



MILAN (ITALY) - 27-30 NOVEMBER 2019

## Call for Entries 2019

### THE LIVE COMMUNICATION WEEK

*Next November 26<sup>th</sup>-30<sup>th</sup>, in Milan, Italy, the first ever Live Communication Week, organized by ADC Group, will gather about 2000 event and marketing professionals to create new business opportunities and facilitate the meeting between supply and demand; enhance the event as a strategic marketing tool; offer training and updating opportunities; celebrate the creative excellence and the best projects of the Italian and global event industry*

Within the **Live Communication Week**, ADC Group is organising several initiatives dedicated to the international event market: **Bea World - The International Festival of Events and Live Communication** and the connected **Best Event Awards** (14<sup>th</sup> year) and **Best Location Awards** (2<sup>nd</sup> year). The Live Communication Week will host as well initiatives addressed to the local market: the Italian **Best Event Awards** (16<sup>th</sup> year), **Best Event Organisation Awards** (3<sup>rd</sup> year), **Best Location Awards** (4<sup>th</sup> year) and **Best Catering Awards** (3<sup>rd</sup> year).

### THE BEA WORLD FESTIVAL

*The Bea World Festival is the essential meeting place and networking event for the international event community. Three inspiring 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.*

Created in 2006 to recognise and promote excellence in events and live communication, the **Best Event Awards** have helped participating agencies from 37 countries around the globe in finding inspiration and new ideas for their events, and are now acknowledged as the main international industry recognition. As in previous years, shortlisted agencies will have the opportunity to present their projects live to the Jury and Bea World Festival delegates. **Bea World Festival 2019** will take place in **Milan (Italy)** from **27<sup>th</sup> to 30<sup>th</sup> November**.

## FESTIVAL FORMAT

### Day 0 – 27 November 2019

#### Welcome to Milan, welcome to Bea World Festival

In the evening, Bea World Festival delegates will be greeted with a welcome drink to start networking in a convivial atmosphere.

### Day 1 – 28 November 2019

#### Showcase your event

The first day will focus on the Best Event Awards and Best Location Awards, with live presentations of shortlisted events and locations. In ten minutes, nominees will have the chance to convince a highly qualified internatio-

nal Jury to be worthy of the award. All delegates are welcome to attend the live presentations and discover the best creative solutions devised by top event and communication agencies in the world, as well as the most innovative event venues and destinations. Dinner will be an additional opportunity for networking and entertainment for all delegates.

### Day 2 – 29 November 2019

#### Learn, network and celebrate

On the second day of the Festival, a rich and varied content and networking programme will offer delegates inspiring keynote presentations able to provide a global and comprehensive view of the world of events and live communication,

technical workshops to acquire new practical skills, individual meetings with experts and effective networking opportunities to find inspiration and expand their business. In the evening, the Awards Ceremony of the Best Event Awards and Best Location Awards will acknowledge the best events, venues and destinations of the year.

### Day 3 - 30 November 2019

#### Discover Milan

After two intense working days, it will be time to discover Milan and its surroundings. On Saturday, delegates will have the opportunity to enjoy organised leisure activities while networking in a relaxed context.

## THE BEST EVENT AWARDS

### GENERAL RULES & REGULATIONS

**'EVENT' DEFINITION:** An event is a live experience, planned in advance, in a limited period of time, with the objective of affecting the perception or behaviour of the audience, duly included in the marketing mix.

1. Entries can be commercial or non-commercial events, organised by event industry bodies based all over the world, including events agencies, public relations, communications, promotions, advertising and web agencies, corporate companies, public bodies, associations, non-governmental and non-profit organisations, locations, etc.
2. Events must have taken place anywhere in the world between 1 August 2018 and 31 August 2019. In the case of a roadshow, it is sufficient that a single stop has taken place within the eligibility period\*.
3. Each project can be entered only once for the Best Event Awards. Projects entered for a second year will be automatically rejected.
4. Each organisation can enter as many events as wished in one or more categories, but awards can only be granted in a maximum of 2 categories. This doesn't exclude the possibility of also being awarded the Bea World Grand Prix, Macro Category Awards, Special Awards and Special Mentions.
5. The client's contact details must be provided in the entry form. The Organiser reserves the right to contact the client, if necessary.
6. The applicant is responsible for payment of all entry fees and will be considered the entry's sole contact. Multiple companies can be credited for their contribution to the entered project. Please ensure that all contributing companies are credited on your entry form before finalising your submission.
7. 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](http://www.beaworldfestival.com), according to the entry deadlines.
8. No replacement or additional media will be accepted after an entry has been finalised and received by the Festival's Organiser.
9. Entries cannot be cancelled or removed from the competition.
10. English is the official language of the Festival, therefore all material provided that is not in English must be translated and/or subtitled.
11. All material, documentation and payments must be received by 18.00 CET, 15 September 2019.
12. Entries not gone through due to reasons not attributable to ADC Group will not be reimbursed.

