involvement of people and the audience, and does not exclude amplifying operations on social media and/or on the web and the digital component.

DIGITAL AND HYBRID EVENT:

Event in which the digital execution is exclusive or partial, i.e., defined by a substantial coexistence between the digital component and the physical involvement of people and the audience.

1. Events must have taken place anywhere in the world between **1st September 2019 and 30th October 2020**. In the case of a roadshow, it is sufficient that a single stop has taken place within the eligibility period*.
2. Each project can be entered **only once** for the Best Event Awards. Projects entered for a second year will be rejected.
3. Entries can be commercial or non-commercial events, organised by event industry bodies based all over the world, including events, public relations, communications, promotions, advertising and web agencies, corporate companies, public bodies, associations, non-governmental and non-profit organisations, locations, etc.

4. Each organisation can enter **as many events as wished in one or more categories**, but awards can only be granted in a maximum of 2 categories. This doesn't exclude the possibility of also being awarded the Bea World Grand Prix, Macro Category Awards, Special Awards and Special Mentions.
5. The **client's contact details** must be provided in the entry form. The Organiser reserves the right to contact the client if necessary.
6. **No replacement or additional media** will be accepted after an entry has been finalised and received by the Festival's Organiser.
7. Entries **cannot be cancelled** or removed from the competition.
8. **English is the official language** of the Festival, therefore all material provided that is not in English must be translated and/or subtitled.
9. Entries will not be considered finalised until the entry form in **all its parts** has been **completed online**, compulsory material has been uploaded and full payment has been made online at www.beaworldfestival.com, according to entry deadlines.
10. All material, documentation and payments must be **received by 18:00 CET, on 30th October 2020**.
11. The applicant is responsible for **payment of all entry fees** and will be considered the entry's sole contact. Multiple companies can be credited for their contribution to the entered project. Please ensure that all contributing companies are credited on your entry form before finalising your submission.
12. Entries not gone through due to reasons not attributable to ADC Group will not be reimbursed. according to the entry deadlines.

*It is possible to enter events that have taken place a maximum of 10 days before or after the eligibility period. Please contact the Organiser for further details.

JURY AND EVALUATION PROCESS

All events that have passed the verification process (re: completeness of materials sent) are evaluated by the Award's Jury. Bea World Jury members are chosen among marketing/communications/sponsorship managers with local or international responsibilities from well-known multinational corporations, from a representative range of sectors and countries, big investors in live communication, plus some members of event agencies' associations who are partners of Bea World Festival. Each year a **Jury president**, who has the task of guiding and directing the projects, is appointed together with one or more vice presidents.

Judging consists of two rounds, involving viewing, voting, debating and awarding of trophies. The Jury Panel will have the right to relocate entries to a different category if the event doesn't meet the entered category criteria. The jury can also change or add new categories if deemed necessary.

The Jury's decision, in all matters relating to the awarding of prizes, will be final and binding.

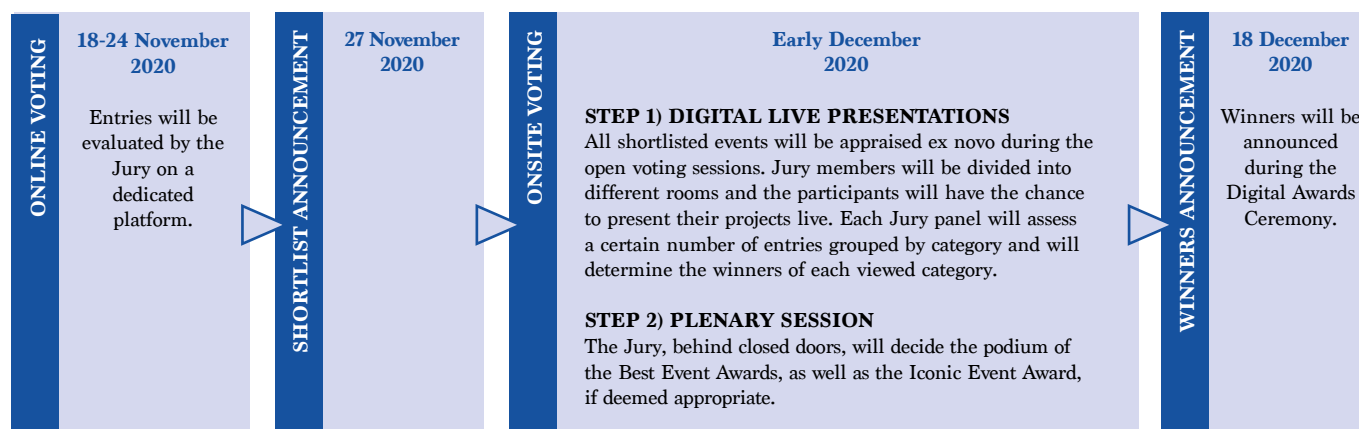
The Best Event Awards Jury's assessment is carried out across two phases:

