



Call for Entries 2020

BEA WORLD FESTIVAL

The Bea World Festival is the essential meeting place and networking event for the international event community. Three days full of creativity, networking opportunities, knowledge transfer and destination experiences culminate in the ceremonies celebrating the winners of the Best Event Awards and Best Location Awards.

With the aim of rewarding the entire value chain of the events industry, ADC Group has launched in 2018 the annual **Best Location Awards**. Indeed, the actual place where an event takes place plays a fundamental role in its success. The Best Location Awards thus celebrates the best event venues and the best destinations and convention bureaus of the world, as voted by a selected Jury comprising senior representatives of events agencies from around the world as well as event managers, marketing and communication directors of top spenders in live communication of all product sectors; Shortlisted locations will have the opportunity to present themselves to the Jury and Bea World Festival participants. The Best Location Awards combines with the **Best Event Awards**, an initiative launched by ADC Group in 2006 that recognises and promotes excellence in events and live communication across the whole world.

THE BEST LOCATION AWARDS

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. In order to adapt the award to such time of emergency, the traditional Live Presentations' format (which allows shortlisted venues/destinations 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.

KEY DATES

ENTRIES & ONLINE GIURY SESSION	Opening - 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	14 th December 2020	Live presentations of shortlisted events
	16 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 venues/destinations is chosen. The online Jury session will be held only if the total

number of entries exceeds the number of live presentations manageable during the digital live presentations.

Plenary Jury and Digital Live Presentations: 14th 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: 16th December 2020
The ceremony awards prizes, in digital format, to the best venues/destinations.

GENERAL RULES & REGULATIONS

1. Participation in the Best Location Awards is open to various types of venues that possess a license to hold events (B2B, B2C, public and private, physical, digital or hybrid), in accordance with the legislation of the country in which they are based. In addition, in a dedicated category, destination marketing organisations, convention and visitors bureaus and public and/or private organisations for territorial promotion within MICE from all over the world can also take part.
2. Venues can be entered in one or more categories (see the list of Categories in the following pages), while destinations and convention bureaus can be entered only in their single dedicated category (i.e. "Destination/convention bureau category").
3. The decision of the Jury, in all matters relating to the awarding of prizes, will be final and binding.
4. The applicant is responsible for payment of all entry fees and will be considered the entry's sole contact.
5. Entries will not be considered finalised until the entry form in all its parts has been completed online, the compulsory material has been uploaded and full payment has been made online at www.beaworldfestival.com, according to the entry deadlines
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. All material, documentation and payments must be received by 18:00 CET, on 30th October 2020.

JURY AND EVALUATION PROCESS

Jury members of the Best Location Awards are senior representatives of events agencies from around the world as well as event managers, marketing and communication directors of top spenders in live communication of all product sectors; Judging may consist of one or two rounds involving viewing, voting, debate and awarding of trophies.



The online Jury session will be held only if the total number of entries exceeds the number of live presentations manageable during the digital live presentations.

LIVE PRESENTATIONS - GUIDELINES

Each digital live presentation will last a maximum of 8 minutes and will be structured as follows:

- Projection of slide show or video (90 seconds max.);
- 3-minute speech;
- 3-minute Q&A with Jury and audience.

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.

JURY GUIDELINES

A number of criteria will be considered during judging.

CRITERIA TO EVALUATE VENUES

- **Suitability for the type of selected events**
- **Logistics & accessibility** – Distance from airports/railway stations, highways, metros, efficiency of connections and public transport network, free/paid/exclusive parking, garages, driveways, loading/unloading areas, etc.
- **Concept and design** – Venue's unique concept, aesthetics, functionality and comfort of its architectural structure, its interior design and possible existing furnishing features.
- **Flexibility and versatility** – Venue's ability to be adapted based on the client's needs and the type of event.
- **Technology and innovation** – Venue's level and technological capabilities.
- **Sustainability and certifications** – Venue's compliance with environmental sustainability parameters and possession of other certifications (e.g. quality, safety, energy).

CRITERIA TO EVALUATE DESTINATIONS/CONVENTION BUREAUS, ETC.

- **Destination's general strengths and USP**
- **Logistics & accessibility** – Distance from airports/railway stations, highways, metros, efficiency of connections and public transport network, parking availability, etc.
- **Venue and offered services** – Quality and variety of services and facilities on offer for events and congresses.
- **Relationship with local public/private professionals in the supply chain** – Role of convention bureau in relation to local administrations, services made available to administrations, e.g. event info desk, information and service websites, etc.
- **Technology and innovation** – Availability and value of any technologies and smart utilities, e.g. wi-fi, digital maps, etc.
- **Post-event opportunities** – Wealth, variety and interest of cultural programmes, leisure activities, sporting events, food and wine activities, etc., that the destination can offer participants at the end of an event.
- **Protocols/associations or green projects** – Interest and usefulness of any special initiatives to which the destination adheres.

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 of the awards;
- If any personal conflict that may influence a Jury member's objectivity in voting does exist, he/she will inform the Jury President and won't participate in the voting of the project;
- Jury members will not accept any solicitation from any participants (agency and/or client) which could influence their vote. If this should happen, they will have to inform the Jury President.