\*It is possible to enter events that have taken place a maximum of 10 days before or after the eligibility period. Please contact the Organiser for further details.

## 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.

## KEY DATES

<b>ELIGIBILITY PERIOD</b>	1 August 2018 - 31 August 2019	
<b>ENTRIES &amp; ONLINE GIURY SESSION</b>	31 May - 31 July 2019	Entry period - Standard fees apply
	1 - 31 August 2019	Entry period - Late fees apply (+€100 on the standard fee)
	1 - 15 September 2019	Entry period - Increased late fees apply (+€150 on the standard fee)
	4 - 13 October 2019	Online Jury session
	16 October 2019	Shortlist announcement
<b>BEA WORLD FESTIVAL</b>	28 November 2019	Live presentations of shortlisted events
	29 November 2019	Awards Ceremony

## JURY AND EVALUATION PROCESS

Bea World Jury members are chosen among marketing/communications/sponsorship managers with local or international responsibilities from well-known multinational corporations, from a representative range of sectors and countries, big investors in live communication, plus members of event agencies' associations who are partners of Bea World Festival. Judging consists of two rounds involving viewing, voting, discussion and awarding of trophies. The Jury Panel will have the right to move entries to a different category if the event doesn't meet the entered category criteria. The decision of the Jury, in all matters relating to the awarding of prizes, will be final and binding.



## LIVE PRESENTATIONS - GUIDELINES

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

- Projection of video (3 minutes max.);
- 3-minute speech;
- 2-minute Q&A.

During the live presentation, entrants will have the opportunity to show the Jury further material highlighting their success, such as press reviews, publications and market data, which can be useful for the Jury's evaluation.

## JURY GUIDELINES

A number of criteria will be considered while judging:

- **Creativity & innovation** – Creative idea to support the objectives and the technological innovations shaping the event experience.
- **Execution** – How the agency achieved the good physical and emotional environment necessary for participant engagement, learning and behavioural change. The participant journey, ambience, engagement techniques and tools (art, entertainment, digital tools, furniture, technology, staging, AV, sustainable efforts).
- **Effectiveness** – Achievement of the stated objectives, such as survey results, financial results or other benefits (e.g. in the case of a non-profit organization).
- **Channel strategy** – Communication channel strategy: the omni-channel strategy applied to the event and its impact according to the objectives.
- **Relevance** with the Company's communication objective and brand values.
- **Overall quality**, especially in comparison to the budget and to the competitors in the same category.

## 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.
- To avoid conflicts between Jury members and candidates, jurors who represent a corporation cannot vote for projects by their own company or by competing companies/brands. Jurors who represent an association and/or an agency cannot vote for projects submitted by their own agency and/or by a competing agency from their own country.
- If there any personal conflict that may influence a Jury member's objectivity in voting, he/she will inform the President and/or Vice President of the Jury and not participate in the voting of the project.
- Jury members will not accept any solicitation from any participants (agency and/or client) that could influence their vote. In case this happens, they will alert the President and/or Vice Presidents of the jury.

## AWARDS & CATEGORIES

The Best Events Awards World features three levels of prizes: the Bea World Grand Prix and – whenever assigned – the Iconic Event Award; the Macro Category Awards; the Event Categories and Feature Categories Awards.

In addition, the Jury will have the opportunity to assign Special Awards.

Winners will receive the trophies and the official digital seal of the Awards. All shortlisted events will be awarded a quality certificate.

Award credits, and associated trophies and certificates, will be given to the entrant company. Other participating parties can purchase duplicate trophies after the Festival.



## BEA WORLD GRAND PRIX

*1<sup>st</sup> place Gold Elephant Trophy / 2<sup>nd</sup> place Silver Elephant Trophy / 3<sup>rd</sup> place Bronze Elephant Trophy*

Awards assigned to the event that, among all entries, was able to combine all the required features for an outstanding performance and achieve the highest score from the Jury's whole evaluation.