PHASE 1

Jurors, divided into groups, cast their vote based on the material uploaded by the applying agency. A shortlist of the best projects is selected from this first phase.

PHASE 2

The Jury, during a digital plenary session, assists, and evaluates the shortlisted projects' presentations (Digital Live Presentations), deciding the winners of Best Event Awards.



LIVE PRESENTATIONS - GUIDELINES

Shortlisted agencies have the opportunity to **present their events to the members of the Jury** through a Digital Live Presentations format. For each candidate, the format provides a time window of **about 10 minutes**, including:

- Projection of **video** (3 minutes max.);
- 3-minute **speech**;
- 3-minute **Q&A**.

Please note that, even during the plenary session, the candidate projects are evaluated on the basis of uploaded materials when registering (info sheet and video). Editing and/or replacing the event's video shall not be permitted.

AWARDS & CATEGORIES

The Best Events Awards World features **three levels of prizes**: the Bea World Grand Prix and - whenever allocated - the Iconic Event Award; the Macro Category Awards; the Event Categories and Feature Categories Awards.

A podium (1st, 2nd and 3rd place) will be decided for **each Macro Category, Category and Feature Category**, depending on the number of contestants and in agreement with the Jury's decisions.

In addition, **Special Prizes** will be awarded (resulting from the scores obtained by candidates in the levels described above). The Jury can also choose to assign **Special Mentions** that match the evaluation criteria (i.e., Best Creativity, Best Execution, Best Channel Strategy, Best Effectiveness).

It is possible to nominate a project in one or more Macro Categories, Categories and/or Special Categories. Each entry corresponds to a registration fee, as per price list.

All events compete for the awarding of the Grand Prix.

It is **NOT possible** to directly nominate your event to the BEA Grand Prix, the Iconic Event Award and the Special Awards.

Winners will receive their trophies and the official digital seal of the Awards. All shortlisted events will be awarded a digital quality certificate.

Award credits, and associated trophies and certificates, will be given to the participating company. Other involved parties can purchase duplicate trophies after the Festival.



BEA WORLD GRAND PRIX

- 1st place *Gold Elephant Trophy*
- 2nd place *Silver Elephant Trophy*
- 3rd place *Bronze Elephant Trophy*

Awards assigned to the events that, among all entries, are able to combine all the required features of an outstanding performance and achieve the highest scores from the Jury's whole assessment. The BEA World Grands Prix are the best synthesis and expression of the Jury's evaluation criteria.

ICONIC EVENT AWARD

- 1st place *Gold Elephant Trophy*

Award to an "icon" event that shines in its own light and value, not comparable to others, such as the opening of the Olympic Games, of a world championship or a global summit.

N.B.: If a number of at least three (3) participants for each category is not reached, the organiser can choose to merge said categories or possibly add new ones.

MACRO CATEGORIES

1st place Gold Elephant Trophy / 2nd place Silver Elephant Plaque / 3rd place Bronze Elephant Plaque

PHYSICAL/LIVE EVENTS MACRO CATEGORIES

B2B EVENT: Events targeted at business customers/trade partners, such as congresses/conferences, trade fairs, etc.

- a. **LESS THAN €500,000**
- b. **OVER €500,000**

B2C EVENT:

Events targeted at the final consumer, such as launch events, roadshows, celebrations, public events, etc.

- a. **LESS THAN €500,000**
- b. **OVER €500,000**

B2I EVENT:

Events aimed at internal target audiences, such as incentives/team building activities, conventions, etc.

