



MILAN (ITALY) - 27-30 NOVEMBER 2019

# Tips & Tools

## Mandatory Material

### List of Fields to Complete on Location Entry Form

#### - VENUES -

## TIPS & TOOLS

In order to enter your venue at best and make the evaluation process easier, it will be enough to follow a few simple rules:

- Before submitting your location(s), download and read carefully the Call for Entries.
- When completing the location form, keep in mind that a clear presentation of the location is a plus during the evaluation process. Keep the text clean and avoid BLOCK LETTERS if not necessary. Special characters (e.g. Ö, ê, ü, \$, >, £, &, < etc.) are discouraged (especially in the event title and in the company names) as they may cause problems.
- In the location form, complete all fields marked with an asterisk (\*) as they are mandatory. Pay attention to the maximum amount of characters allowed in each field (exceeding text will not be published). You will not be able to proceed to the next step until all mandatory fields are properly filled.
- Double-check the spelling of the name of the venue, as it will be published as it is.
- The online platform will not upload files bigger than the required size. Please check the size of your materials (logos, pictures and videos) before the upload.
- We recommend your preparing the texts on a Word sheet and then proceed by copying and pasting the content in the dedicated blank fields. We also recommend you to save your work as draft at the end of each step while completing the location form.
- English subtitles and/or voice over are recommended in the long video/slide show.
- No subtitles and no voice over, but only music, are recommended in the short video/slide show
- Once uploaded and submitted, videos/slide shows cannot be changed anymore. No other videos/slide shows will be accepted.
- If your location is shortlisted, during the live presentations you will be able to provide further material highlighting the potential of your location such as press reviews, publications, gadgets created for the event and market data that can be useful for the Jury evaluation (no additional videos, slide show, PPTs or other documents to show on screens will be accepted).

## MANDATORY MATERIAL

- On-line form duly completed.
- Logo of the venue (PNG, no background, high resolution 300 dpi, 1024x1024px min.).
- 3 pictures of empty venue (JPG, high resolution 300 dpi, 1024x768px min.).
- 3 pictures of each event mentioned (JPG, high resolution 300 dpi, 1024x768px min.).
- 3 pictures of the floor plan (JPG, high resolution 300 dpi, 1024x768px min.).
- Long video or slide show (90 seconds max.) MP4 - L1920px H1080px (100MB max.).
- Short video or slide show (30 seconds max.) MP4 - L1920px H1080px (100MB max.).

## LIST OF FIELDS TO COMPLETE ON THE EVENT ENTRY FORM

\* Fields marked by an asterisk are compulsory.

**1. Name of venue\*:**

(As you would like it to appear on your trophy/plaque)

**2. Website\***

**3. Country\***

**4. City\***

**5. Address\***

**6. Geographic location\***

**7. Type of venue\*** (tick all that apply)

**8. Capacity\***

**9. Starting year of operations within event industry\***

**10. Average number of events hosted in a year\***

**11. Services available\***

(Specify if the venue has/provides restaurant(s), bar(s), warehouse(s), changing rooms, catering service, organising dept. etc. (500 characters max, including spaces)

**12. Category(ies)\***

**13. Description and strengths of the venue\***

Describe why you believe your location is particularly suitable and attractive for events in the selected category. Describe your USP and why customers should choose your location compared to your competitors locations, to host events in the selected category. (500 characters max., spaces included)

**14. Logistic & accessibility\***

Specify distance from airports/railway stations, highways, metros, free/paid/exclusive parking, garage, driveways, loading/unloading areas, etc. (500 characters max, including spaces)

**15. Concept and design\***

Describe the venue's concept, its architectural features, interiors design and available furniture and fixtures. (500 characters max, including spaces)

**16. Flexibility and versatility\***

Describe how spaces are adapted according to customer needs and the typo of selected event. (500 characters max, including spaces)

**17. Technology and innovation\***

Describe the available technologies and latest innovations. (500 characters max, including spaces)

**18. Sustainability and certifications\***

Specify if the venue has been designed according to sustainability parameters, if sustainability elements/projects have been included and if possesses other certifications (e.g. quality, safety, environment, energy, etc.). (500 characters max, including spaces)

**19. Basic audio/video/lighting equipment\***

Please provide details of equipment available on site. (500 characters max, including spaces)

**20. Basic set up/production design equipment\***

Please specify any set up/production design equipment available on site. (500 characters max, including spaces).

**21. Case study #1 / Case study #2**

Report two events that took place at the entered location specifying:

- Name of the event\*
- Organising company\*
- Name of organising company representative\*
- Job title of organising company representative\*
- Email of organising company representative\*
- Client company\*
- Date\*
- Description\* (500 characters max, including spaces)

## CONTACTS

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