



Call for Entries 2021

THE BEA WORLD FESTIVAL

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Created in 2006 to recognise and promote excellence in events and live communication, the Best Event Awards has helped participating agencies from 40 countries around the globe in finding inspiration and new ideas for their events, and is now acknowledged as the main international industry recognition.

A business platform, as well as the celebration of the best live communication case histories, Bea World is the most prestigious international award dedicated to events.

For the last 16 years, the distinguishing features and strengths of the Prize have been:

- the **Jury**, comprising around 40 event managers and marketing and communication directors, of top spenders in live communication in all product sectors;
- the **Digital Live Presentations**, during which the shortlisted agencies present their projects directly to the jurors gathered in the plenary;
- the **Networking** opportunities, and the in-depth study and professional training sessions;
- the **Awards Ceremony**, a showcase of all the main case histories.

Every year, when defining the competition categories, BEA World seeks to adapt to the market scenario in an organic and coherent way.

In 2021, with the ongoing health emergency that has halted and disrupted the entertainment and live communication industry, we have witnessed the emergence of **digital and hybrid event** formats, in which technological connections have replaced the physical opportunities for interaction and networking. What we are experiencing is a moment of **transition**: the push for a return to normality and traditional mechanisms of interaction goes hand in hand with a **digital “contamination”** that we will unlikely be able to do without.

At the same time, **agencies** are called upon to be increasingly multitasking and to equip themselves to respond to integrated communication strategies in which the event, though remaining a fundamental element, can only express its effectiveness if supported by content amplification plans.

In line with such scenario, the 2021 claim “**Welcome to the new stage**” defines a landscape in which events have had to alter their structure, thus becoming - even the more traditional ones - ever more hybrid.

Here, then, are the main changes for 2021:

- **Competing events' categories:** on a general note, the doubling of categories (physical and digital) has been cancelled. In this year of 'lockdown' for events, a collective category for 'new' physical events has been introduced: **'The New Physical Event'**. In addition, we have introduced categories that recognise the current market scenario: Creative Installation, Integrated Live Project, Digital Transformation.
- For the categories of Location, Catering, and Other services for events, we have also launched **The Best Partners Awards** section to reward companies that have succeeded in introducing aspects of innovation in adapting to change.

To adapt the Award to the global health emergency, the traditional format of Digital Live Presentations (which allows shortlisted participants to present their projects live to the jurors gathered in plenary session), as well as the programme of contents and the award ceremony, will take place digitally as in 2020.

THE BEST EVENT AWARDS

KEY DATES

ELIGIBILITY PERIOD	November 1, 2020 - November 5, 2021	
ENTRIES & ONLINE JURY SESSION	June 1 - July 30, 18:00 CEST	Entry period - Super Early fee (-€150.00 on standard fee)
	July 30, 18:01 CEST - September 15, 2021	Entry period - Early fee apply (-€50.00 on standard fee)
	September 15, 18:01 CEST - November 5, 2021	Entry period - Standard fee applies
	November 23-28, 2021	Online Jury session
	November 30, 2021	Shortlist announcement
BEA WORLD FESTIVAL	December 14-15, 2021	Digital Live presentations of shortlisted events
	December 16, 2021	Educational Programme
	December 17, 2021	Awards Ceremony

THE CONTEST'S FORMAT - JURY AND CEREMONY

Online Jury:

November 23-28, 2021

Candidate projects are initially assessed by an online jury, through a platform owned by ADC Group. A shortlist of the of the best events is then drawn up, in accordance with the competition's regulations and scheduled deadlines.

Shortlist:

November 30, 2021

Announcement of shortlisted events for the BEA Awards.

Plenary Jury and Digital Live Presentations:

December 14-15, 2021

Jurors, connected in plenary session, assess and vote each shortlisted project, presented through a Digital Live Presentation format by the competing agencies.

Award Ceremony:

December 17, 2021

During the Ceremony, in digital format, awards are assigned to the best events.

GENERAL RULES & REGULATIONS

EVENT: Live experience (physical, digital, or hybrid), planned and included within the marketing mix, which takes place over a specific period of time, with the aim of influencing the target's perception and behaviour.

PHYSICAL EVENT: Event that involves a live audience, with a dedicated setting (e.g.: stage and audience). This does not prevent the physical event from including the integration of a digital component, and content amplification activities on social media and/or on the web.