DIGITAL AND HYBRID EVENTS MACRO CATEGORIES

B2B DIGITAL/HYBRID EVENT

Digital/Hybrid event aimed at a business target: trade, clients, agents (e.g., congresses, incentives/tours, fairs, etc.).

B2C DIGITAL/HYBRID EVENT

Digital/Hybrid event targeted at final consumer (e.g., concerts, product/service launches, etc.).

B2I DIGITAL/HYBRID EVENT

Digital/Hybrid event targeted at internal audience (e.g., team building activities, training events, conventions, etc.).

EVENT CATEGORIES

1st place Gold Elephant Trophy / 2nd place Silver Elephant Plaque / 3rd place Bronze Elephant Plaque

LIVE EVENTS BRAND EXPERIENCE

Experiential marketing live event aimed at creating engagement between the target audience and the product.

Events covered:

- **Brand Activation Activities.**
- **Media & PR Events.**
- **Shopper Marketing.**
- **Sampling Campaigns.**
- **In-Store Events.**
- **Street Marketing.**
- **Promotions.**
- **Product/Service Launches.**
- **Roadshows.**

MEETING, CONVENTION & INCENTIVE

Live event that involves institutional and/or entertainment moments, aimed at an internal or external professional target, to representatives of a particular sector.

Events covered:

- **Congresses/conferences:** meeting of representatives of a professional sector, association or other groups, aimed at presenting or discussing a specific topic of common interest.
- **Conventions:** *Events focused on internal and/or external target groups, featuring both institutional and entertainment elements, such as presentation of corporate goals, keynote speakers, awards, guest celebrities, etc.*
- **Fairs:** exhibition organised for a specific sector to present/exhibit new products and/or services, aimed at both business and consumer targets.
- **Company celebrations:** event promoted by a company to celebrate an anniversary, a special occasion or to celebrate the opening of a new office, store, etc.
- **Incentives:** trip/tour organised with the aim of boosting team spirit, motivating participants, strengthening loyalty, encouraging the achievement of business objectives.

CULTURAL, MUSICAL AND SPORTING EVENT

Live event of an institutional, cultural, sporting and musical nature that includes show elements, entertainment and audience engagement.

Events covered:

- **Cultural events:** event that combines cultural content and show/entertainment aspects in an original and impactful way.
- **Festivals:** event defined by a set of multiple coordinated activities (e.g. artistic/musical performance, games, happenings, festive and entertainment activities, etc.), organised in a specific place during a specific and limited time frame, which celebrates or is inspired by a specific theme and aimed at all target audiences.
- **Institutional ceremonies:** opening or closing ceremony of a major event, such as the Olympic Games, Universal Expositions and major institutional (e.g. global political summits) and sporting (e.g. world championships) events in which an official protocol must be respected.
- **Musical events:** performance/musical format (e.g. concert, musical, music festival, etc.) that includes show elements, entertainment and audience engagement.
- **Public institution events:** event of a musical or sporting or celebratory nature promoted or required by a public institution (e.g. Municipality, Region, etc.).
- **Sporting events:** event with a focus on sports and with elements of entertainment for the audience.

EDUCATIONAL/TRAINING EVENT

Event with educational/training objectives aimed at all targets.

NON-PROFIT/CSR EVENT

Non-profit event that touches on social issues for the achievement of awareness-raising objectives.

PRIVATE EVENT

Celebration or anniversary commemorated within families, between friends or members of their community of reference (e.g., anniversaries, weddings, etc.).

DIGITAL AND HYBRID EVENTS

DIGITAL/HYBRID BRAND EXPERIENCE

Experiential marketing digital/hybrid event aimed at creating engagement between the target audience and the product.

Events covered:

- **Digital Brand Activation Activities.**
- **Digital Media & PR Events.**
- **Digital Shopper Marketing.**
- **Digital Promotions.**
- **Digital Product/Service Launches.**

DIGITAL/HYBRID MEETING, CONVENTION & INCENTIVE

Digital/hybrid event that involves institutional and/or entertainment moments, aimed at an internal or external professional target, to representatives of a particular sector.

