

ae⁵
GEORGIA 20
11th·12th·13th·14th JULY 2

GEORGIOUS



**AWARD NOMINATION
GUIDELINES & PROCESSES**



The EMF ACE Global Awards 2025 are a prestigious platform designed to recognize and celebrate excellence across the event, MICE, wedding, and experiential marketing industries.

Through this initiative, EMF Global aims to honor the outstanding work of its members, partners from the EMF Global Network, and non-member professionals who have demonstrated innovation, creativity, and impact in their respective fields.

This document outlines the general instructions for participation, nomination guidelines, submission procedures, and eligibility criteria. All participants are requested to read these instructions carefully to ensure their entries meet the required standards and are successfully considered for evaluation.

We look forward to acknowledging the incredible talent shaping the future of our industry.

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

Cat. Code	Sub-Category	Brief Description / Category Guidelines
1	Best Use of Technology	This award recognizes innovative use of technology to enhance the impact and effectiveness of corporate or government events or association event. It honors the creative integration of tools like 3D mapping, AR/VR, mobile apps, and immersive projections that elevate the attendee experience and set new standards in event execution.
2	Best Innovation of the Year	This award recognizes outstanding originality and creativity in the planning or execution of a corporate, government or association event. Innovation may be demonstrated through a unique concept, an unconventional theme, or a breakthrough approach to engagement and delivery. It is not limited to technology—instead, it celebrates fresh thinking that transforms the attendee experience, solves a challenge in a novel way, or redefines event standards through executional excellence.
3	BTL Activation of the Year	This award celebrates the most impactful below-the-line (BTL) activation executed to drive brand or product awareness through direct audience engagement. Eligible activations include roadshows, residential or community outreach, mall activations, rallies, college or school contact programs, and other on-ground promotional campaigns. The focus is on non-event-based, experiential marketing initiatives that successfully connect with the target audience and deliver measurable engagement, recall, and brand impact.
4	Best Pavilion Design of the Year	This award recognizes excellence in the design and execution of a pavilion or exhibition stall created for brand promotion at a trade show or exhibition. The winning entry should exemplify creativity, innovation, and aesthetic appeal while effectively communicating the brand's message. Emphasis is placed on design originality, functional layout, audience engagement, and the ability to stand out in a competitive exhibition environment.
5	Best Product Launch of the Year	This award honors the most impactful and creatively executed launch of a new product, brand, or company. Entries should demonstrate how innovative strategies were used to introduce the offering in alignment with its core objectives, effectively engage the target audience, and generate buzz. The launch could take the form of a live event, on-ground activation, or an integrated campaign that showcases originality, clarity of message, and measurable reach or engagement.
6	Best Corporate Event of the Year	This award recognizes an event organized for a corporate or government organization that delivered exceptional impact and purpose-driven engagement. It honors innovative planning, content, and execution aligned with specific organizational objectives—excluding product launches. Eligible formats include channel partner meets, dealer meets, customer engagements, internal communications, employee gatherings, annual day celebrations, and festival-themed events. The focus is on creativity, strategic alignment, and measurable outcomes that elevate the standard for corporate events.
7	Best Conference of the Year	This award honors a conference that demonstrated exceptional planning, innovation, and execution to deliver maximum impact for a corporate, government or association. The entry should showcase how the event addressed a clearly defined purpose through thought leadership, engaging formats, and meaningful audience experiences. Eligible submissions must exclude product launches or one-off promotional events. Focus is placed on knowledge-sharing, strategic communication, and creating long-term value for stakeholders.

This award honors those who turn events into unforgettable experiences

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

Cat. Code	Sub-Category	Brief Description / Category Guidelines
8	Best Convention of the Year	This award honors an outstanding convention that successfully brought together key stakeholders through a thoughtfully curated experience. It recognizes excellence in planning, content, engagement, and execution, highlighting how the event facilitated meaningful dialogue, collaboration, and impactful outcomes. The nominated convention should showcase innovation in its approach, providing value to attendees and leaving a lasting impression through its seamless organization and significant contributions to the industry or community.
9	Best MICE of the Year - India	This award recognizes the most outstanding MICE (Meetings, Incentives, Conferences, and Exhibitions) experience executed within India for a corporate, government or association. The entry should highlight end-to-end excellence in planning and delivery, including travel logistics, hospitality, engagement activities, entertainment, and overall delegate experience. Emphasis is placed on value-added services, creative execution, and innovation that contributed to a seamless and memorable experience for all participants.
10	Best MICE of the Year - International	This award recognizes excellence in organizing a MICE (Meetings, Incentives, Conferences, and Exhibitions) experience outside India for a corporate, government or association. The entry should showcase how the program delivered a world-class experience through seamless travel arrangements, premium hospitality, engaging activities, and immersive entertainment. Emphasis is placed on value-added services, innovation in planning and execution, and the overall impact on delegate satisfaction and organizational objectives.
11	Best Virtual Event of the Year	This award recognizes an event executed on a virtual platform that demonstrates exceptional creativity in concept, design, and content. Eligible formats include conferences, seminars, workshops, concerts, award ceremonies, or social events. The focus is on innovative use of digital tools to maximize audience engagement, interaction, and reach. Entries should highlight how the virtual experience delivered compelling storytelling, amplified participation, and achieved meaningful impact despite the physical distance.
12	Best Hybrid Event of the Year	This award recognizes a hybrid event that seamlessly integrates both online and offline components to deliver a cohesive and engaging experience. Eligible formats include conferences, seminars, workshops, concerts, award ceremonies, social celebrations, or other formats that effectively merge physical and digital participation. Entries should highlight innovation in concept, design, content, and technology use—with emphasis on maximizing audience reach, real-time interaction, and impactful engagement across both platforms.
13	Best Contact Program of the Year	This award recognizes an outstanding event or initiative that effectively engaged key stakeholders—such as schools, colleges, societies, communities, or youth—through meaningful experiences. The program should demonstrate how it fostered strong connections and delivered significant value for the brand through curated, impactful engagement.