## ICONIC EVENT AWARD

*1<sup>st</sup> place Gold Elephant Trophy*

Award to an "icon" event that shines in its own light and value, not comparable to others, such as the opening of the Olympic Games, of a world championship or a global summit.

**IMPORTANT:** Please note that events can be entered only in Macro Categories, Event Categories and Feature Categories. It is not possible to enter an event in Bea World Grand Prix, Iconic Event Award and Special Awards categories.

## MACRO CATEGORIES AWARDS

*1<sup>st</sup> place Gold Elephant Trophy / 2<sup>nd</sup> place Silver Elephant Plaque / 3<sup>rd</sup> place Bronze Elephant Plaque*

Entrant agencies have the opportunity to enter their project in one of the two Macro Categories (B2B or B2C) but projects must first be entered in at least one of the Events or Feature Categories listed below. Each Macro Category features two sub-categories, according to the budget of the event.

**1. B2B EVENT:** Events targeted to business customers/trade partners/internal audience, such as conventions, congresses/conferences, incentives/team building activities, etc.

- a. LESS THAN €500,000
- b. OVER €500,000

**2. B2C EVENT:** Events targeted to the final consumer, such as launch events, roadshows, celebrations, public events, etc.

- a. LESS THAN €500,000
- b. OVER €500,000

## EVENT CATEGORIES AWARDS

*1<sup>st</sup> place Gold Elephant Trophy / 2<sup>nd</sup> place Silver Elephant Plaque / 3<sup>rd</sup> place Bronze Elephant Plaque*

**1. BRAND ACTIVATION:** experiential marketing initiatives that encourage the audience to engage with a product

such as in-store events, street marketing, consumer promotions, shopper marketing, sampling campaigns, etc.

### 2. CONGRESS/CONFERENCE:

Meetings of representatives of a profession, trade body or other interest group to present and discuss a specific topic of common interest targeted to an audience external to the organiser.

**3. CONVENTION:** Events focused on internal and/or external target groups, featuring both institutional and entertainment elements, such as presentation of corporate goals, keynote speakers, awards, guest celebrities, etc.

### 4. CORPORATE CELEBRATION:

Events promoted by a private corporate company to commemorate a recurrence, an anniversary, another special occasion, or to celebrate the opening of new buildings, points of sales etc.

**5. CULTURAL EVENT:** Events that combine cultural impact with show and entertainment values in an original and engaging way.

**6. EDUCATIONAL/TRAINING EVENT:** Events with training/educational goals aimed at any kind of audience.

**7. FESTIVAL:** any organized set of special events, such as musical/artistic performances, plays, happenings, entertainment and festive activities happening in one place during a certain period of time, celebrating a specific theme/topic and targeted to any target, business or consumer.

### 8. INCENTIVE/TEAM

**BUILDING:** Incentive travels and team building events to foster motivation, strengthen the loyalty towards a company and to encourage the reach for business goals. They can be targeted both to an internal or external audience.

### 9. INSTITUTIONAL

**CEREMONY:** opening or closing ceremonies of big events such as the Olympic Games, World Expo or any main institutional or sports events such as global political summits, world championships etc. where an official protocol must be respected.

**10. MEDIA & PR EVENT:** Events specifically (even if not exclusively) targeted to journalists, and/or bloggers and influencers such as press conferences, press days, press presentations etc.

**11. MUSICAL EVENT:** Musical performances/formats, such as concerts, musical comedies, music festivals, etc., featuring show, entertainment and audience engagement.

**12. NON-PROFIT/CSR EVENT:** Events committed to a social issue and with non-profit goals.

**13. PRIVATE EVENT:** Celebrations with family members, friends or closed communities like birthdays, weddings, anniversaries or other private events.

### 14. PRODUCT/SERVICE

**LAUNCH EVENT:** Events specifically designed to launch a new product or service.



## 15. PUBLIC INSTITUTION

**EVENT:** Events promoted by public bodies (e.g. local governments, city councils, etc.), such as cultural events, festivals etc.

**16. ROADSHOW:** Events held in different national or international locations at different times, but with the same concept and purpose, addressed either towards a business or consumer target.

**17. SPORTS EVENT:** Events focused on sports, combined with show and entertainment in an original and engaging way.

**18. TRADE SHOW:** Exhibitions organised for a specific industry to showcase new products or services, targeted to both business and public audiences.