Events covered:

- **Digital congresses/conferences:** meeting of representatives of a professional sector, association or other groups, aimed at presenting or discussing a specific topic of common interest.
- **Digital conventions.** Events focused on internal and/or external target groups, featuring both institutional and entertainment elements, such as presentation of corporate goals, keynote speakers, awards, guest celebrities, etc.
- **Digital Fairs:** exhibition organised for a specific sector to present/exhibit new products and/or services, aimed at both business and consumer targets.
- **Digital showrooms**
- **Digital company celebrations:** event promoted by a company to celebrate an anniversary, a special occasion or to celebrate the opening of a new office, store, etc.
- **Digital incentives:** trip/tour organised with the aim of boosting team spirit, motivating participants, strengthening loyalty, encouraging the achievement of business objectives.

CULTURAL, MUSICAL AND SPORTING DIGITAL/HYBRID EVENT

Digital/hybrid event of an institutional, cultural, sporting and musical nature.

Events covered:

- **Cultural digital events:** event that combines cultural content and show/entertainment aspects in an original and impactful way.
- **Digital Festivals:** event defined by a set of multiple coordinated activities (e.g. artistic/musical performance, games, happenings, festive and entertainment activities, etc.), organised in a specific place during a specific and limited time frame, which celebrates or is inspired by a specific theme and aimed at all target audiences.
- **Digital institutional ceremonies:** opening or closing ceremony of a major event, such as the Olympic Games, Universal Expositions and major institutional (e.g. global political summits) and sporting (e.g. world championships) events in which an official protocol must be respected.
- **Musical digital events:** performance/musical format that includes show elements, entertainment and audience engagement.
- **Public institution digital events:** event of a musical or sporting or celebratory nature promoted or required by a public institution (e.g. Municipality, Region, etc.).
- **Sporting digital events:** event with a focus on sports and with elements of entertainment for the audience.

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FEATURE CATEGORIES

PHYSICAL/LIVE FEATURE CATEGORIES

USE OF TECHNOLOGY

Live event in which technology, used in a creative, innovative and effective way, is a decisive element for its success and for the achievement of communication objectives.

LOW BUDGET EVENT

Live event produced with a budget below € 50,000 featuring top-level creativity and capable of achieving communication objectives with a reduced cost per contact.

PROPRIETARY FORMATS

Live event featuring an original format owned by the organiser, conceived and produced by an agency or a company.

SUSTAINABLE INNOVATION

Event carried out with a reduced environmental impact through solutions, adjustments and certifications.

DIGITAL/HYBRID FEATURE CATEGORIES

USE OF DIGITAL TECHNOLOGY

Digital/hybrid event in which digital technology (VR, Augmented Reality, holograms, avatars, etc.), used in a creative, innovative and effective way, are decisive for the success of the operation and for the achievement of communication objectives.

DIGITAL/HYBRID PROPRIETARY FORMATS

Digital/hybrid event featuring an original format owned by the organiser, conceived and produced by an agency or a company.

DIGITAL TRANSFORMATION

Event conceived to have a live (or physical) development and which, due to the current health emergency, has been moved to a digital dimension.

VIRTUAL SERVICE

Category dedicated to digital platforms and services for the development of digital/hybrid events, capable of guaranteeing the achievement of objectives (training, networking, project

development, product presentations, appointments, use of content, etc.), a high level of engagement between participants, and an integration with social media channels and other means of sharing.

SPECIAL AWARDS

1st Place Gold Star Trophy / 2nd Silver Star Plaque / 3rd Place Bronze Star Plaque

Special Awards cannot be entered autonomously. All entered events also compete for the Special Awards, regardless of the category they are originally entered in.

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It is NOT possible to register for any of the Special Awards, as they are allocated on the basis of the final ranking of events registered in the different categories of the competition notice.

For the awarding of the **Best Event Agency**, the final score will be calculated taking into account only the highest placement obtained by each registered event. The score is allocated only to the organisation underwriting the registration fee.



Points allocated in the different categories to determine winners of the Special Awards.

BEST BEA WORLD EVENT AGENCY

Awarded to the agency whose events total the highest overall score from all entered categories.

The **BEST BEA WORLD EVENT AGENCY** will be automatically selected on the basis of the results achieved in each of the Event Categories, Feature Categories, Macro Categories, Iconic Event Award and Bea World Grand Prix. Each top-three placement guarantees a certain amount of points (see graph below). The sum of these individual points will be used to determine the winners of the Special Awards. If an event steps up to the podium in more than one category, only the highest score will be taken into consideration.