This award honors those who turn events into unforgettable experiences

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

Cat. Code	Sub-Category	Brief Description / Category Guidelines
14	Best Digital Marketing Campaign	This award honours an outstanding digital marketing campaign crafted to promote and amplify an event through innovative strategies and cross-platform execution. The campaign should reflect excellence in creativity, audience engagement, and storytelling, while effectively leveraging the power of digital tools. It should demonstrate measurable impact, seamless integration of technology, and the ability to captivate and connect with the target audience in meaningful ways.
15	Best Government Event of the Year	This award honours the most outstanding government-led event—organized for or in collaboration with Central or State Government authorities. It celebrates excellence in event innovation, creative conceptualization, and impactful design. Entries should demonstrate strategic execution that led to high public engagement, meaningful outcomes, and a lasting impression aligned with governmental goals.
16	Best Design for an Event	This award recognizes an outstanding creativity and flawless execution in event design for corporate, government, or association events. Honoring visual brilliance, strategic branding, and the perfect fusion of function and aesthetics, this recognition is reserved for events that elevate professional experiences to new heights through impactful design.

This award honors those who turn events into unforgettable experiences

PUBLIC EVENTS

(AWARD CATEGORIES FOR EMF MEMBERS ONLY)

Cat. Code	Sub-Category	Brief Description / Category Guidelines
17	Best Live Concert of The Year	This award honours a spectacular live concert that brought together innovation, high-energy performances, and unforgettable entertainment. Recognizing events that captivate audiences through exceptional engagement, production value, and creative concepts, this category includes both ticketed and non-ticketed shows—whether musical, cultural, comedic, or any other form of live entertainment that left a lasting impact.
18	Best Exhibition / Trade Fair (B2B) of the Year	This award recognizes excellence in the strategic planning and execution of a B2B exhibition or trade fair delivered on a turnkey basis. Open to events organized for private entities, government bodies, trade associations, or as proprietary exhibitions, this category highlights innovation, impactful execution, and measurable results. (Note: This does not include individual stall or pavilion designs.)
19	Best Exhibition / Trade Fair (B2C) of the Year	This award celebrates outstanding achievement in the planning and execution of a B2C exhibition or trade fair managed on a End-to-end execution. Whether organized for the private sector, government, trade bodies, or as a proprietary event, the focus lies on strategic approach, innovation, and impactful results. Eligible formats include wedding exhibitions, flea markets, jewellery expos, and more—excluding individual stall or pavilion designs.
20	Best IP (Intellectual Property) of The Year	This award recognizes an outstanding intellectual property (IP) developed and owned by an organization, showcasing a unique and innovative concept. It celebrates the excellence in the creation, execution, and future potential of the IP, particularly in the realm of event or experiential marketing. The nominated organization should demonstrate how the IP has brought fresh ideas to life, made a lasting impact, and has the potential for growth and evolution in the years to come.
21	Best CSR Activity / Event of the Year	This award honors an event specifically designed to raise awareness for a significant social cause, with a focus on creating a tangible, positive impact. The nominated event should demonstrate exceptional creativity, community involvement, and measurable outcomes that contribute to advancing the cause. It celebrates efforts that go beyond awareness, inspiring action and fostering meaningful change in society.
22	Best Public Event of the Year	This award recognizes the most innovative and impactful public event, encompassing social, political, religious, spiritual, or any large-format gatherings that engage and inspire a broad audience. The nominated event should stand out for its creativity, execution, and ability to create a lasting impression on the community. It celebrates the event's role in fostering connection, bringing people together, and contributing to a significant cultural or social experience.

This award honors those who turn events into unforgettable experiences

PUBLIC EVENTS

(AWARD CATEGORIES FOR EMF MEMBERS ONLY)

Cat. Code	Sub-Category	Brief Description / Category Guidelines
23	Best Sporting Event of the Year	This award celebrates the most exceptional sporting event of the year, whether it's a tournament, a large-scale opening or closing ceremony, or any innovative sports-related experience. The nominated event should demonstrate outstanding organization, creativity, and engagement, showcasing the excitement and energy of the sports world. It honors events that captivate audiences, inspire participation, and elevate the sporting experience to new heights.
24	Best Festival Event of the Year	This award honors the most innovative and memorable festival celebration, whether it's for Holi, Diwali, Christmas, Navratri, or any other cultural or religious festival. The nominated event should demonstrate exceptional creativity, unique elements, and a fresh approach to celebrating tradition. It recognizes events that blend innovation with cultural significance, creating an unforgettable experience that resonates with attendees and celebrates the spirit of the festival in a new light.
25	Best Education Program of the Year	This award recognizes an exceptional event or experience designed to engage and inspire educational communities, including schools, colleges, and youth groups. The nominated program should foster meaningful connections, promote learning, and leave a lasting impact through purposeful interaction. It celebrates innovative approaches to education and community engagement, highlighting initiatives that bring students, educators, and institutions together in a way that is both impactful and memorable.