## FEATURE CATEGORIES AWARDS

*1<sup>st</sup> place Gold Elephant Trophy / 2<sup>nd</sup> place Silver Elephant Plaque / 3<sup>rd</sup> place Bronze Elephant Plaque*

Feature Categories differ from Event Categories in as much as the latter refer and apply to a classification of events by their production and objective peculiarities, whereas Feature can apply to any Event Category, but refer only to a specific aspect of the event.

**1. USE OF TECHNOLOGY:** Most creative and effective use of technology in an event, such as virtual/augmented reality, laser shows, interactive devices, etc., to reach the event's goals.

## 2. LOW BUDGET EVENT:

Events carried out with a budget lower than € 50,000, showing outstanding creativity to reach event objectives with a minimal cost per head.

## 3. PROPRIETARY FORMAT:

Event characterized by proprietary format devised and produced by an agency or company.

## 4. SUSTAINABLE INNOVATION:

Most innovative, creative, and effective sustainable achievement, minimising the event's environmental footprint.

## 5. HYBRID EVENT:

Project able to use in a creative and effective way online and offline media (web, social media, adv, pr, etc.) to promote, develop and follow up the event itself.

## SPECIAL AWARDS

*1<sup>st</sup> Place Gold Star Trophy / 2<sup>nd</sup> Silver Star Plaque / 3<sup>rd</sup> Place Bronze Star Plaque*

Special Awards cannot be entered autonomously. All entered events also compete for the Special Awards, regardless of the category they are entered in.



## BEST BEA WORLD EVENT AGENCY

Awarded to the agency whose events will have totalled the highest overall score from entered categories.

The BEST BEA WORLD EVENT AGENCY will be automatically assigned on the basis of the results achieved in each of the Event Categories, Feature Categories, Macro Categories, Iconic Event Award and Bea World Grand Prix. Each top-three placement guarantees a score (see graph on the left). The sum of these individual scores will be used to determine the winners of the Special Awards. If an event steps up on the podium in more than one category, the score assigned to the event is only the highest one.

## PRESS AWARD

The Press Award is assigned by journalists from partnering trade media attending the Festival. The Press Jury will cast a first round of votes via an online ballot, based upon the shortlist of entries determined by the main Jury. A second round of votes will take place during the Festival, during which the Press Jury will evaluate this new "Press shortlist" and choose its winner.

## PEOPLE'S CHOICE AWARD

All shortlisted events will be publi-

shed on the Bea World official mobile app. All registered delegates attending Bea World Festival will have the opportunity to vote for their favourite event. The event with more preferences will be assigned the award.

## SPECIAL MENTION FOR BEST CREATIVITY

The Jury has the power to assign a special mention to the event boasting the best and most original creative idea and technological innovation to reach dedicated business objectives.

## SPECIAL MENTION FOR BEST BUSINESS EFFECTIVENESS

The Jury has the power to assign a special mention to the event boasting the best ROI and able to achieve the stated objectives at a lowest possible cost.

## ENTRY PROCEDURES AND MATERIAL

To enter for the Best Event Awards, register online and complete the form on [www.beaworldfestival.com](http://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 31 July 2019 at 18.00 CET.
- From 1 to 31 August 2019 at 18.00 CET **late fees** apply.
- From 1 to 15 September 2019 at 18.00 CET **increased late fees** apply.

**All material must be delivered and all entry fees must be paid within the date the entry fee applies. Entries will definitely close on 15 September 2019 at 18.00 CET. No deadline extensions will be allowed.**

### MANDATORY MATERIAL

1. Online form duly completed in English.
2. Video showcasing the event: 3 minutes max. (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. Only for shortlisted events (for Awards Ceremony and People’s Choice Award): video showcasing the event: 30 seconds max. (MP4 - L1920px H1080px; 100MB max.). No voice over. No subtitles.
4. Logo of the organising company (**PNG, no background**, high resolution 300 dpi, 1024x1024px min.).
5. Logo of the corporate client (**PNG, no background**, high resolution 300 dpi, 1024x1024px min.).
6. 5 pictures of the event (JPG, high resolution 300 dpi, 1024x768px min.).
7. Only for feature categories: 3 additional pictures of the event highlighting its specific feature (JPG, high resolution 300 dpi, 1024x768px min.).

## AWARDS ENTRY FEES

Entering each event 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 and mobile app.

