

OFFICIAL REGULATION LUUM 2021

Registration start-up date for agencies: June 10
Registration start-up date for entries: June 10
Deadline for registering work pieces: September 19
Finalists' notification: October 1-2
Deadline for finalist payment (Winners): Until October 8

LOCATION AND DATES: Geneva, Switzerland, November 4

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.

WHO CAN REGISTER? The festival is made up of global participation from big, small, or medium sized independent advertising agencies and networks of multinational agencies. This includes: Pharma and Healthcare Agencies, PR Agencies, Producers of commercials and content, Announcers, In house, Media Agencies, Creative Studios, Design Studios, Music Producers, Multimedia Studios, Active and Development Agencies, Logistic Operators for BTL, Creative Boutiques, Image Consultants, BTL Agencies, The Media, Interactive Agencies, Direct Marketing and Development Agencies, Post-producers, Department of State Communications, Animation Studios, Image and Sound Producers, Content Producers, Communication Agencies, Television, Press, Communication Consultants, Internal Institutional Relations, etc.

WHO CAN'T PARTICIPATE? Freelancers and non-legally established companies.

HOW TO REGISTER? 1. Register your agency in the Registration section 2. After the registration, you will receive an email, if accepted then you will be able to submit your entries 3. This agency registration will give you 4 spaces to upload your case (s) at no 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 of the entry(ies) with the one (s) that was awarded. Please note that starting this year, shipping costs will already be included with this payment, so there will be no additional charges of any kind. In order to be able to upload the entries, and for their respective judgement, it's required user and password, these will be delivered once the subscription of your agency has been done in our registration platform.

WHAT ARE THE PAYMENT METHODS FOR WINNERS? Online payment: through Credit Card, PayPal in the festival website: <https://luumawards.com/payments/> or Payment through international bank transfers. **DEADLINE FOR REGISTRATION:** Registration for work entries ends September 19, 2021, at 23:59 hours Switzerland. After that time and date, you may not upload anymore work unless they're special techniques or 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.luumawards.com

MATERIAL, REGISTRATION OR PAYMENT CONSULTS: To consult work, registration, data sheets, or payment processes, please contact through email aw@luumawards.com, and Via Hangouts.

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.

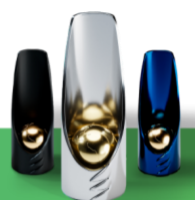


HOW MANY ENTRIES CAN BE UPLOADED? All agencies previously registered and validated can upload up to 4 entries. In case the agency wants to send in more entries or campaigns than permitted, each piece/campaign will have an additional cost of USD190.

REQUIREMENTS THAT THE REGISTERED MATERIAL MUST MEET: 1. The material uploaded must be endured with 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 June 1, 2019 and September 1, 2021. 2. If the participant has completed work but has not published it before September 1, 2021 but it will be published before September 19, 2021, 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 after 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, 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 festival will only awards Titanium, Grand Prix and Gold medals, no silver or bronze medals will be awarded. 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 Grand Prix and Gold winners, must pay awards rights. Between October 1 & 2, the finalists' winners will be notified, in order to pay the award rights until October 8, 2021, the fee depends on the registered category (there are 2 payments, depending on the category), which you can see on the official website of the event. The finalists' winners of the Luum Awards 2021, 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.

JURIES AND VOTING FORM. ● The jury cannot vote for the entries uploaded from their company or agency. No judge will be assigned to score the category his/her agency has subscribed to. ● The system will review with attention if a judge favors or is affected by a bias by some work in their country, or in a category that they have judged to determine with the president of that subcategory if that 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 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 among others. ● The jury is formed by professionals from Europe, America, Oceania, Asia and Africa. ● If the organization realizes that there are favoritism or alliances among judges, they will be replaced and blocked from participating in the Luum Awards again, both as speakers or guests during 3 years. ● The online voting guarantees that the judges are more autonomous at the time of



voting. It allows them to analyze every detail from the pieces comfortably, without restraints.

- The judges will receive a username and password to analyze each and every work piece submitted in the category, in which they were invited to vote for. The site also allows the judges to score each work and cast votes awarding the Gold to the best entry in each subcategory.

AWARDS AND SCORES IN THE GENERAL CATEGORIES: 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 plaque):

1. BEST COMMUNICATIONS COMPANY OF THE YEAR: Given to the agency with the highest global score from the total amount of awards received (Titanium, Grand Prix, Gold)

2. INDEPENDENT AGENCY OF THE YEAR: Given to the independent agency or multinational network, with the highest global score from the total amount of awards received by all of the agencies affiliated with the network.

3. BEST CREATIVE DIRECTOR: Given to the best Creative Director worldwide from the sum of metals obtained by his/her agency in LUUM. **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.

TROPHIES AND AWARD CEREMONY: In every category a trophy will be given to Grand Prix and Gold. Once the winning finalist are published, they will have to confirm assistance at the awards ceremony taking place at Geneva, Switzerland. It's important to confirm assistance before October 3, 2021, to guarantee trophies delivery to the winners.

TROPHY REPLICAS: If the Company wishes a replica of the trophy, there will be given up to 2 replicas per winner. Each replica has a cost of USD275 and the delivery cost will be charged to the company or agency that orders it.

ORGANIZATION ATTRIBUTIONS: - Luum 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. - Luum 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. - Luum / FESTIVALESFICE S.A.S will not give the award to anyone that has not made the respective payment. - Luum / will only publish finalists to the press, communities, and our site, once the payment has been made for the awards rights. By not doing so, they will be excluded from official publications. - Unplanned circumstances in this regulation will be settled by Luum / FESTIVALESFICE S.A.S and their decision will be unquestioned. - Upon registering material in the Festival, Luum / 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 Luum Awards. The participating agencies automatically allow Luum 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.

Best regards,

ACADEMIC AND LEGAL COMMITTEE

