



EMF ACE GLOBAL AWARDS 2023

AWARD NOMINATION PROCESSES & GUIDELINES

AWARD CATEGORIES FOR EMF MEMBERS (CORPORATE/GOVT. EVENTS):

| Cat. Code | Category Name | Sub-Category | Brief Description / Category Guidelines |
|-----------|------------------------------|--|---|
| 1 | Corporate / Government Event | Best Use of Technology | The technology used in any event like watch-out projection, 3D Mapping, use of applications, mobile technology, or any other technology used for the event for remarkable impression, impact, and showcase innovation |
| 2 | Corporate / Government Event | Best Innovation of the Year | Any sort of innovation in events or activation. Not necessary to use technology. Innovation can be highlighted as a concept, theme, or execution |
| 3 | Corporate / Government Event | BTL Activation of the Year | Road Show, society activation, mall activation, rally, college or school contact program, or on-ground promotion for brand/product awareness - Not Event. Emphasis on customer engagement & experience |
| 4 | Corporate / Government Event | Best Pavilion Design of the Year | Pavilion or stall designed and executed for a brand for its promotion during a trade exhibition. It should display elegance in design & concept, and innovation. |
| 5 | Corporate / Government Event | Best Product Launch of the Year | Introduction of a new product, brand, or company through innovative ideas considering the core objective of the brand, company, or product and engaging the TG |
| 6 | Corporate / Government Event | Best Corporate Event of the Year | Any sort of event created or executed with the highest possible impact and which has used the most innovative activities for a Corporate/Government Organization with a specific purpose. It could be a channel partner's meet, dealer's meet, customer's meet, internal meet, employee's meet, annual day celebration, festival event, or an event with any other agenda (except product launch) |
| 7 | Corporate / Government Event | Best Conference of the Year | Any sort of conference created or executed with the highest possible impact and which has used most innovative activities with a specific purpose(except product launch or a limited time event). |
| 8 | Corporate / Government Event | Best MICE of the Year - India | An experience created during the MICE (within India) for a Corporate/Government Organization. Need to showcase the value-added services, innovation, and remarkable experience which includes travel, hospitality, and entertainment for the delegates |
| 9 | Corporate / Government Event | Best MICE of the Year - International | An experience created during the MICE (Outside India) for a Corporate/Government Organization. Need to showcase the value-added services, innovation, and remarkable experience which includes travel, hospitality, and entertainment for the delegates |
| 10 | Corporate / Government Event | Best Virtual Event of the Year | An event designed on a virtual platform that showcases creativity in terms of concept, design & content for viewer engagement (conference, seminar, workshop, concert, award ceremony, social events or any other type of event) - Emphasis on higher engagement & amplification |
| 11 | Corporate / Government Event | Best Hybrid Event of the Year | A hybrid event designed with the concept of online & offline combination - Showcases creativity in terms of concept, design & content for viewer engagement (conference, seminar, workshop, concert, award ceremony, wedding, social events, or any other type of event) - Emphasis on higher engagement & amplification |
| 12 | Corporate / Government Event | Best Contact Program of the Year | An event or activity designed to connect with the stakeholders (school/college/society/community/youth) to connect and curate memorable experiences for them and generate greater value for the brand. |
| 13 | Corporate / Government Event | Best Digital Marketing Campaign of the Year for an Event | Campaign design for the engagement of specific events with multiple digital platforms including social media platforms. Showcasing the creativity, engagement, and use of the technology |

AWARD CATEGORIES FOR EMF MEMBERS (PUBLIC EVENTS):

| Cat. Code | Category Name | Sub-Category | Brief Description / Category Guidelines |
|-----------|---------------|--|--|
| 14 | Public Event | Best Live Concert of The Year | A live concert that is full of innovation, energy, entertainment, and engagement for an audience and a unique concept. It could be ticketed or non-ticketed live entertainment show (musical, cultural, comedy or any other live concert) |
| 15 | Public Event | Best Exhibition / Trade Fair (B2B) of the Year | Exhibition and trade fair managed or executed on a turnkey basis of any type (B-2-B Only) for the private sector, Govt. sector, trade association, own exhibition, or any other organization. (not stall or pavilion design). The emphasis will be on strategy, planning, innovation, and result. |
| 16 | Public Event | Best Exhibition / Trade Fair (B2C) of the Year | Exhibition and trade fair managed or executed on a turnkey basis of any type (B-2-C Only) for the private sector, Govt. sector, trade association, own exhibition, or any other organization. (not stall or pavilion design). The emphasis will be on strategy, planning, innovation, and result. It can be a flea market, wedding exhibition, jewellery exhibition etc. |
| 17 | Public Event | Best IP (Intellectual Property) of The Year | Any sort of event or experiential marketing intellectual property owned by award nominated organization showcasing the unique concept, execution and future for the IP. |
| 18 | Public Event | Best CSR Activity / Event of the Year | An event designed with the key objective of creating awareness for a social cause and creating an impact |
| 19 | Public Event | Best Public Event of the Year | The most innovative public event which includes religious events, Spiritual events, or any other large format public event |
| 20 | Public Event | Best Sporting Event of the Year | Any kind of sporting event, tournament, large format opening or closing ceremony for a sporting event, or any other innovative sporting event |
| 21 | Public Event | Best Festival Event of the Year | The most innovative festive event which can be Holi, Diwali, Christmas, Navratri or any other festival celebration with innovation |
| 22 | Public Event | Best Public Events (Other) of the Year | The most innovative public event includes religious events, Spiritual events, birthday, anniversary, property launch, or any other public or special event. |