	Standard Entry Fee (until 31 Jul 18.00 CET)	Late Fee (1-31 Aug 18.00 CET)	Increased Late Fee (1-15 Sep 18.00 CET)
One/First Category	€550	€650	€700
Each additional Category	€350	€450	€500
Macro Category	€500	€600	€650

**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 September 15th, 2019, 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 event entered in 1 category = €550 (1st category)

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

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

**Example D:** 1 event entered in 1 category and 1 macro category = €550 (one category) + €500 (macro category)

**Example E:** 1 event entered in 2 categories and 1 macro category = €550 (1st category) + €350 (additional category) + €500 (macro category)

## DELEGATE PASS FEES

Bea World Delegate Passes can be purchased on [www.beaworldfestival.com](http://www.beaworldfestival.com).

### PLEASE NOTE:

- All delegates pass fees are subject to Italian VAT (value added tax) at 22%.
- Delegates Passes are personal to the holder. Name changes are possible, but a processing fee of €100 + vat 22% for each Pass applies. Changes will be made only upon receipt of payment (via bank transfer only).

DELEGATE PASS (27-30 Nov)	€700 + vat 22%
1-DAY PASS (28 Nov)	€350 + vat 22%
1-DAY PASS (29 Nov)	€550 + vat 22%
LIVE COMMUNICATION WEEK COMBO (26-30 Nov)	see special promotions

## SPECIAL PROMOTIONS ON DELEGATE PASSES

**PLEASE NOTE:** special promotions do not apply to 1-Day Passes.

- **Super early bird offer: €450 + vat 22% (instead of €700 + vat 22%).** Valid only for purchase before 31 July.
- **Early bird offer: €550 + vat 22% (instead of €700 + vat 22%).** Valid only for purchase before 31 August.
- **Special offer for Entrant agencies' Corporate Clients: €350 + vat 22%.** The Corporate Client's Delegate Pass is personal to the holder and not transferable. It will only be available, upon review, for corporate clients of venues/convention bureaus that have entered the competition. If interested, please write to [ilaria.granato@adcgroup.it](mailto:ilaria.granato@adcgroup.it) specifying name, company and job title of the corporate delegate.
- **Buy two & get the third 50% off.** Price will vary according to date of purchase. The first two passes must be exclusively used by members of the same company, while the third can be used by anyone. A special code to redeem the discounted pass will be sent after purchasing the first two passes.
- **Live Communication Week Combo.** An extra discount is available when buying a ticket for the full Live Communication Week (Bea Italy Festival + Bea World Festival). Prices will vary according to date of purchase (€550 + vat 22% until July 31; €680 + vat 22% from August 1 to 31; €860 + vat 22% from September 1).

## PAYMENT TERMS

### AWARDS ENTRIES

All fees must be paid by credit card or via bank transfer by the entry deadline (15 September 2019 at 18.00 CET). 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: Bea World 2019 + [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](http://www.beaworldfestival.com)

## CONTACTS

For commercial information regarding entering the Awards and purchasing Delegate Passes:

**Ilaria Granato** // [ilaria.granato@adcgroup.it](mailto:ilaria.granato@adcgroup.it) // +39 344 0495320

For registration issues regarding the Awards:

**Event Department** // [bea.world@adcgroup.it](mailto:bea.world@adcgroup.it) // +39 02 84190323



## **ANNEX - BUSINESS INDUSTRIES**

*Please refer to this list when selecting the Client Company's industry in the online event entry form.*

### **Banks and Insurance Companies**

Banks; construction companies; credit cards; current and savings accounts; mortgages and loans; investment companies; personal insurance plans; car insurance; pensions and pension plans; real estate investments; real estate developments; financial dealerships and leasing.

### **Bathroom/House Cleaning/Pharmaceutical/Cosmetic products**

Clothing detergents; fabric softeners; dishwasher detergents; cleaning products; air-fresheners; toothpastes; toothbrushes; mouthwashes; toilet paper; sanitary napkins and tampons; tissues; diapers; shaving products and razors; hair brushes; combs; wigs; hair removal products; make-up products; skin care; nail products; perfumes; eau de toilette and aftershave; deodorants and body sprays; shampoos and conditioners; hair spray; gel products; mousses; hair dyes; shower soap and shower gel; sun creams and tanning products; hair dryers; hair straighteners; curlers; OTC drugs and tablets; medicines; vitamins and herbal products; food supplements; insect repellent products; plasters; skin remedies; anti hair loss lotions; condoms; pregnancy tests; other pharmaceutical products; contact lenses; hearing aids.