PRESS AWARD

Journalists from partnering trade media attending the Festival assign the Press Award. The Press Jury will cast a first round of votes via an online ballot, based upon the shortlist of entries determined by the main Jury. A second round of votes will take place during the Festival, when the Press Jury will evaluate this

new "Press shortlist" and choose its winner.

PEOPLE'S CHOICE AWARD

Prize awarded by the public to one of the shortlisted events.

SPECIAL MENTION FOR BEST CREATIVITY

The Jury has the power to award a special mention to the event exhibiting

the best and most original creative idea and technological innovation to reach dedicated business objectives.

SPECIAL MENTION FOR BEST BUSINESS EFFECTIVENESS

The Jury has the power to award a special mention to the event exhibiting the best ROI and able to achieve the stated objectives at the lowest possible cost.

JURY GUIDELINES

A number of criteria will be considered:

- **Creativity & innovation:** the creative idea to support the objectives, and the technological innovations shaping the experience of the event.
- **Execution:** how the agency achieved the best physical and emotional environment necessary for audience engagement, learning and behavioural change. The participants' journey, ambience, engagement techniques and tools (art, entertainment, digital tools, furnishings, technology, staging, AV, sustainable efforts).
- **Effectiveness:** achievement of the stated objectives, such as survey results, financial results or other benefits (e.g., in the case of a non-profit organisation).
- **Channel strategy:** the omnichannel strategy applied to the event and its impact in relation to the objectives.
- **Relevance:** with the Company's communication objective and brand values.
- **Overall quality:** especially related to budget and competitors in the same category.

ENTRY PROCEDURES AND MATERIAL

To enter the Best Event Awards, please register online and complete the form available at www.beaworldfestival.com, in the “Best Event Awards” section. No other submission methods will be accepted.

- **SUPER EARLY BIRD** fees apply from application launch until 31st July 2020 at 18:00 CET;
- **EARLY BIRD** fees applies from 1st August to 15th September 2020 at 18:00 CET;
- **STANDARD** fee applies from 15th September to 30th October 2020 at 18:00 CET.

All materials must be delivered and all entry fees must be paid by the date associated with the offered entry fee. If fees are not fulfilled, or if materials are not uploaded by the expiry date of the associated fee, you will be asked to submit the difference in cost.

The information and video uploaded to the contest’s platform will be used for the event info sheet on the www.beaworldfestival.com website. It will also be used by the Jury for the assessment of projects, both during online and plenary voting (Digital Live Presentations).

The 30-second video, on the other hand, will be screened during the ceremony if one of the first prizes is awarded.

In case of an event participating in multiple categories, it is possible to provide different materials for each category. Each video should, as far as possible, detail the information relating to the single category in which the event is a contender.

Entries will definitely close on 30th October 2020 at 18:00 CET. No deadline extensions shall be granted.

MANDATORY MATERIAL

1. **Online form** duly completed in English.
2. **Video showcasing the event/platform or digital service (LONG VERSION):** 3 minutes max. (MP4 - L1920px H1080px; 150MB max.). It is recommended that this video features a voice over and/or subtitles in English. This version is used by the online Jury and for Live Presentations.
IMPORTANT: music used for all video content must be free from copyright. Videos that do not comply with this regulation will be automatically excluded from the competition.
3. **Video showcasing the event (SHORT VERSION):** 30 seconds max. (MP4 - L1920px H1080px; 150MB max.). No voice over. No subtitles. This version will be used during the ceremony in case of being awarded a 1st prize.
4. **Logo of the organising company** (PNG, no background, high resolution 300 dpi, 1024x1024px min.).
5. **Logo of the corporate client** (PNG, no background, high resolution 300 dpi, 1024x1024px min.).
6. **5 images of the event/platform or digital service** (JPG, high resolution 300 dpi, 1024x768px min.).
7. **Only for feature categories:** 3 additional images of the event highlighting its specific feature (JPG, high resolution 300 dpi, 1024x768px min.).