This award honors those who turn events into unforgettable experiences

SOCIAL EVENTS

(AWARD CATEGORIES FOR EMF MEMBERS ONLY)

Cat. Code	Sub-Category	Brief Description / Category Guidelines
26	Best Wedding of the Year	This award celebrates the most exceptional wedding of the year, showcasing innovation across every aspect—from concept and design to décor, floral artistry, entertainment, and seamless execution. The nominated wedding should reflect a perfect blend of creativity, aesthetics, and meticulous planning, resulting in a visually stunning and emotionally resonant celebration. It honors excellence in event management and the ability to create a high-impact experience that leaves a lasting impression on guests and sets new benchmarks in the world of weddings.
27	Best Destination Wedding (India) of the Year	This award recognizes the most spectacular and innovatively executed destination wedding held within India. Celebrating creativity, elegance, and flawless execution, the nominated wedding should showcase how a prominent Indian destination was transformed into a breathtaking setting for a memorable celebration. From décor and design to guest experience and cultural integration, this award honors weddings that set new standards for destination celebrations in India.
28	Best Destination Wedding (International) of the Year	This award honors the most stunning and creatively executed destination wedding held outside of India. The nominated wedding should exemplify excellence in planning, design, and innovation, set against the backdrop of a prominent international location. From breathtaking décor to seamless guest experiences, this award celebrates weddings that beautifully blend cultural richness with global elegance, creating unforgettable memories in an extraordinary international setting.
29	Best Reception of the Year	This award celebrates the most outstanding and creatively executed wedding reception of the year. It recognizes excellence across concept, design, décor, floral arrangements, entertainment, and overall event management. The nominated reception should showcase innovation, elegance, and seamless execution, resulting in a high-impact experience that leaves a lasting impression on all attendees and sets new benchmarks in reception celebrations.
30	Best Sangeet Function of the Year	This award honors the most creatively conceptualized and flawlessly executed sangeet function of the year. It recognizes excellence in every element—including theme, décor, floral design, choreography, entertainment, and overall event management. The nominated sangeet should stand out for its innovation, energy, and emotional impact, offering an unforgettable experience that seamlessly blends tradition with modern flair.
31	Best Cocktail Party of the Year	This award celebrates the most stylish and innovatively executed cocktail party of the year. It recognizes excellence in concept, design, décor, ambience, entertainment, and flawless execution. The nominated event should reflect a perfect blend of creativity and sophistication, offering a high-impact experience that captivates guests and sets a new benchmark for cocktail celebrations.
32	Best Mahendi Function of the Year	This award honors the most creatively designed and beautifully executed Mehendi ceremony of the year. It recognizes innovation across concept, décor, floral styling, entertainment, art elements, and seamless event management. The nominated event should reflect cultural vibrancy, aesthetic finesse, and a joyful ambience, leaving a lasting impression through its unique theme and high-impact guest experience.

This award honors those who turn events into unforgettable experiences

SOCIAL EVENTS

(AWARD CATEGORIES FOR EMF MEMBERS ONLY)

Cat. Code	Sub-Category	Brief Description / Category Guidelines
33	Best Pre-Wedding Function of the Year	This award recognizes excellence in curating and executing a pre-wedding celebration (excluding wedding, reception, mehendi, or sangeet) that stands out for its creativity, innovation, and overall experience. Eligible entries should showcase outstanding achievements in concept ideation, design and décor, artistic direction, floral design, entertainment, guest experience, and seamless event management.
34	Best Celebration of the Year	This award celebrates the most unforgettable non-wedding event, such as a baby shower, anniversary, after-party, or sundowner. It honors creativity, emotional connection, and flawless execution, recognizing events that brought people together through joyful and well-curated experiences. The focus is on exceptional concept, design, guest engagement, and memorable moments that make the celebration stand out.
35	Innovation in Wedding	This award honors groundbreaking ideas and creative concepts that have redefined traditional weddings. Whether it's through unique themes, tech integrations, personalized experiences, or inventive execution, this category highlights innovation that has elevated the wedding celebration into something truly one-of-a-kind. The focus is on originality and the ability to push boundaries, creating a memorable and unique experience for the couple and their guests.
36	Best Décor of the Year	This award celebrates the elegance, innovation, and creativity in décor for any type of social event. It recognizes outstanding design that enhances the atmosphere of a celebration, be it through unique styling, thoughtful color palettes, or innovative use of space and elements. Whether it's a sophisticated setup or a bold, artistic theme, this category honors décor that leaves a lasting impression and elevates the overall guest experience.