DIGITAL/HYBRID EVENT: Event that does not require an audience, and in which the digital component is prominent in its performance.

1. The registered events must take place/have taken place, in whole or in part, between November 1, 2020, and November 5, 2021. However, events that began before this time frame and end within it, and events that start within such dates and end after, are also accepted.
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 automatically rejected.
3. Entries can be commercial or non-commercial events, organised by event industry bodies based all over the world, including event agencies, public relations, communications, promotions, advertising, and web agencies, corporate companies, public bodies, associations, non-governmental and non-profit organisations, locations, etc.
4. Each event can be registered in one or more Macro Categories and/or Categories and/or Special Categories, but cannot win more than two medals of the same type in total between said categories (i.e., no more than two golds, no more than two silvers, no more than two bronzes). The BEA Grand Prix, the Special Prizes, and the Special Mentions are excluded from the calculation of the awards.
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. Entries will not be considered finalised until the entry form has been completed online in all its parts, the compulsory material has been uploaded, and full payment has been made online at www.beaworldfestival.com, in accordance with entry deadlines.
7. Entries cannot be cancelled or removed from the competition.
8. No replacement or additional media will be accepted after an entry has been finalised and received by the Festival's Organiser. It is not possible to amend submitted materials after the deadline. Projects with incomplete or unpaid materials will not compete in the Awards.
9. English is the official language of the Festival, therefore all material provided that is not in English must be translated and/or subtitled.
10. All material, documentation, and payments must be received by 18.00 CET on November 5, 2021.
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.
13. It is the responsibility of the registering applicant to ensure that the client/company agrees with the project being submitted.
14. The events/services are assessed and awarded in their entirety in terms of conception, execution, and planning, regardless of the role played by the agency that submits them.
15. During the ceremony, the prize will be delivered only to the submitting/paying candidate, regardless of the number of organising agencies listed in the project registration form.

*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 of submitted material will be evaluated by the award 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 members of event agencies' associations who are partners of Bea World Festival."

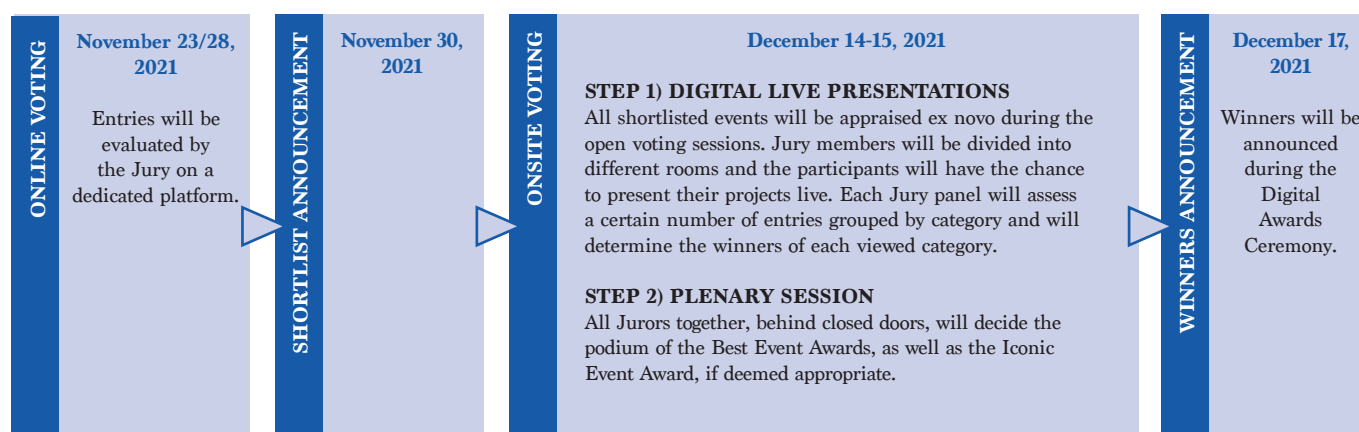
A **Jury president**, with the task of guiding and chairing the work, and one or more vice presidents are nominated each year. Judging consists of two rounds involving viewing, voting, discussion, and awarding of prizes. The Jury Panel will have the right to move entries to a different category if the event does not meet the entered category criteria.