TREATMENT AND PUBLICATION OF ENTRIES

The participant declares and confirms:

- that the information provided is truthful and accurate.
- that all submitted material is its exclusive property, it complies with legal provisions, and that it is not subject to outstanding third-party rights (intellectual property rights, moral rights or rights to protect personal data of third parties), which in any case oppose the transmission and publication of such material and the full and free use and disposal of the same for purposes strictly connected to the competition.
- to have previously obtained consent and release in compliance with current legal provisions regarding the use and publication of all material, and therefore neither the material nor the related publication by ADC Group will result in the violation of any third-party rights.
- to be aware that by submitting this material and by accepting these conditions and terms of participation, it grants ADC Group the right to use and publish said material (text, videos, images, etc.) for purposes strictly related to the competition.
- that responsibility for the publication of such material, albeit accepted and edited for publication by ADC Group, is and remains its sole responsibility.

AWARDS ENTRY FEES

Entering each event in the competition requires an entry fee, as described below. The entry fee includes the publication of the entrant's material on the Bea World Festival website.

	SUPER EARLY BIRD from application launch until 31 st July	EARLY BIRD from 1 st August to 15 th September	STANDARD from 15 th September to 30 th October
One/First Category	€550	€650	€700
Each additional Category	€350	€450	€500

NOTE: kindly note that entrants who fail to submit all due material by any of the discounted deadlines will be required to pay an additional fee (only payable via bank transfer) to meet the fee associated to the new deadline.

Entrants that have not completed full payment and uploaded all material by **October 30th 2020**, will not be evaluated by the Jury, losing the chance of competing in the Awards.

EXAMPLES BASED ON THE STANDARD ENTRY FEE:

Example A: 1 event entered in 1 category = €700 (1st category)

Example B: 1 event entered in 2 categories = €700 (1st category) + €500 (additional category)

Example C: 2 events entered in 1 category each = €700 (1st category) + €700 (1st category)

REPLICA TROPHY

Winners who wish to receive an extra copy of the trophy/trophies, should send an email with their request to ilaria.granato@adcgroup.it. The following fees apply:

1ST PRIZE (METAL TROPHY) SHIPPING COSTS INCLUDED		2ND & 3RD PRIZE (PLEXI TROPHY) SHIPPING COSTS INCLUDED	
1 trophy	€600	1 trophy	€300
2 trophies	€1,000	2 trophies	€400
3 trophies	€1,300	3 trophies	€500
> 4 trophies	€150 each	> 4 trophies	€150 each

PAYMENT TERMS

AWARDS ENTRIES

All fees must be paid by credit card or via bank transfer by the entry deadline associated to each time window (i.e., 31st July, 15th September or 30th October). After registering your user ID and password on the Bea World website, you will be able to select your preferred payment method:

- **CREDIT CARD** – Directly on the Bea World website
- **BANK TRANSFER**
 Account: ADC Group Srl
 Bank: Banca Intesa San Paolo
 IBAN: IT59P0306909457100000005772
 BIC: (Swift) BCITITMM
 Object: Bea World 2020 + [number of entries] + [name of the organisation]

CONTACTS

For commercial information regarding entering the Awards:
Ilaria Granato // ilaria.granato@adcgroup.it // +39 344 0495320

For registration issues regarding the Awards:
Ilaria Scapolo // ilaria.scapolo@adcgroup.it // +39 348 9263816

APPENDIX - BUSINESS INDUSTRIES

Please refer to this list when selecting the Client Company's industry in the online event entry form.

Banks and Insurance Companies

Banks; construction companies; credit cards; current and savings accounts; mortgages and loans; investment companies; personal insurance plans; car insurance; pensions and pension plans; real estate investments; real estate developments; financial dealerships and leasing.

Bathroom/House Cleaning/Pharmaceutical/Cosmetic products

Clothing detergents; fabric softeners; dishwasher detergents; cleaning products; air-fresheners; toothpastes; toothbrushes; mouthwashes; toilet paper; sanitary napkins and tampons; tissues; diapers; shaving products and razors; hair brushes; combs; wigs; hair removal products; make-up products; skin care; nail products; perfumes; eau de toilette and aftershave; deodorants and body sprays; shampoos and conditioners; hair spray; gel products; mousses; hair dyes; shower soap and shower gel; sun creams and tanning products; hair dryers; hair straighteners; curlers; OTC drugs and tablets; medicines; vitamins and herbal products; food supplements; insect repellent products; plasters; skin remedies; anti hair loss lotions; condoms; pregnancy tests; other pharmaceutical products; contact lenses; hearing aids.