This award honors those who turn events into unforgettable experiences

EVENT SERVICES

(AWARD CATEGORIES FOR EMF MEMBERS & NON MEMBERS)

Cat. Code	Sub-Category	Brief Description / Category Guidelines
37	Best Catering Company of the Year	This award recognizes the exceptional quality and creativity of catering services that have elevated the food and beverage experience at any type of event. It honors a catering company that has demonstrated innovation in menu design, unique presentation, and creative display. The award celebrates delicious offerings, the visual appeal of the food, and the ability to craft an unforgettable culinary experience that complements the overall theme and atmosphere of the event. Whether it's a gourmet spread, a themed menu, or an artistic food display, this category acknowledges catering that stands out for its taste, style, and originality.
38	Best Invitation of the Year	This award celebrates unique and innovative invitation designs for an event, recognizing excellence in both creativity and execution. It honors invitations that push boundaries in terms of design, style, and concept, showcasing originality and attention to detail. Whether through bespoke craftsmanship, interactive elements, or digital innovation, this award highlights invitations that effectively capture the essence of the event and set the tone for an unforgettable celebration. The focus is on invitations that not only inform but also excite and engage guests from the moment they receive it.
39	Best Gifting/Hamper of the Year	This award recognizes the creativity, innovation, and theme-based concept in the design and execution of gifts or hampers for any type of social event. It honors thoughtful, personalized gifting experiences that go beyond the ordinary, offering guests a memorable and meaningful gesture. Whether it's through unique packaging, customized items, or innovative themes that tie back to the event's concept, this award celebrates the ability to create a lasting impression and elevate the overall event experience through the art of gifting.
40	Best Flower Decor of the Year	This award honors the most creative and elegant flower décor at a social event, showcasing a grand and breathtaking floral theme. It recognizes the ability to transform any space using flowers in an innovative way that enhances the overall atmosphere of the event. From intricate floral arrangements to grand installations, this category celebrates floral décor that creates a wow factor, blending beauty, style, and creativity to deliver a truly memorable experience for guests.
41	Best Décor of the Year	This award celebrates the elegance, innovation, and creativity in décor for any type of event. It recognizes the ability to transform a space through unique design elements, thoughtful styling, and artistic execution that create a visually stunning atmosphere. Whether it's a sophisticated setup or a bold, unconventional theme, this category honors the décor that enhances the overall guest experience, leaving a lasting impression with its originality, attention to detail, and overall aesthetic appeal.
42	Best Production House of the Year	This award recognizes the exceptional scale and impact of a production house's work, particularly for large events. It highlights the use of special inventory, speed and efficiency of execution, and innovative production techniques that transform a venue into something extraordinary. The award emphasizes the ability to handle complex, large-scale productions while maintaining impeccable attention to detail. Key factors include the production's impact on the venue, the creativity and originality of the setup, and the seamless execution that brings the event to life, creating an unforgettable experience for guests.

This award honors those who turn events into unforgettable experiences

EVENT SERVICES

(AWARD CATEGORIES FOR EMF MEMBERS & NON MEMBERS)

Cat. Code	Sub-Category	Brief Description / Category Guidelines
43	Best Designer of the Year	This award honors the most talented designer or designing company that has brought a social event to life with vibrancy, creativity, and innovation. It recognizes the ability to craft an event environment that leaves a remarkable impact and lasting impression on guests. From conceptualization to execution, this award celebrates the designer's artistic vision, attention to detail, and ability to create a cohesive design that elevates the entire event experience. Whether through bold color schemes, unique themes, or cutting-edge design elements, the focus is on transforming spaces with creativity and style.
44	Best 3D Designer of the Year	This award recognizes the visionary designer whose creativity and technical skill have redefined event experiences through stunning graphics, 3D design, and immersive visual concepts. Celebrating the master behind the designs that bring events to life, this accolade honors the artistry and innovation in creating captivating visuals, dynamic layouts, and interactive experiences that elevate an event from ordinary to extraordinary.
45	Best Hospitality of the Year	This award recognizes exceptional hospitality in the planning, management, and execution of an event. It highlights the creativity, innovation, and attention to detail in providing a seamless, personalized experience for guests. From welcoming guests to ensuring smooth service throughout the event, this category celebrates outstanding customer service, efficiency, and the ability to create a memorable and enjoyable atmosphere. The award is focused on delivering top-tier hospitality that makes guests feel valued and cared for, leaving a lasting impression on everyone involved.
46	Best Use of Technology for Production	This award recognizes the innovative use of technology in any event that enhances the production value and creates a remarkable impression. It celebrates the integration of advanced technologies such as sound design, lighting, LED displays, AV systems, graphics, projection mapping, and 3D mapping. The award also acknowledges the creative use of applications and mobile technology that elevate guest experiences and the overall event atmosphere. Key factors include cutting-edge innovation, seamless integration, and the visual and experiential impact technology has on the event, making it not just memorable but truly groundbreaking.
47	Best Sound Solutions of the Year	This award honors outstanding achievement in delivering crystal-clear, immersive sound solutions that elevate the overall event atmosphere. From seamless speaker setups and cutting-edge audio technology to flawless execution across varied event scales—this category celebrates those who turn sound into an unforgettable sensory experience.
48	AV Solutions of the Year	This award recognizes excellence in integrating dynamic audio and visual technology to create immersive and captivating event environments. From cutting-edge projection mapping and interactive displays to synchronized sound systems and visual storytelling, this honor celebrates those who expertly combine sight and sound to craft seamless, high-impact experiences that captivate and engage audiences at every turn.

