

## OFFICIAL REGULATION SANISS 2023

- **Registration start-up date for agencies:** December 9.
- **Registration start-up date for entries:** December 9.
- **Entry closing date:** April 4.
- **Notification to winners:** April 10.
- **Winner's rights payment:** April 10 - 13.
- **Awards ceremony:** May 5.

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**LOCATION AND DATES:** MAY 5 2023, Madrid (Spain)

**WHO CAN REGISTER?** Multinational and/or strategy companies, those that belong to a network, as well as independent agencies: large, medium, or small communications and creativity firms, Pharma and Healthcare, PR, Producers of commercials or content, Media Agencies, Creative Studios, Design Studios, Music Producers, Multimedia Studios, Active and Development Agencies, Logistic Operators for BTL, Creative Boutiques, Image Consultants, AI, App developers, game developers, DATA consulting companies, B2B companies, BTL Agencies, Interactive Agencies, Direct Marketing and Development Agencies, Post-producers, Animation Studios, Image and Sound Producers, Content Producers, Communication Agencies, Television, Communication Consultants and other businesses related to creative Communication and strategy. Additionally, Announcers, Department of State Communications, Internal Institutional Relations, In house, The Media, Press, and NGO's.

**WHO CAN'T PARTICIPATE?** Freelance agencies (that are not commercially registered), and companies not legally constituted may not participate.

**HOW TO REGISTER?** 1. Register your agency in the Registration section. 2. Once you register, you must wait between 2 and 24 hours for the company to be reviewed and validated before you can upload your entries. 3. This agency registration will give you 5 spaces to upload your case (s) free of cost. 4. Only if the agency turns out to be a winner, you must pay the rights to the award. The payment is made only for the entry(ies) awarded. Please note that, starting this year, shipping costs will already be included in this payment, so there will be no additional charges of any kind. In order to be able to upload the entries, and for them to be judged, a username and password are required, these will be delivered once the subscription of your agency has been completed our registration platform.

**WHAT ARE THE PAYMENT METHODS FOR WINNERS?** Online payment: Through a PayPal link on the festival website: <https://sanissawards.com/payments/> credit card, but requesting the link by contacting [marketing@sanissawards.com](mailto:marketing@sanissawards.com), or payments via international bank transfers.

**DEADLINE FOR REGISTRATION:** Registration for entries ends on April 4, 2023, at 23:59 hours NY. After that time and date, you may not upload anymore cases unless specified by the festival. In case there is an extension date, the festival will post it in all of its social media, on its own digital agenda and that of its media partners. The work will be uploaded online without any exceptions following the technical instructions exhibited in [www.sanissawards.com](http://www.sanissawards.com)

**MATERIAL, REGISTRATION OR PAYMENT CONSULTS:** To consult work, registration, data sheets, or payment processes, please contact us via email, at [marketing@sanissawards.com](mailto:marketing@sanissawards.com), or Via Google Meets, scheduling a meeting.

**ACCEPTANCE OF REGULATIONS AND BROADCAST:** The participants should accept the regulations in the registration area for agencies by clicking the button that says “I accept terms and conditions”. If not accepted, the agency participating will not be able to register.

**HOW MANY ENTRIES CAN BE UPLOADED?** All agencies previously registered and validated can upload up to 5 entries. In case the agency wants to send in more entries or campaigns than permitted, each piece/campaign will have an additional cost of USD190.

**REQUIREMENTS THAT THE REGISTERED MATERIAL MUST MEET:**

1. The material uploaded must have the authorization by the client, brand or announcer (if requested). The agency and/or owner of the copyrights of the pieces, must have issued, published or implemented it between January 1, 2021 and April 3, 2023.
2. If the participant has completed work, but has not published it before April 4, 2023, but it will be published before April 10, 2023, they may register prior with confirmation from the advertiser.
3. The Festival and the judges have the right to disqualify work from any stage of judging if there is work that does not meet the festival’s requirements and conditions.
4. The organization can request, if it’s necessary for judging, proof of guidelines or execution and/or results of the category efficiency, which will be presented 72 hours upon being requested.
5. The signature or brand image of the agency cannot be on the material uploaded. For an impartial judgment, it’s necessary to only see the work, without knowledge about the agency it was created by.
6. Work cannot be altered in order to participate. It must be uploaded as it was issued and/or put into effect.
7. Graphic material must be in English. (Mandatory)
8. In the Print & Design category, if there’s a logotype or an image of an original typography (graffiti, murals, etc.) it may be presented in its original language, but translated into English subtitles once the material is ready to be registered.
9. In case of audiovisual or radio segments that are in another language, other than English, they must have English subtitles.
10. All the categories will submit to a GRAND PRIX the work pieces with the highest score received by the judges. The 3 pieces with the best scores by subcategory will be acknowledged with a gold, silver, or bronze trophy.
11. If the winner results given by the judges do not meet the quality standards, it is possible that some categories will be deserted.

**PAYMENT: AWARDS WINNING FEE:** In the Festival, only the winners of grand prix, gold, silver or bronze, will have to pay a winner’s fee. Between April 10 to 13, the finalists’ winners will be notified so you can pay the award rights before April 13, 2023. The finalists’ winners of the Saniss Awards 2023, will only be official by our own media, with allies and among the general public, once the payment for award rights

has been validated. If not paid, the winner will be disqualified from this official publication and for this reason, they are not allowed to make press releases or mentions.