AWARD CATEGORIES FOR EMF MEMBERS (SOCIAL EVENTS):

| Cat. Code | Category Name | Sub-Category | Brief Description / Category Guidelines |
|------------------|----------------------|--|---|
| 23 | Social Event | Best Wedding of the Year | The most innovative concept, design, décor, art, management, floral, entertainment, execution & high impact for a wedding ceremony. |
| 24 | Social Event | Best Destination Wedding (India) of the Year | Destination weddings within India which have been organized in a gorgeous & innovative manner at the prominent Indian destination. |
| 25 | Social Event | Best Destination Wedding (International) of the Year | Destination wedding (out of India) which is organized in a gorgeous & innovative manner at the prominent International destination. |
| 26 | Social Event | Best Reception of the Year | The most innovative concept, design, décor, art, management, floral, entertainment, execution & high impact for a reception ceremony. |
| 27 | Social Event | Best Sangeet Function of the Year | The most innovative concept, design, décor, art, management, floral, entertainment, choreography, execution & high impact for a sangeet ceremony. |
| 28 | Social Event | Best Cocktail Party of the Year | The most innovative concept, design, décor, art, management, execution & high impact for a cocktail ceremony. |
| 29 | Social Event | Best Mahendi Function of the Year | The most innovative concept, design, décor, art, management, floral, entertainment, execution & high impact for a Mehendi Ceremony. |
| 30 | Social Event | Best Décor of the Year | Showcasing the elegance, innovative & creative décor for any sort of function for a social event. |
| 31 | Social Event | Best Pre-Wedding Function of the Year | Pre-wedding function (other than a wedding, reception, mehendi, sangeet). The most innovative concept, design, décor, art, management, floral, entertainment, execution & high impact for a pre-wedding function. |

AWARD CATEGORIES FOR EMF MEMBERS & NON-MEMBERS (SOCIAL EVENTS):

| Cat. Code | Category Name | Sub-Category | Brief Description / Category Guidelines |
|-----------|---------------|---|--|
| 32 | Social Event | Best Catering Company of the Year | Unique food & beverages for any type of social event showcases the best display, design, creativity & innovation in presentation, menu, etc. for an event catering. |
| 33 | Social Event | Best Invitation of the Year | Unique & innovative invitation design creation & execution for social events. |
| 34 | Social Event | Best Entertainment Design of the Year | A complete entertainment pack - unique & innovative entertainment designed for any type of event. |
| 35 | Social Event | Best Flower Decor of the Year | Creative & elegant flower decor at a social event that showcases the grand & most beautiful theme décor. |
| 36 | Social Event | Best Bride & Groom Entry of the Year | Showcasing the creativity, innovation & theme-based concept for the entry of bride & groom in any type of social event. |
| 37 | Social Event | Best Gifting of the Year | Showcasing the creativity, innovation & theme-based concept for the invitation to any type of social event. |
| 38 | Social Event | Best Décor of the Year | Showcasing the elegance, innovative & creative décor for any sort of social event. |
| 39 | Social Event | Best Designer of the Year | A talented designer or a designing company who designs the entire social event with full of vibrancy, creativity & innovation which gives remarkable impact & impression. |
| 40 | Social Event | Best Production House of the Year | The scale of the wedding, special inventory used, speed and time period or execution, highlights of the production and its impact on venue - Emphasis on large production |
| 41 | Social Event | Best Hospitality of the Year | Showcasing the creativity, innovation, planning & execution for the hospitality management in any type of social event. |
| 42 | Social Event | Best Use of Technology for Production | The technology used in any event like design of sound, light, LED, AV, Graphics, watch-out projection, 3D Mapping, use of applications, mobile technology, or any other technology used for the event for remarkable impression, impact, and showcase innovation |
| 43 | Social Event | Best Furniture Rental Company of the Year | Best furniture for a social event - including stage, chowri, guest seating, VIP seating, etc. |
| 44 | Social Event | Best SFX of the Year | Best Special Effect provider of the year for any type of event. |