This award honors those who turn events into unforgettable experiences

EVENT SERVICES

(AWARD CATEGORIES FOR EMF MEMBERS & NON MEMBERS)

Cat. Code	Sub-Category	Brief Description / Category Guidelines
49	Lighting Solutions of the Year	This award recognizes exceptional creativity, precision, and technical mastery in event lighting. Honoring those who bring spaces to life with light—whether through dramatic stage effects, ambient mood lighting, or architectural brilliance—this accolade celebrates the artistry and innovation that elevate every moment through illumination.
50	Best Use of Outdoor Lighting & Drones in Outdoor Events	This award honors exceptional creativity and technical mastery in transforming open-air environments into awe-inspiring experiences through the use of outdoor lighting, sound and light shows, and drone displays. It recognizes those who go beyond traditional illumination to craft immersive atmospheres—whether through elegant landscape lighting, dramatic architectural highlights, synchronized multimedia spectacles, or cutting-edge drone choreographies. These creators blend artistry with innovation to captivate audiences, evoke emotion, and turn events under the stars into unforgettable visual and sensory journeys. This recognition celebrates those who redefine the possibilities of outdoor event design through light, sound, and spectacle.
51	Best Furniture Rental Company of the Year	This award honors the furniture rental company that provides the best selection and design of furniture for social events. It recognizes excellence in offering high-quality pieces that enhance the event's atmosphere, from stages and chowris to guest seating, VIP seating, and lounges. The focus is on elegance, comfort, and functionality, ensuring that each piece complements the event's theme and style while providing a seamless experience for guests. This award celebrates the company that combines creativity, style, and practicality to deliver furniture that adds both beauty and comfort to every aspect of the event.
52	Best SFX of the Year	This award recognizes the best special effects (SFX) provider of the year for any type of event. It celebrates the use of innovative, impactful, and immersive special effects that enhance the overall event experience. Whether through smoke machines, pyrotechnics, laser shows, fog effects, or interactive visual effects, this category highlights the creativity and technical expertise required to bring an event to life. The award honors the provider who delivers memorable, jaw-dropping moments with precision, safety, and flair, ensuring a truly unforgettable experience for all attendees.
53	Best Pre Wedding Shoot of the Year	This award celebrates the most innovative, elegant, and creative pre-wedding shoot that utilizes special effects and the latest technology to create a unique and unforgettable experience. It recognizes the ability to blend artistic vision with cutting-edge techniques such as drone footage, cinematic lighting, visual effects, and immersive storytelling to capture the essence of the couple's journey. Whether through personalized themes, stunning backdrops, or innovative editing, this award highlights pre-wedding shoots that stand out for their creativity, originality, and visual impact, leaving the couple with memories to cherish for a lifetime.
54	Best Photography of the Year	This award honors the most innovative, elegant, and creative photography for any type of event. It recognizes the ability to capture the essence of the occasion with artistic vision, impeccable timing, and unique perspectives. Whether through stunning portraits, candid moments, or innovative compositions, this award celebrates photographers who go beyond the traditional to create images that are not only visually striking but also emotionally resonant. The focus is on storytelling through the lens, delivering photos that leave a lasting impression and beautifully document the spirit of the event.

This award honors those who turn events into unforgettable experiences

EVENT SERVICES

(AWARD CATEGORIES FOR EMF MEMBERS & NON MEMBERS)

Cat. Code	Sub-Category	Brief Description / Category Guidelines
55	Best Director of Photography	This award celebrates the visionary behind the lens who captures the essence of an event with unparalleled skill, creativity, and precision. Recognizing the Director of Photography whose expertise in framing, lighting, and composition transforms moments into cinematic masterpieces, this accolade honors the individual who brings a unique visual perspective, telling compelling stories through the art of photography. Whether capturing the grandeur of a live event or intimate behind-the-scenes moments, this award acknowledges the exceptional talent that elevates every frame.
56	Best Cinematography of the Year	This award celebrates innovative, elegant, and creative cinematography that enhances the storytelling of any event. It recognizes the use of special effects, cutting-edge technology, and cinematic techniques to capture moments in a visually stunning and emotionally impactful way. From dynamic camera angles to artful transitions, the award highlights cinematographers who push the boundaries of traditional filming to create a unique cinematic experience. The focus is on delivering high-quality, immersive videos that not only document the event but also bring it to life through creativity, innovation, and a flawless execution of both technical and artistic elements.
57	Best Costume Designer of the Year	This award recognizes the best costume designer for an event, celebrating their ability to create designs that exude style, elegance, and creativity. It honors the designer's vision in crafting outfits that not only enhance the theme and atmosphere of the event but also reflect the personalities and stories of the individuals wearing them. From luxurious fabrics and intricate details to innovative designs, this award celebrates the artistry and craftsmanship in costume creation that elevates the entire event experience, leaving a lasting impression on both guests and attendees.
58	Best Bridal Mehendi Artist of the Year	This award honors the artist or troupe that demonstrates the highest level of creativity, innovation, and design in bridal mehendi. It recognizes the ability to create intricate, personalized, and exquisite mehendi designs that reflect the bride's personality while enhancing the overall celebration. Whether it's traditional patterns, modern twists, or customized motifs, this award celebrates the artistry that goes into every stroke, turning the bridal mehendi into a stunning and meaningful work of art. The focus is on exceptional skill, attention to detail, and the ability to create designs that are not only beautiful but also carry cultural significance.
59	Best Makeup Artist & Hair Stylist of the Year	This award recognizes the best makeup artist and hair stylist who showcase beauty, elegance, and innovation in their work. It celebrates the ability to create stunning transformations that enhance the overall look while maintaining a personalized and unique touch. From flawless makeup to elegant hair styling, this award honors professionals who combine artistry, technical skill, and creative flair to ensure the client looks their absolute best for any event. The focus is on innovative techniques, attention to detail, and the ability to create looks that are both timeless and contemporary, leaving a lasting impression.