**JUDGES AND VOTING FORM.** ● The judges cannot vote for entries uploaded by their company or agency. ● No judge will be assigned to score a category his/her agency is participating in. ● Close attention will be paid to the judges to ensure they do not issue favors and that they are affected by a bias towards work from their country. The president of that subcategory will decide if a judge merits a review. ● The judges will vote online from their own countries, but may connect online to resolve any issues that may occur. ● The selection of the Titanium, the best piece of the year, will be done in person by the juries that confirm attendance to the Awards Ceremony and will be the only piece that will be voted in person. ● The jury is made up but a highly competitive team, and their diversity guarantees an impartial vote at the time of work review. The jury is formed by professionals from national advertising agencies, multinational and mixed; directors of professional associations; brands or clients; Marketing Research professionals from companies; Marketing managers; the press and executive directors from digital agencies, etc. ● The judges' panel is made up of professionals from Europe, America, Oceania, Asia and Africa. You can see a list of all the judges and presidents of the judges' panels for this edition of the festival on [sanissawards.com](http://sanissawards.com) ● If the organization identifies favoritism or alliances among judges, they will be replaced and blocked from participating in the Saniss Awards in the future, both as speakers or guests, for 3 years. ● The online voting system guarantees that judges are more autonomous when it comes time to vote. It allows them to analyze every detail of the pieces comfortably, without restraints. ● The judges will receive a username and password to analyze each and every work piece submitted to the category in which they were assigned. The site also allows the judges to score each work and cast votes for 1st, 2nd, or 3rd place (Titanium, Grand Prix, Gold, Silver, Bronze). **AWARDS AND SCORES IN THE GENERAL CATEGORIES:** *AGENCY OF THE YEAR:* Only first place winners will be given the opportunity to compete in this category and will be given the complete score obtained by the points given in each and every award given (gold, silver, bronze or a plaque). *INDEPENDENT AGENCY OF THE YEAR:* Given to the independent agency with the highest global score from the total amount of awards received (Titanium, Grand Prix, Gold, Silver and Bronze). *NETWORK OF THE YEAR:* Given to the multinational network with the highest global score from the total amount of awards received by all of the agencies affiliated with the network, (Titanium, Grand Prix, Gold, Silver and Bronze). *BEST CREATIVE DIRECTOR:* Given to the best Creative Director worldwide from the sum of metals and mentions obtained by his/her agency in Saniss. **SCORES:** The following scores will be given to determine each winner of the general categories previously mentioned: ● Titanium: 20 points. ● GRAND PIX: 16 points. ● GOLD: 12 points. ● SILVER: 8 points. ● BRONZE: 4 points. **TROPHIES AND AWARD CEREMONY:** In every category a trophy will be given in titanium, grand prix, gold, silver, or bronze. Once the winning finalist are published, they will have to

confirm assistance at the awards ceremony taking place at Dubai. It's important to confirm assistance before April 15 2023, to guarantee trophies delivery to the winners. **TROPHY REPLICAS:** If the Company wishes a replica of the trophy, up to 2 replicas per winner can be provided by the festival. Each replica has a cost of USD\$230 and the delivery cost will be charged to the company or agency that orders it. This payment includes shipping and customs costs.

**ORGANIZATION ATTRIBUTIONS:** Saniss Awards can change the subcategory piece if the judge considers that it fulfills the characteristics of the new rearrangement. The festival can join categories if the amount enrolled is at minimum, in order to guarantee a high standard of judgement. \* Saniss is exempt from any and all responsibilities of damages caused and/or any injury sustained by the participants and their material registered, including: fortuitous cases, errors at the time of registering material or uploading work and/or technical specifications, reasons of higher strengths, third party acts and/or any other responsibilities that can be used to directly accuse the organization. \* Saniss Awards / Stellar Shine SAS will not give the award to anyone that has not made the respective payment. \* Saniss Awards / Stellar Shine SAS will only publish finalists to the press, communities, and our site, once the payment has been made for the awards copyright meaning TITANIUM, GRAND PRIX, GOLD, SILVER, and BRONCE. By not doing so, they will be excluded from official publications. - Unplanned circumstances in this regulation will be settled by Stellar Shine SAS and their decision will be unquestioned. \* Upon registering material in the Festival, Saniss Awards / Stellar Shine SAS bears responsibility and the total acceptance of their rules and conditions and authorities of the organization. \* The participants must clearly authorize the Festival to publish their names, brand, images, personal information, and material registered in the press, without the right to receive compensation of any kind. \* All the material registered can be used by the Festival and be incorporated into its archive to promote SANISS AWARDS. The participating agencies automatically allow Saniss to create presentations, TV programs, radio, internet, or any media using the agencies' material. This also includes books, magazines, pamphlets, sites, or any other communication media.

The Festival can take the liberty to modify the dates above, if it is necessary due to major complications or inconvenience due to the dynamic of the awards.

Best regards,

**ACADEMIC AND LEGAL COMMITTEE**  
**SANISS AWARDS 2023**  
**Madrid, Spain**