The jury also reserves itself the right to merge, change, or add new categories. The jury may decide not to award prizes in one or more categories if the entries are not judged to be deserving, as well as to assign the prize to more candidates ex-aequo. The decision of the Jury, in all matters relating to the awarding of prizes, will be final and binding.

The Best Event Awards jury takes place in two phases:

PHASE 1: The jurors, divided into groups, cast a vote on the basis of the material uploaded by the submitting agency, and subsequently draw up their shortlist.

PHASE 2: The jury, in digital plenary, views, assesses, and votes the presentations of shortlisted projects (via Digital Live Presentations), consequently choosing the winners.



DIGITAL LIVE PRESENTATIONS - GUIDELINES

Agencies with shortlisted events have the opportunity to present their project to the members of the jury via the Digital Live Presentation.

The format provides a time window of approximately 8 minutes for each candidate, including:

- **Video** projection (3 minutes max.); ;
- 2-minute **speech**;
- 2-minute **Q&A**.

Please note that, even during the plenary session, the candidate projects are assessed on the basis of the material uploaded to the platform at the time of registration (file and video). Modifying/replacing the video of the event/service is not allowed.

AWARDS & CATEGORIES

The Best Events Awards World features three levels of prizes: the **Bea World Grand Prix** (and, if deemed appropriate, the Iconic Event Award); the **Macro Category Awards**; the **Event Categories and Feature Categories Awards**.

Consistent with the number of competitors and with the decisions of the jury, a podium place will be awarded for each Macro Category, Category, and Special Category (i.e., 1st, 2nd, and 3rd).

In addition, **Special Prizes** are awarded (resulting from the scores obtained by the candidate events in the assessing phases described above).

The jury can also choose to assign **Special Mentions** (Best Creativity/Best Business Effectiveness).

It is possible to submit your project in one or more Macro Categories, Categories, and/or Special Categories. Each entry requires a registration fee as per the price list found below.

All events compete for the **BEA World Grand Prix award**.

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

Winners will receive the 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 submitting company. Other participating 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 event that, among all entries, was able to combine all the required features for an outstanding performance and achieve the highest score from the Jury's whole assessment. The BEA Grand Prix are the best summary and expression of the jury's evaluation criteria.

ICONIC EVENT AWARD

- 1st Place Gold Elephant Trophy*

Award to an "iconic" 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.

IMPORTANT: Please note that events can be entered only in Macro Categories, Event Categories, and Feature Categories. It is not possible to directly enter an event in the Bea World Grand Prix, Iconic Event Award, and Special Awards.

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

- **B2B EVENT:** Event aimed at a business target: trade, clients, agents (e.g.: conference, incentive, fair).
- **B2C EVENT:** Event aimed at the final consumer (e.g.: product launch/service, roadshow, etc.).
- **B2I EVENT:** Event aimed at an internal audience (e.g.: incentive, team building, training event, convention, etc.).
- **THE NEW PHYSICAL EVENT:** Event that includes the physical presence of an audience, in which the digital component has a higher or different weight than the pre-Covid period.

CATEGORIES

- **BRAND ACTIVATION:** Experiential marketing initiative aimed at creating engagement between the target and the product (e.g., in-store events, consumer promotions, shopper marketing operations, sampling campaigns, etc.).
- **MEETING, CONVENTION & INCENTIVE:** Event that includes institutional and/or entertainment moments, aimed at an internal or external professional target, or representatives of a particular market (e.g.: corporate celebrations, annual conventions, trade fairs, etc.).

- **CULTURAL, MUSICAL AND SPORTING EVENT:** Event of an institutional, cultural, sporting, musical nature that includes elements of show, entertainment, and public engagement (e.g.: festivals, institutional ceremonies, public institutions events, etc.)
- **EDUCATIONAL/TRAINING EVENT:** Event with educational/training objectives aimed to all targets.
- **NON-PROFIT/CSR/SUSTAINABLE EVENT:** Non-profit event that touches on social issues to achieve awareness objectives. Events with reduced environmental impact through solutions, measures, and certifications are also included.
- **CREATIVE INSTALLATION:** Territorial activation event through artistic installations, 'stunts' for promotional/commercial purposes.
- **PRODUCT LAUNCH:** Event specifically designed and organised for the launch of a new product or a new service.
- **ROADSHOW:** Event that takes place at different times in different stages and locations, but with the same concept and objective, aimed at a business and/or consumer target.
- **PRESS & PR EVENT:** Event addressed, although not exclusively, to the media (e.g.: press day, press conference, etc.).
- **INTEGRATED LIVE PROJECT:** Integrated communication project in which the event is a key element of the planning strategy. The agency must, however, have also followed all other activation stages, in addition to video production and streaming, creating an actual live communication platform and adding social media content delivery, media management, etc.

