



## OFFICIAL REGULATION LUUM AWARDS 2026

**Agency Registration and Entry Submission Open:** May 21

**Final entry deadline:** October 2

**Judging:** October 7 – 10, 2026

**Winners Notified:** October 12

**Deadline for award rights payment (Winners):** October 26

**LOCATION AND DATES\*:**

**Judges' Gathering (Geneva, Switzerland):** October 29

**Volunteer Experience (Costa Rica):** November 12 – 13

\*The festival is at liberty to modify the dates above if necessary due to major complications or inconveniences due to the dynamic of the awards.

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**WHO CAN REGISTER?** Multinational agency networks, independent agencies, brands, NGOs and state and mixed agencies. This includes: Pharma and Healthcare Agencies, PR Agencies, Producers of commercials and content, Announcers, In houses, 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 or businesses that are not legally established

**HOW TO REGISTER?** 1. Register your agency in the Registration section. 2. After registering, you will receive an email (if accepted you can proceed to upload your cases) In order to be able to upload entries, and for their respective evaluation, a username and password is required, these will be sent to you, once your agency registration has been validated. 3. This agency registration will give you 4 opportunities to upload case(s) free of cost. 4. You must only pay for award rights should your agency win.

**DEADLINE FOR REGISTRATION:** Registration for entries ends on October 2 2026, at 23:59 hours (in each respective country). After the specified date and time, you may not upload any more entries unless specified by the festival. In case there is an extension, the festival will post it in all of its social media, on its website and that of its media partners. Cases will be uploaded online (without any exceptions) by following the technical instructions provided on [www.luumawards.com](http://www.luumawards.com).



**MATERIAL REGISTRATION OR PAYMENT ASSISTANCE:** For consultations regarding entries, registration, data sheets, or payment processes, please contact us via email at [aw@luumawards.com](mailto:aw@luumawards.com).

**ACCEPTING TERMS AND CONDITIONS:** Participants should accept the regulations in the agency registration area on the website by clicking the button that says, "I accept the terms and conditions." If not accepted, the agency 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 the instance that the agency wants to submit more entries or campaigns, each additional entry will cost USD \$190.

**REQUIREMENTS FOR REGISTERED MATERIAL:** 1. The material uploaded must be submitted with the authorization of the client, brand or publisher. The agency and/or owner of the copyrights of the pieces, must have issued, published or implemented it between April 30, 2025 and October 2, 2026. 2. If the participant has completed work but has not published it before October 2, 2026, but it will be published before October 15, 2026, then they may register prior to the festival with approval from the client. 3. The Festival and the judges have the right to disqualify work from any stage of judging if the piece does not meet the festival's requirements and conditions. 4. The organization may request proof of the guidelines or execution and/or results for category efficiency. This information should be provided with 72 hours of the request. 5. The signature or agency image cannot be on the material uploaded. For impartial judging, judges may only see the work, without knowledge of the agency it was created by. 6. Pieces 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 with English subtitles once the material is ready to be registered. 9. Audiovisual or radio segments in another language, must have English subtitles. 10. Not all the categories will be considered for a GRAND PRIX, only the cases with the highest scores from the judges. The festival only awards gold and silver medals, it does not award bronze medals. If the winning cases do not meet the quality standards, it is possible that a category will go without any awards. For the presentation of cases, it should not be mentioned whether the entry submitted has won at other advertising festivals.

**PAYMENT / AWARD FEES:** With Luum, only the winners of gold and silver pay for the award rights (USD \$670 each). The winners of Grand Prix and the Titanium Awards will have the option to pay for trophy production (USD \$ 390) but will not be required to make an additional



payment for the award rights. Winners will be notified on October 12 and asked to make a payment for the award rights before October 26, 2026. The winners will only be announced via our media partners once the payment for the award rights has been validated. If not paid, the winner will be disqualified and will not be allowed to issue press releases announcing itself as the winner. **As of the 2026 edition, if the customs authorities in the winner's country charge taxes for the nationalization of the trophies, these costs must be assumed by the winner.**

Agencies that have been banned in previous editions for the non-payment of award rights, may deposit USD\$ 170, as a guarantee of participation. This amount will be returned if they are not winners or will be applied to the payment of the awards obtained if they win: this is a requirement to ensure their participation for future festival editions.

Cases that are disqualified for plagiarism, misuse of content, falsification of information, or for any other cause that, in the opinion of the Festival Committee, constitutes as an infringement of the rules of the competition, will not be entitled to any refund.

In the event that an entry is initially made by an agency and, at the time of award rights payment, it is requested that a second agency be added as a participant in the recognition, an additional fee of USD \$90 will be applied for each agency added (up to 2 additional participants per piece).