### **Beverages (Alcoholic/Non-Alcoholic)**

Beer (incl. non-alcoholic beer); cider; alcopops; wine; champagne; liqueur wines; spirits; liqueurs; coffee; tea; chocolate and malt beverages; flavoured milk; carbonated drinks; vegetable and fruit juices; mineral waters.

### **Cars and Other Vehicles**

Cars; jeeps and four-wheel drives; pick-ups; lorries; vans; motorbikes; tires; spare parts; GPS and other navigation systems; service companies; workshops; car dealerships.

### **Clothing and Accessories**

Day; evening and nightwear; underwear; tights and stockings; footwear; sportswear; children's clothing; fabrics for clothing and sewing materials; jewellery; watches; bags and suitcases; belts; sunglasses and spectacle frames.

### **Distribution and Catering**

Department stores and specialised shops; clothing and footwear stores; store cards; supermarkets; DIY stores; pharmacies; opticians; hairdressers; beauty salons; tattoo parlours; laundry service; real estate agencies; photo processors; online stores; online auctions; restaurants and bars; fast food chains; cafes, groceries stores.

### **Electronic and Audio/Video Appliances**

Televisions; Hi-Fi equipment; CD and mini-disk players; MP3 players; computers; laptops; tablets; DVD and Blu-ray players; video players; cameras; camcorders; binoculars; personal telephone equipment including mobile phones (please note that mobile phone providers must register in the "Telecommunications" category); washing machines; dryers; dishwashers; fridges; freezers; ovens; microwave ovens; cooking appliances; kitchen appliances.

### **Entertainment and Leisure**

Clubs; amusement parks and theme parks; gym; health and diet; sporting events; music festivals; orchestras and instruments; exhibitions and shows; discos; bars; museums; art galleries; cinemas and theatres; sports and outdoor sporting facilities; bicycles; boats and caravans; toys; board games; computer games and consoles (e.g. PlayStation; Xbox; Wii; etc.); lotteries; gambling; toys; dating services; social networks (e.g. Facebook).

### **Food/Confectionery and Snacks**

Meat; fish; seafood; soups; gastronomic specialties; cured meats; fruit and vegetables; rice; pasta; pizza; sauces; mayonnaise; vinegar; oil; spices; herbs; pre-cooked and ready meals; baby food and powdered milk; eggs; milk; cheese; cream; butter; margarine and spreads; chocolate; sweets; chewing gum; crisps; snacks; dry fruit and peanuts; sweet and savoury bars; cakes; biscuits; crackers; sugar; jam and marmalade; honey; peanut butter; syrup; bread; rusks; flour; baking ingredients; breakfast cereals; yoghurt and drinking yoghurt; desserts; ice cream.

### **Home (Furnishings/Accessories)**

Home and garden furniture; glasses; cutlery and crockery; bed and table linen; bathrooms; showers and sanitary facilities; home decoration; wall and floor coverings; doors and windows; radiators; air conditioners; lamps; torches; watches; home security products; smoke detectors; tools; garden tools.

### **Non-Profit/Social and CSR**

Anti-smoking; anti-drugs; anti-drunk driving; road safety; health; hygiene; AIDS awareness; gambling addiction; political and religious messages; trade unions; associations; environmental awareness; recruitment of government forces; public, racial and ethnic education; disability and gender equality awareness; charity; funds; blood and organ donation.

### **Public Interest Services**

Yellow Pages; directories; postal services; electricity, gas, and water companies; alternative energy companies; gas stations; public & private health care & clinics; public & private schools and universities; correspondence courses; private practices (e.g. legal, architectural, landscape services); informatics; ICT.

### **Publishing and Media**

Newspapers; magazines; books; vinyl records; CDs; DVDs; Blu-ray discs; radio and TV stations; networks and programmes; cable providers; satellite TV; VOD.

### **Telecommunications**

Telecommunications services; telephone service providers; Internet service providers.

### **Travel, Transport and Tourism**

Airlines; trains and buses; ferries and cruise ships; travel agencies and tour operators; hotels; resorts; car rental; travel passes, tourist boards; city and country promotion.

### **Various**

Pet food and pet care products; gifts and greeting cards; pens and personal stationery products; tobacco & associated products; b2b products/services (including recruitment agencies, advertising, production companies); conference and events services, any other category not mentioned.