SPECIAL CATEGORIES

- **USE OF TECHNOLOGY:** Event in which technology, used in a creative, innovative and effective way, is a crucial element for the project's success and the achievement of communication objectives.
- **DIGITAL TRANSFORMATION:** A traditionally physical event reinterpreted in digital terms.
- **PROPRIETARY FORMAT:** Event defined by an original format owned by the organiser, designed and produced by an agency or company.
- **ORGANISATIONAL COMPLEXITY MANAGEMENT:** Event in which a complex organisational plan is managed wisely and effectively to achieve the objectives.

BEST PARTNERS AWARDS

The Best Partners Awards section is reserved to all companies that work in the events and live communication supply chain, and which offer different services and creative, innovative, and effective solutions. This section aims to enhance the ability of partners to adapt to market developments and to the current scenario, marked by the overturning of traditional live communication formats.

This section includes:

- **LOCATION:** Location for events that have been able to interpret change through solutions and adjustments that meet new customer needs.
- **CATERING:** Catering companies that have been able to interpret change through solutions and adjustments that meet new customer needs.
- **DIGITAL PLATFORM EVENTS:** Digital platforms and services capable of guaranteeing the achievement of objectives (training, networking, project development, product presentations, appointment schedules, use of content, etc.), as well as a high level of engagement, and integration with social media and other sharing means.
- **EVENT SERVICES:** Different event services, which have been able to interpret change through the introduction of relevant innovations.

SPECIAL AWARDS

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

It is NOT possible to register for the Special Awards, as they are assigned in line with the overall results obtained by the events registered in the competition's Macro Categories, Categories, and Special Categories.

For the allocation of the **Best Event Agency**, the score will be calculated taking into account only the highest ranking obtained by each registered event in the Macro Categories, Categories and Special Categories. Remember that each event cannot win more than two medals of the same type in total between said categories (i.e., no more than two golds, no more than two silvers, no more than two bronzes).

The score is assigned only to the company underwriting the registration fee.



Podium scores allocated within the various categories for the assignment of special awards.

BEST BEA WORLD EVENT AGENCY

1st Place Gold Star Trophy

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

1st Place Gold Star Trophy

The Press Award is assigned by journalists from partnering trade media attending the Festival. 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, during which the Press Jury will evaluate this new “Press shortlist” and choose its winner.

PEOPLE’S CHOICE AWARD

1st Place Gold Star Trophy

Awarded by the public to one of the shortlisted events.

SPECIAL MENTION FOR BEST CREATIVITY

1st Place Gold Star Trophy

The Jury has the power to award a special mention to the event boasting the best and most original creative idea and technological innovation to reach dedicated business objectives.

SPECIAL MENTION FOR BEST BUSINESS EFFECTIVENESS

1st Place Gold Star Trophy

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

JURY GUIDELINES

A number of criteria will be considered while judging:

Creativity & innovation: creative idea to support the objectives and the technological innovations shaping the event experience.

Execution: how the agency achieved the good physical and emotional environment necessary for participant engagement, learning, and behavioural change. The participant’s journey, ambience, engagement techniques, and tools (art, entertainment, digital tools, furniture, 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: communication channel strategy - the omni-channel strategy applied to the event and its impact according to the objectives.

Relevance: Notably with the Company’s communication objective and brand values.

Overall quality: especially in comparison to the budget and to the competitors in the same category.

Adaptation to change: arising from the global health emergency and the consequent disruption of traditional live communication formats.

JURY’S CODE OF ETHICS

Jury members will commit to signing a Code of Ethics based on the following principles:

- Each Jury member is chosen according to his/her professional skills and experience in the event marketing industry.
- Jury members will judge and vote honestly and without preconceived ideas, respecting the evaluation and selection criteria, defined in the rules and regulations of the awards.
- To avoid conflict between Jury members and candidates, jurors who represent a company cannot vote for projects by their own company or by competing companies/brands. Jurors who represent an association and/or an agency cannot vote for projects submitted by their own agency and/or by a competing agency from their own country.
- If there is any personal conflict that may influence a Jury member’s objectivity in voting, he/she will inform the President and/or Vice President of the Jury and not participate in the voting of the project.