This award honors those who turn events into unforgettable experiences

SOCIAL EVENTS

(AWARD CATEGORIES FOR EMF MEMBERS & NON MEMBERS)

Cat. Code	Sub-Category	Brief Description / Category Guidelines
60	Best Wedding of the Year	This award celebrates the most exceptional wedding of the year, showcasing innovation across every aspect—from concept and design to décor, floral artistry, entertainment, and seamless execution. The nominated wedding should reflect a perfect blend of creativity, aesthetics, and meticulous planning, resulting in a visually stunning and emotionally resonant celebration. It honors excellence in event management and the ability to create a high-impact experience that leaves a lasting impression on guests and sets new benchmarks in the world of weddings.
61	Best Destination Wedding (India) of the Year	This award recognizes the most spectacular and innovatively executed destination wedding held within India. Celebrating creativity, elegance, and flawless execution, the nominated wedding should showcase how a prominent Indian destination was transformed into a breathtaking setting for a memorable celebration. From décor and design to guest experience and cultural integration, this award honors weddings that set new standards for destination celebrations in India.
62	Best Destination Wedding (International) of the Year	This award honors the most stunning and creatively executed destination wedding held outside of India. The nominated wedding should exemplify excellence in planning, design, and innovation, set against the backdrop of a prominent international location. From breathtaking décor to seamless guest experiences, this award celebrates weddings that beautifully blend cultural richness with global elegance, creating unforgettable memories in an extraordinary international setting..
63	Best Reception of the Year	This award celebrates the most outstanding and creatively executed wedding reception of the year. It recognizes excellence across concept, design, décor, floral arrangements, entertainment, and overall event management. The nominated reception should showcase innovation, elegance, and seamless execution, resulting in a high-impact experience that leaves a lasting impression on all attendees and sets new benchmarks in reception celebrations.
64	Best Sangeet Function of the Year	This award honors the most creatively conceptualized and flawlessly executed sangeet function of the year. It recognizes excellence in every element—including theme, décor, floral design, choreography, entertainment, and overall event management. The nominated sangeet should stand out for its innovation, energy, and emotional impact, offering an unforgettable experience that seamlessly blends tradition with modern flair.
65	Best Cocktail Party of the Year	This award celebrates the most stylish and innovatively executed cocktail party of the year. It recognizes excellence in concept, design, décor, ambience, entertainment, and flawless execution. The nominated event should reflect a perfect blend of creativity and sophistication, offering a high-impact experience that captivates guests and sets a new benchmark for cocktail celebrations

This award honors those who turn events into unforgettable experiences

SOCIAL EVENTS

(AWARD CATEGORIES FOR EMF MEMBERS & NON MEMBERS)

Cat. Code	Sub-Category	Brief Description / Category Guidelines
66	Best Mahendi Function of the Year	This award honors the most creatively designed and beautifully executed Mehendi ceremony of the year. It recognizes innovation across concept, décor, floral styling, entertainment, art elements, and seamless event management. The nominated event should reflect cultural vibrancy, aesthetic finesse, and a joyful ambiance, leaving a lasting impression through its unique theme and high-impact guest experience.
67	Best Pre-Wedding Function of the Year	This award recognizes excellence in curating and executing a pre-wedding celebration (excluding wedding, reception, mehendi, or sangeet) that stands out for its creativity, innovation, and overall experience. Eligible entries should showcase outstanding achievements in concept ideation, design and décor, artistic direction, floral design, entertainment, guest experience, and seamless event management.
68	Best Celebration of the Year	This award celebrates the most unforgettable non-wedding event, such as a baby shower, anniversary, after-party, or sundowner. It honors creativity, emotional connection, and flawless execution, recognizing events that brought people together through joyful and well-curated experiences. The focus is on exceptional concept, design, guest engagement, and memorable moments that make the celebration stand out.
69	Innovation in Wedding	This award honors groundbreaking ideas and creative concepts that have redefined traditional weddings. Whether it's through unique themes, tech integrations, personalized experiences, or inventive execution, this category highlights innovation that has elevated the wedding celebration into something truly one-of-a-kind. The focus is on originality and the ability to push boundaries, creating a memorable and unique experience for the couple and their guests.