**JURIES AND VOTING:** The first-round judges will score the cases online. The Grand Prix and Titanium awards will be determined during an in-person gathering with judges from the first round that are able to join us in-person in Geneva, Switzerland. Agencies with a judge participating in the event are still able to submit cases, the judge will simply not be assigned categories where their agency has submissions. The judge cannot score entries uploaded by their company or agency. No judge will be assigned to score the category his/her agency is participating in.

- If it is apparent that a judge favors or is affected by bias towards work from their country, the president of that subcategory will be asked to consider whether the score merits a review.

**AWARDS AND SCORES IN GENERAL CATEGORIES (This option does not include a physical trophy):** 1. NETWORK OF THE YEAR. This award will be determined based on the total number of awards obtained by the network in the festival. (Titanium, Grand Prix, Gold, Silver)

2. INDEPENDENT AGENCY OF THE YEAR This award will be given to the agency that obtains the highest score, after adding up the total points obtained for the awards won. (Titanium, Grand Prix, Gold, Silver)

3. INDEPENDENT NETWORK OF THE YEAR: This recognition will be awarded based on the total number of awards obtained by all the offices within the Independent Network at the festival. (Titanium, Grand Prix, Silver, Gold)



4. **BEST GLOBAL INDEPENDENT CREATIVE DIRECTOR:** This recognition will be awarded based on the total number of awards obtained under the creative direction of the nominated professional.

5. **REGIONAL AGENCIES OF THE YEAR:** This recognition is determined based on awards obtained by the agencies in respective regions, countries or continents.

**SCORES:** The following scores will be given to determine each winner of the general categories:

- Titanium: 20 points.
- GRAND PRIX: 16 points.
- GOLD: 12 points
- SILVER: 8 points.

**WHAT ARE THE PAYMENT METHODS FOR WINNERS?** Online payment: through Credit Card, PayPal in the festival website: <https://luumawards.com/payments/> or via international bank transfers. **Remember that customs charges will not be included in this payment.**

**TROPHIES AND AWARD CEREMONY:** ● Judges will award Gold, Silver, Grand Prix and Titanium. Gold and Silver will be awarded to the first and second best scores in each subcategory, as long as the case meets the minimum threshold of excellence. ● Grand Prix: Only the best scores in each subcategory, that obtained gold, will be able to compete for this recognition. ● Titanium: This will be awarded to the best case among all the Grand Prix, and will be determined by a vote by the judges in attendance at the in-person gathering that will take place in Geneva, Switzerland. Once the winners are made official, they will be asked to confirm their attendance at the volunteer experience and award ceremony in Costa Rica. It's important to confirm attendance before October 10, 2026, to determine whether the trophies will be delivered at the event or shipped. The prices for the volunteer experience and award ceremony, will be published on Luum's official channels once confirmed. This payment will be allocated 100% to the NGO(s) we will be volunteering with. In the instance that you confirm and not show up for the event, an additional charge of USD \$50 per trophy will be assigned– this fee is intended to cover the costs of packaging and reshipping the trophies to their destination.

If the trophy shipment corresponds to a country other than the agency's registration information, there will be an additional fee of USD \$150.

**TROPHY REPLICAS:** If the participant requests a replica of the trophy, we can arrange for up to 2 replicas per winner. Each replica will cost USD \$350. If the replica needs to be shipped to a destination other than the one where the original trophy will be sent, it will have an additional cost of USD \$85. If the replica goes to the same destination as the original trophy, it will have an additional shipping cost of USD \$45. Note that if the trophies were delivered at the ceremony and the replica is to be sent after this event, it will have an additional cost of USD \$120.



Should you request replicas with a destination other than the destination for the original trophies, or if the request is made after the delivery of the obtained trophies, sending such replicas will incur a cost of USD \$120.

**ORGANIZATION ATTRIBUTIONS:** - The Luum Awards can change the subcategory (of the submission or case) if a judge considers that it better suits the characteristics of a different category. The festival can merge categories if the number of submissions does not meet a minimum threshold, in order to guarantee a high standard of judging. If the participant does not agree with such recategorization, the entry may be disqualified. 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, third party acts and/or any other responsibilities - Luum / FESTIVALESFICE S.A.S will not give a physical trophy to anyone that has not made the respective awards payment. - Luum will only publish finalists to the press, communities, and our site, once the payment has been made for the awards. 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, the agency bears responsibility and the total acceptance of the Festival's rules and conditions – 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 the 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.

In the instance that a campaign nominated for an award should later be disqualified for plagiarism, or demonstrated creative influence, the values already paid for the award rights will not be refunded. The responsibility for the originality of the registered pieces rests exclusively with the participants.

Best Regards,

**ACADEMIC AND LEGAL COMMITTEE  
LUUM AWARDS**

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