AWARD CATEGORIES FOR EMF MEMBERS & NON-MEMBERS (TALENT):

| Cat. Code | Category Name | Sub-Category | Brief Description / Category Guidelines |
|-----------|---------------|--|---|
| 45 | Talent | Best Master of Ceremony (Emcee) - Male of the Year | The anchor (Male) who has hosted or staged a grand event and done a commendable job in hosting an event. |
| 46 | Talent | Best Master of Ceremony (Emcee) - Female of the Year | The anchor (Female) who has hosted or staged a grand event and done a commendable job in hosting an event. |
| 47 | Talent | Best Choreographer of the Year | Unique, Innovative & Impactful Dance Choreographer. |
| 48 | Talent | Best Entertainer of the Year | The award is designed for a unique, powerful & impactful entertainer for any type of event. Specifically for singers, band, musicians and for live music. |
| 49 | Talent | Best Engagement Act of the Year | The award is designed for a unique, powerful & impactful act for the engagement of the guests including a welcome act, Indian/foreign musical act, memory readers, and other performing art artists who have created a greater impact on the event. |
| 50 | Talent | Best Pre Wedding Shoot of the Year | Innovative, elegant & creative pre-wedding shoot with special effects & latest use of technology for any kind of event. |
| 51 | Talent | Best Photography of the Year | Innovative, elegant & creative photography for any kind of event. |
| 52 | Talent | Best Cinematography of the Year | Innovative, elegant & creative Cinematography with special effects & latest use of technology for any kind of event. |
| 53 | Talent | Best DJ of the Year | The performer showcases the best in terms of creativity, unique mixing style & crowd involvement. |
| 54 | Talent | Best Costume Designer of the Year | Costume design for a social event with style, elegance, and creativity. |

AWARD CATEGORIES FOR EMF MEMBERS & NON-MEMBERS (VENUE):

| Cat. Code | Category Name | Sub-Category | Brief Description / Category Guidelines |
|-----------|---------------|--|--|
| 55 | Venue | The ICONIC Venue (India) of the Year | The most Iconic venue/banquet hall/destination/hotel/resort maintains the highest level of service standards, amenities & grandeur and is instrument enough to organize innovative events. |
| 56 | Venue | The ICONIC Venue (International) of the Year | The most Iconic venue/banquet hall/destination/hotel/resort maintains the highest level of service standards, amenities & grandeur and is instrument enough to organize innovative events. |

AWARD CATEGORIES FOR EMF MEMBERS & NON-MEMBERS (SOCIAL EVENTS):

| Cat. Code | Category Name | Sub-Category | Brief Description / Category Guidelines |
|------------------|----------------------|---------------------------------------|---|
| 57 | Social Event | Best Wedding of the Year | The most innovative concept, design, décor, art, management, floral, entertainment, execution & high impact for a wedding ceremony. |
| 58 | Social Event | Best Reception of the Year | The most innovative concept, design, décor, art, management, floral, entertainment, execution & high impact for a reception ceremony. |
| 59 | Social Event | Best Sangeet Function of the Year | The most innovative concept, design, décor, art, management, floral, entertainment, choreography, execution & high impact for a sangeet ceremony. |
| 60 | Social Event | Best Cocktail Party of the Year | The most innovative concept, design, décor, art, management, execution & high impact for a cocktail ceremony. |
| 61 | Social Event | Best Mahendi Function of the Year | The most innovative concept, design, décor, art, management, floral, entertainment, execution & high impact for a Mehendi Ceremony. |
| 62 | Social Event | Best Pre-Wedding Function of the Year | Pre-wedding function (other than a wedding, reception, mehendi, sangeet). The most innovative concept, design, décor, art, management, floral, entertainment, execution & high impact for a pre-wedding function. |

GENERAL INSTRUCTIONS:

EMF ACE Global Awards 2023 is an effort to appreciate and honor the excellent work carried out by the members of EMF Global & Non-members who have done significant work for the event & wedding industry.

The objective is to recognize the extraordinary efforts and talent among the event industry and to motivate the event, wedding & experiential marketing industry of India.

Nomination will be accepted for events/activation carried out during 1st April 2022 to 31st March 2023.

The last day for submission of nomination is **20th June 2022** till 06.00 p.m. Server will stop accepting the entries post cut-off time.