This award honors those who turn events into unforgettable experiences

TALENT

(AWARD CATEGORIES FOR EMF MEMBERS & NON MEMBERS)

Cat. Code	Sub-Category	Brief Description / Category Guidelines
70	Best Talent Management Company	This award celebrates the best in the business for shaping, nurturing, and empowering exceptional talent. Recognizing a company that excels in identifying, developing, and managing talent, this accolade honors the strategies, innovation, and commitment that drive both the success of individuals and the overall growth of organizations. From recruitment to professional development, this award acknowledges the company that truly excels in shaping the future of talent.
71	Best Social Media Marketing Campaign of the Year – Event	This award honors the most impactful social media campaign crafted specifically for an event, recognizing excellence in creative strategy, audience engagement, and innovative use of digital platforms. It celebrates campaigns that effectively harnessed the power of Instagram, Facebook, YouTube, Twitter, or other platforms to build anticipation, drive participation, and amplify event visibility. From compelling content creation and influencer collaborations to real-time engagement and measurable outcomes, this award highlights the ability to turn digital presence into tangible success and create a lasting buzz before, during, and after the event.
72	Best Social Media influencer for an Event	This award celebrates the social media influencer who has made a profound impact on event promotion and engagement. Recognizing the creative powerhouse whose digital presence, strategic content, and authentic connections drive buzz, excitement, and attendance, this honor acknowledges the influencer who has effectively amplified an event's reach, created memorable experiences for audiences, and elevated brand visibility with unparalleled influence and flair.
73	Best Content Curator for the Event	This prestigious award honors the curator who shapes an event's story with exceptional content, blending creativity, strategy, and insight to craft unforgettable experiences. Recognizing the talent behind the seamless integration of visuals, narratives, and interactive elements, this accolade celebrates the individual whose curated content not only engages but inspires, leaving a lasting impression on attendees and elevating the event to a work of art.
74	Best Master of Ceremony (Emcee) - Male of the Year	This award recognizes a male anchor who has delivered an exceptional performance as the Master of Ceremony at an event. It honors his ability to engage the audience, maintain the flow of the program with charisma, confidence, and professionalism, and create an energetic and memorable atmosphere. Whether it's through witty interactions, seamless transitions, or emotional connect, this award celebrates the male emcee who elevated the event experience through flawless hosting and impressive stage presence.
75	Best Master of Ceremony (Emcee) - Female of the Year	This award honors a female anchor who has demonstrated exceptional talent and professionalism in hosting an event. It celebrates her ability to captivate the audience, maintain a vibrant flow, and bring charm, grace, and energy to the stage. From engaging interactions and timely cues to setting the perfect tone for each segment, this award recognizes a female emcee whose poise, presence, and communication skills contributed significantly to the success and memorability of the event.

This award honors those who turn events into unforgettable experiences

TALENT

(AWARD CATEGORIES FOR EMF MEMBERS & NON MEMBERS)

Cat. Code	Sub-Category	Brief Description / Category Guidelines
76	Best Entertainment Design of the Year	This award celebrates the most unique and innovative entertainment experience curated for any type of event. It honors a complete entertainment package that blends creativity, thematic relevance, audience engagement, and memorable performances. From conceptualization to execution, this recognition goes to the team or individual that has delivered a seamless fusion of music, dance, visual acts, interactive elements, or thematic storytelling, setting new benchmarks in event entertainment. The focus is on creating an immersive atmosphere that leaves a lasting impression and elevates the overall guest experience.
77	Best Bride & Groom Entry of the Year	This award honors the most creative, innovative, and thematically curated entry of the bride and groom at a social event. It celebrates the concept, planning, and execution that transformed a traditional moment into a grand, memorable spectacle. Whether through dramatic storytelling, personalized themes, unique props, choreography, special effects, or emotional resonance, this award recognizes the entry that captivated guests and set the tone for the celebration, leaving a lasting visual and emotional impact.
78	Best Choreographer of the Year	This award recognizes a dance choreographer who has demonstrated exceptional creativity, innovation, and impact in curating dance performances for any event. It honors choreography that goes beyond steps—blending emotion, storytelling, musicality, and visual flair to create memorable moments on stage. Whether working with professional dancers or families and friends, this choreographer showcases the ability to transform performances into highlights of the celebration, making each movement meaningful, engaging, and unforgettable.
79	Best Dance Troupe of the Year	This award honors a dance troupe that has delivered unique, innovative, and impactful performances at social events. It recognizes a group that stands out through synchronized execution, creative choreography, thematic storytelling, and a powerful stage presence. Whether performing traditional, contemporary, or fusion styles, this troupe captivates audiences with energy, precision, and entertainment value, turning every appearance into a show-stopping experience that enhances the overall event atmosphere.
80	Best Entertainer of the Year	<p>This award celebrates an exceptional live performer whose talent, energy, and presence have transformed a social event into an unforgettable experience. Whether a singer, band, musician, dancer, stand-up comedian, spoken word artist, or any other live act, this recognition honors those who captivate audiences and elevate the spirit of the occasion through compelling performance.</p> <p>It acknowledges individuals or groups who demonstrate excellence in stagecraft—blending skill, creativity, and crowd engagement to create moments of connection, excitement, and emotional resonance. From powerful vocals and mesmerizing dance routines to laughter-filled sets or innovative acts, these performers become the heartbeat of the celebration, leaving a lasting impression on everyone present.</p>

This award honors those who turn events into unforgettable experiences

TALENT

(AWARD CATEGORIES FOR EMF MEMBERS & NON MEMBERS)