AWARDS & CATEGORIES

Winners (first placed only) will receive a golden trophy and the official digital seal of the Awards. All shortlisted projects will be awarded a quality certificate.

Award credits, and associated trophies and certificates, will be given to the applicant organisation. Replica trophies can be purchased after the Festival.

CATEGORIES AVAILABLE FOR VENUES

- 1 Celebration/product launch venue:** venues particularly suitable for hosting ceremonies to celebrate grand openings, anniversaries, etc, or events specifically designed to launch a new product or service.
- 2 Conference/convention venue:** venues particularly suitable for hosting congresses, conferences, conventions and meetings.
- 3 Cultural/musical/sports event venue:** venues particularly suitable for hosting cultural, musical and/or sporting events displaying show and entertainment features.
- 4 Incentive/team building/educational event venue:** venues particularly suitable for travel incentives, team building activities, motivational/educational events.
- 5 Private event venue:** venues particularly suitable for hosting weddings, anniversaries and other private events.
- 6 Trade show venue:** venues particularly suitable for hosting exhibitions and trade shows, targeted to both business and public audiences.
- 7 Digital/Hybrid event venue:** venue particularly suitable for hosting digital/hybrid events, targeted to both business and public audiences.

CATEGORIES AVAILABLE FOR DESTINATIONS/CONVENTION BUREAUS, ETC.

- 8 Destination/convention bureau:** category reserved for the best destination marketing organisations, convention and visitors' bureaus and public and/or private organisations for territorial promotion within MICE.

ENTRY PROCEDURES AND MATERIAL

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

- **Standard entry fees** apply from the opening of the application until 15 august 2020 at 18.00 CET.
- From 16 August to 15 September 2020 at 18.00 CET **Early Bird fees** apply.
- From 15 September to 30 October 2020 at 18.00 CET **standard fees** apply.

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 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 a venue 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 venue is a contender.

Entries will definitely close on 30 October at 18.00 CET. No deadline extensions will be allowed.

MATERIAL REQUESTED FROM VENUES

1. Online form duly completed in English.
2. Slide show or video showcasing the venue: 5 minutes max (90 seconds suggested) (MP4 - L1920px H1080px; 100MB max.). It is recommended that this video features a voice over and/or subtitles in English.
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. Slide show or video showcasing the venue: 30 seconds max. (MP4 - L1920px H1080px; 100MB max.). This video

will be screened in case of victory and must feature only music (no voice over and/or subtitles).

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.

4. Logo of the venue (PNG, no background, high resolution 300 dpi, 1024x1024px min.).
5. 3 pictures of the venue, free of any set up (JPG, high resolution 300 dpi, 1024x768px min.).
6. 3 images of the venue for each of the described events, as set up for each occasion (JPG, high resolution 300 dpi, 1024x768px min.).
7. Up to 3 images with floor plans (JPG, high resolution 300 dpi, 1024x768px min.).

MATERIAL REQUESTED FROM DESTINATIONS/VISITORS BUREAUS, ETC.

1. Online form duly completed in English.
2. Slide show or video showcasing the destination: 5 minutes max (90 seconds suggested) (MP4 - L1920px H1080px; 100MB max.). It is recommended that this video features a voice over and/or subtitles in English.
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. Slide show or video showcasing the venue: 30 seconds max. (MP4 - L1920px H1080px; 100MB max.). This video will be screened in case of victory and must feature only music (no voice over and/or subtitles).
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.
4. Entrant's logo (PNG, no background, high resolution 300 dpi, 1024x1024px min.).
5. 5 images of the destination (JPG, high resolution 300 dpi, 1024x768px min.).
6. 5 images of the destination during events that took place from 1st January 2016 (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 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 the 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 (texts, 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 venue/destination/convention bureau 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 15 th August	EARLY BIRD from 16 th August to 15 th September	STANDARD from 16 th September to 30 th October
One/First Category	€550	€650	€700
Each additional Category*	€350	€450	€500

PLEASE NOTE: kindly note that entrants who miss to submit all due material within the deadline will be required to pay an additional fee (only payable via bank transfer) to meet the fee correspondent to the new deadline.

Entrants that won't have completed the full payment and uploaded all material within October 30, 2020, will not be evaluated by the Jury, losing the chance to compete for the Awards.

EXAMPLES BASED ON THE STANDARD ENTRY FEE:

Example A: 1 venue entered in 1 category = €550 (1st category)

Example B: 1 venue entered in 2 categories = €550 (1st category) + €350 (additional category)

Example C: 2 venues entered in 1 category each = €550 (1st category) + €550 (1st category)

*Venues can be entered in one or more categories, while destinations and convention bureaus can only be entered in their dedicated category (i.e. "Destination/convention bureau category").

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., 15th August, 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: BLA World 2020 + [number of entries] + [name of the organisation]

DELEGATE PASSES

Delegate Passes can be purchased and paid for only by credit card on www.beaworldfestival.com

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