Beverages (Alcoholic/Non-Alcoholic)

Beer (incl. non-alcoholic beer); cider; alcopops; wine; champagne; liqueur wines; spirits; liqueurs; coffee; tea; chocolate and malt beverages; flavoured milk; carbonated drinks; vegetable and fruit juices; mineral waters.

Cars and Other Vehicles

Cars; jeeps and four-wheel drives; pick-ups; lorries; vans; motorbikes; tires; spare parts; GPS and other navigation systems; service companies; workshops; car dealerships.

Clothing and Accessories

Day wear; evening and nightwear; underwear; tights and stockings; footwear; sportswear; children's clothing; fabrics for clothing and sewing materials; jewellery; watches; bags and suitcases; belts; sunglasses and spectacle frames.

Distribution and Catering

Department stores and specialised shops; clothing and footwear stores; store cards; supermarkets; DIY stores; pharmacies; opticians; hairdressers; beauty salons; tattoo parlours; laundry services; real estate agencies; photo processors; online stores; online auctions; restaurants and bars; fast food chains; cafes; grocery stores.

Electronic and Audio/Video Appliances

Televisions; Hi-Fi equipment; CD and mini-disk players; MP3 players; computers; laptops; tablets; DVD and Blue-ray players; video players; cameras; camcorders; binoculars; personal telephone equipment including mobile phones (please note that mobile phone providers must register in the "Telecommunications" category); washing machines; dryers; dishwashers; fridges; freezers; ovens; microwave ovens; cooking appliances; kitchen appliances.

Entertainment and Leisure

Clubs; amusement parks and theme parks; gym; health and diet; sporting events; music festivals; orchestras and instruments; exhibitions and shows; discos; bars; museums; art galleries; cinemas and theatres; sports and outdoor sporting facilities; bicycles; boats and caravans; toys; board games; computer games and consoles (e.g., PlayStation; Xbox; Wii; etc.); lotteries; gambling; toys; dating services; social networks (e.g., Facebook).

Food/Confectionery and Snacks

Meat; fish; seafood; soups; gastronomic specialties; cured meats; fruit and vegetables; rice; pasta; pizza; sauces; mayonnaise; vinegar; oil; spices; herbs; pre-cooked and ready meals; baby food and powdered milk; eggs; milk; cheese; cream; butter; margarine and spreads; chocolate; sweets; chewing gum; crisps; snacks; dry fruit and peanuts; sweet and savoury bars; cakes; biscuits; crackers; sugar; jam and marmalade; honey; peanut butter; syrup; bread; rusks; flour; baking ingredients; breakfast cereals; yoghurt and drinking yoghurt; desserts; ice cream.

Home (Furnishings/Accessories)

Home and garden furniture; glasses; cutlery and crockery; bed and table linen; bathrooms; showers and sanitary facilities; home decoration; wall and floor coverings; doors and windows; radiators; air conditioners; lamps; torches; watches; home security products; smoke detectors; tools; garden tools.

Non-Profit/Social and CSR

Anti-smoking; anti-drugs; anti-drink driving; road safety; health; hygiene; AIDS awareness; gambling addiction; political and religious messages; trade unions; associations; environmental awareness; recruitment of government forces; public, racial and ethnic education; disability and gender equality awareness; charity; funds; blood and organ donation.

Public Interest Services

Yellow Pages; directories; postal services; electricity, gas, and water companies; alternative energy companies; gas stations; public & private healthcare & clinics; public & private schools and universities; correspondence courses; private practices (e.g., legal, architectural, landscape services); informatics; ICT.

Publishing and Media

Newspapers; magazines; books; vinyl records; CDs; DVDs; Blue-ray discs; radio and TV stations; networks and programmes; cable providers; satellite TV; VOD.

Telecommunications

Telecommunications services; telephone service providers; Internet service providers.

Travel, Transport and Tourism

Airlines; trains and buses; ferries and cruise ships; travel agencies and tour operators; hotels; resorts; car rental; travel passes, tourist boards; city and country promotion.

Various

Pet food and pet care products; gifts and greeting cards; pens and personal stationery products; tobacco & associated products; B2B products/services (including recruitment agencies, advertising, production companies); conference and events services; any other category not mentioned.