Cat. Code	Sub-Category	Brief Description / Category Guidelines
81	Best Engagement Act of the Year	This award honors a standout performance or act that created a powerful and lasting impression by engaging guests in a unique and meaningful way. Whether it's a welcome act, Indian or international musical performance, memory reader, illusionist, or any other form of performing art, the award recognizes the creativity, execution, and emotional connection brought to the event. It celebrates talent that not only entertains but also immerses the audience, adds to the overall event atmosphere, and enhances the guest experience through innovation, interactivity, and charm.
82	Best DJ of the Year	This award celebrates a DJ who exemplifies exceptional creativity, unique mixing styles, and unmatched crowd engagement. Whether setting the mood at a sundowner or energizing a late-night celebration, this performer masters the art of curating sounds that elevate the atmosphere and create unforgettable memories on the dance floor.
83	Best VJ of the Year	This award recognizes a Visual Jockey (VJ) whose innovative and synchronized use of visual effects, LED content, and live video mixing significantly enhanced the event's impact. A VJ who transforms any celebration into a visually immersive experience, blending technology with storytelling in a captivating manner.

This award honors those who turn events into unforgettable experiences

VENUE

(AWARD CATEGORIES FOR EMF MEMBERS & NON MEMBERS)

Cat. Code	Sub-Category	Brief Description / Category Guidelines
84	The ICONIC Venue (India) of the Year	This award honors the most iconic Indian venue—be it a banquet hall, hotel, resort, or destination—that stands out for its architectural grandeur, impeccable service standards, modern amenities, and the ability to host innovative, high-impact events with finesse. A symbol of excellence and elegance in Indian event spaces.
85	The ICONIC Venue (International) of the Year	This award celebrates the most prestigious international venue known for its world-class service, architectural brilliance, luxurious amenities, and the capacity to host memorable, culturally immersive, and high-profile events. A benchmark for destination events across the globe.
86	Best Wedding Destination (India) of the Year	This award recognizes an Indian venue or destination that delivers the ultimate experiential wedding experience, combining traditional charm with modern luxury. With outstanding hospitality, décor flexibility, and grand ambiance, it becomes the perfect canvas for dream wedding
87	Best Wedding Destination (International) of the Year	Honoring an international venue or destination that offers awe-inspiring settings, bespoke services, and cultural adaptability, this award celebrates those that have redefined destination weddings through their grandeur, scenic beauty, and impeccable guest experience.
88	Best MICE Destination (India) of the Year	This award highlights an Indian destination or venue that excels in hosting Meetings, Incentives, Conferences, and Exhibitions (MICE) events. Known for its world-class infrastructure, tech capabilities, accommodation, and hospitality, it supports large-scale corporate gatherings with seamless execution.
89	Best MICE Destination (International) the Year	Recognizing an international venue or destination that leads in hosting MICE events, this award is for locations with state-of-the-art facilities, global connectivity, event management expertise, and the ability to deliver impactful business experiences on a global scale.

This award honors those who turn events into unforgettable experiences

GENERAL INSTRUCTIONS

EMF ACE Global Awards 2025 is an effort to appreciate and honor the excellent work carried out by the members of EMF Global, EMF Global Network & Non-members (Complementing Industry) who have done significant work for the event, MICE, wedding & experiential marketing industry.

The objective is to recognize the extraordinary efforts and talent among the event industry.

Nomination will be accepted for events/activation carried out **during 1st April 2024 to 31st March 2025**.

The last day for submission of nomination is **Saturday, 14th June 2025** 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 award committee of EMF ACE Global Awards 2025.

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 2025

Charges for each nomination are INR 7500+GST i.e. **INR 8,850 /- per nomination**, Applicable only to the delegate (Member/Non-Member) participating at the EMF ACE Global Convention & Awards 2025.

FOR NON-PARTICIPATING DELEGATES OF EMF ACE 2025

Charges for each nomination are INR 15,000+GST i.e. **INR 17,700 /- per nomination**. Applicable to those agencies who are not participating at the EMF ACE Global Convention & Awards 2025 (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 Photographs along with your nomination. Entry / nomination received without Photographs 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 following categories).

- Public Event – Best IP (Intellectual Property) of The Year
- Event Services – Best Director of Photography of the Year
- Talent – Best Social Media influencer for an Event
- Talent – Best Master of Ceremony (Emcee) – Male of the Year
- Talent – Best Master of Ceremony (Emcee) – Female of the Year
- Talent – Best Choreographer of the Year
- Talent – Best Entertainer of the Year
- Talent – Best Engagement Act of the Year
- Talent – Best DJ of the Year
- Talent – Best Dance Troupe of the Year
- Venue – The ICONIC Venue (India) of the Year
- Venue – The ICONIC Venue (International) of the Year
- Venue – Best Wedding Destination (India) of the Year
- Venue – Best Wedding Destination (International) of the Year
- Venue – Best MICE Destination (India) of the Year
- Venue – Best MICE Destination (International) the Year

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)

- Story board in PPT or PDF or JPEG format (2 slides/ pages)
- AV (Not Mandatory)
- 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 : #204-5-6, Benkesha Complex, Near Bus Stand, , 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 7,500+GST i.e. INR 8,850 /- per Nomination.
- For Non-attendees of EMF ACE Global Convention & Awards - INR 15,000+GST i.e. INR 17,700 /- per Nomination.

Note:

On every 4 award nominations from a single agency, 5th award nomination is free.

For Queries Contact:
Ms. Bhavini Zaveri
Tel.: +91 99044 09170
E-mail: info@emfglobal.in