ENTRY PROCEDURES AND MATERIAL

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

The information and the video uploaded on the platform will be used for the event’s data sheet on the Festival’s website (www.beaworldfestival.com) and by the jury for the evaluation of the projects, during both phases of online and plenary voting (Digital Live Presentations). The 20-second video, on the other hand, will be screened during the awards ceremony in the event of a first prize being won.

In case of an event participating in multiple categories, different materials can be provided for each category. Each video must, as far as possible, detail the information relating to the single category in which the event is registered.

Entries MUST be received by November 5, 2021, at 18:00 CET. No deadline extensions will be allowed.

MANDATORY MATERIAL

- **Online form** duly completed in English, with all information regarding the event/service necessary for evaluation by the Jury.
- **Video showcasing the event/platform or digital service (LONG VERSION):** 3 minutes max. MP4 file - L1920px H1080px; 150MB max.). If not in English, it is recommended that this video features a voiceover and/or subtitles in English. This version will be used by the online Jury and for the Digital 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.
- **Video showcasing the event (SHORT VERSION):** 20 seconds max. MP4 file - L1920px; H1080px; 150MB max.). No voiceover/subtitles. This version will be shown during the ceremony if winning any of the Festival’s awards.
- **Logo of the organising company** (PNG, no background, high resolution 300 dpi, 1024x1024px min.)*.
- **Logo of the corporate client** (PNG, no background, high resolution 300 dpi, 1024x1024px min.)*.
- **Pictures of the event/ platform or digital service** (JPG, high resolution 300 dpi, 1024x768px min.).

* Please notice: logos will be displayed on a white background.

TREATMENT AND PUBLICATION OF ENTRIES

The participant declares and confirms:

- that the information provided is truthful and accurate;
- that the material submitted is its exclusive property, it complies with legal provisions, there are no 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 to 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 the material and by accepting these conditions and terms of participation, it grants ADC Group the right to use and publish said material (copy, videos, images etc.) for purposes strictly related to the competition;
- that responsibility for the publication of such material, albeit accepted and moderated 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	EARLY	STANDARD
One/First Category	€550.00	€650.00	€700.00
Each additional Category	€350.00	€450.00	€500.00

NOTE: kindly note that entrants who fail to submit all due material by a particular deadline date will be required to pay the difference in fee (only payable via bank transfer) to meet the fee correspondent to the new deadline window (e.g., from Super Early to Early fee). Entrants that do not complete full payment and fail to upload all material by **November 5, 2021**, will not be evaluated by the Jury, losing the chance to compete for the Awards.

SUPER EARLY BIRD fees apply from the opening of the call for entries until July 30, 2021, 18:00 CEST.

EARLY fees apply from From July 30, 18:01 CEST to September 15.

STANDARD fees apply from September 15 to November 5, 2021 at 18:00 CET.

All material must be delivered and all entry fees must be paid within the deadline for each fee window. Failing to do so, will require the payment of the difference in fee (only payable via bank transfer) to meet the fee correspondent to the new deadline window

EXAMPLES BASED ON THE STANDARD ENTRY FEE:

Example A: 1 event entered in 1 category = €700.00 (first category)

Example B: 1 event entered in 2 categories = €700.00 (first category) + €500.00 (additional category)

Example C: 2 events entered in 1 category each = €700.00 (first category) + €700.00 (first 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:

1 ST PRIZE (METAL TROPHY)		2 ND & 3 RD PRIZE (PLEXI TROPHY)	
1 trophy	€600.00	1 trophy	€300.00
2 trophies	€1,000.00	2 trophies	€400.00
3 trophies	€1,300.00	3 trophies	€500.00
Over the 4 th trophy	€400.00 each	Over the 4 th trophy	€150.00 each

PAYMENT TERMS

AWARDS ENTRIES

All fees must be paid by credit card or via bank transfer by the entry deadline of each fee window (i.e., July 31 for Super Early fee; September 15 for Early fee; or November 5 – final deadline). 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: IT59P03069094571000000005772
 BIC: (Swift) BCITITMM
 Object: Bea World 2021 + [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.