Nominations will be processed for further scrutiny only after the approval of client. Failure to get clients confirmation in stipulated time entitles for disqualification.

Work carried out for other agencies / sub-contracting will not be permitted for scrutiny. Joint nominations are not acceptable. In a very special case joint nominations will be accepted, post approval of the committee.

You need to ensure that the name and / or logos of your agency should not appear on storyboard or AV submitted. In case of finding the name or logo, the entry will lead towards disqualification.

All entries need to be submitted online on **www.emface.in**. You don't need to submit any documents.

Cheque / Demand draft need to be submitted at the office during working hours - as per the given instructions. Nominee can transfer the payment via. RTGS/NEFT or can submit single cheque / demand draft for multiple entries.

CHARGES:

FOR PARTICIPATING DELEGATE OF EMF ACE 2023

- Charges for each nomination are INR 5000+GST i.e. INR 5900 /- (Indian Rupees Five Thousand Nine Hundred Only). Applicable only to the delegate (Member/Non Member) participating at the EMF ACE Global Convention & Awards 2022.

FOR NON-PARTICIPATING DELEGATES OF EMF ACE 2023

- Charges for each nomination are INR 10,000+GST i.e. INR 11800/- (Indian Rupees Eleven Thousand Eight Hundred Only). Applicable to those agencies who are not participating at the EMF ACE Global Convention & Awards 2023 (Be it be Member or Non Member).

More than one entry in single award category is permitted. You can nominate multiple events for same client or different clients under single category. However, you need to submit separate entries and need to pay separate charges.

Even single event in multiple categories is permitted. You need to submit separate entries in case if you wish to submit single event for multiple categories and need to pay separate charges.

Kindly keep a record that on **every 4 award nominations from a single agency, 5th award nomination is free.**

GUIDELINES - STORYBOARD MAKING & SUBMISSION:

It is mandatory to submit the storyboard along with your nomination. Entry / nomination received without storyboard will be disqualified.

You can submit your nomination online on www.emface.in in following formats:

- 1) Power Point Presentation (PPT) or
- 2) Portable Document Format (PDF) or
- 3) Joint Photographic Experts Group (JPEG)

Note: All files should be in high resolution and readable format.

You have permit to upload maximum 2 slides / pages. More than 2 pages of storyboard will be outright rejected.

The size of the file should not exceed 5 Mb.

Ensure that name / logo of your agency is not appearing on the storyboard. Nomination with logo or your company name will be disqualified (except for the category of IP).

GUIDELINES - AV MAKING & SUBMISSION:

It is recommended to attach AV of your nomination, but not mandatory. Duration of AV should not exceed 3 minutes. AV above 3 minutes may be considered at jury's discretion. AV should carry the message drafted in storyboard for better understanding of jury. You have to mention your category code and category name on AV. Ensure that name / logo of your agency is not appearing in the AV.

You need to upload the link in the given box. You can't upload the AV / video directly. You have to upload free (without password protected) accessible link.

CHECK LIST FOR NOMINATION SUBMISSION:

Following needs to be submitted online at www.emface.in (Section Awards)

- 1) Story board in PPT or PDF or JPEG format (2 slides/ pages)
- 2) AV (Not Mandatory)
- 3) Payment for your nomination in favor of EVENT MANAGEMENT WELFARE FEDERATION

Cheque / Demand Draft can be submitted at the below given address in sealed envelope within the stipulated time.

PAYMENT:

| | |
|--------------------------|---|
| Mode of Payment | : Cheque / Demand Draft / RTGS / NEFT |
| Cheque / D.D in Favor of | : 'Event Management Welfare Federation' payable at Ahmedabad. |
| Cheque / D.D. Delivery | : 204-205, Benkesha Complex, Near Navrangpura Bus Stand, Opp. AMC Multilevel Parking, Navrangpura, Ahmedabad-380009. |
| RTGS / NEFT | : Beneficiary Name - Event Management Welfare Federation Bank Name - HDFC Bank Branch Place - Judges Bungalow Road Pincode - 380015 Branch Name - Vastrapur Branch City - Ahmedabad Branch Code - 0048 MICR No. - 380240003 Account Type - Current Account Account Number - 50100019282067 IFSC Code / RTGS Transfer - HDFC0000048 NEFT Transfer - HDFC0000048 |

Charges for each nomination are

- For Attendees of EMF ACE Global Convention & Awards - INR 5000 + GST i.e. INR 5900
- For Non-attendees of EMF ACE Global Convention & Awards - INR 10000 + GST i.e. INR 11800
- Kindly keep a record that on every 4 award nominations from a single agency, 5th award nomination is free.

For Queries Contact:
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