

## PSI - Campaign of the Year 2010 Terms of participation

### 1. Description

- 1.1 The **PSI - Campaign of the Year** (Event) was established by PSI Niederlassung der Reed Exhibitions Deutschland GmbH, Völklinger Straße 4, 40219 Düsseldorf, Germany (Organiser) to honour the large number of innovative advertising campaigns which feature promotional products, and to provide a suitable presentation platform for them at the PSI International Trade Fair for Promotional Products.
- 1.2 The participants in the **PSI – Campaign of the Year 2010** are given ample scope for presenting their campaign at the PSI - International Trade Fair for Promotional Products 2011. All participants will be supported by a wide variety of PR activities.

### 2. Category

- 2.1 Only marketing campaigns which feature promotional products are permitted to take part in the **PSI – Campaign of the Year 2010**. Deployment of the promotional product in the campaign is a strict precondition for participation.
- 2.2 Campaigns which do not feature a promotional product cannot be considered.

### 3. Jury

- 3.1 The jury will consist of representatives from specialist magazines **and associations, and PSI Niederlassung der Reed Exhibitions Deutschland GmbH**. Examples of such publications and associations include:

- dedica magazine
- TVP magazine
- PSI Journal
- Bundesverband Werbeartikel-Berater und -Großhändler e.V. (German association of promotional product consultants and wholesalers)
- Agentur für strategische Markenführung (Agency for strategic branding)
- Advernomics GmbH
- PSI Design Forum

- 3.2 **The jury will rate the campaigns submitted based on the following criteria in particular:**

A campaign which receives a positive assessment will be rewarded on the basis of its creativity and innovation. The sales channels should also be presented and the quantifiable success of the campaign should be apparent.

- 3.3 **The jury's decision may not be challenged. The judges' decision is final.**

#### 4. Preconditions for participation

Participation in **PSI – Campaign of the Year 2010** is only possible under the conditions given in these terms of participation, especially those listed below:

##### 4.1 Submitter

- 4.1.1 Manufacturer
- 4.1.2 Distributor/retailer of promotional products, with permission of manufacturer
- 4.1.3 Advertising agency

##### 4.2 Campaign

- 4.2.1 Submission in the form of a presentation (template provided on website: [www.psionline.de/award](http://www.psionline.de/award)), plus the complete/final product in the form of adverts/visual images/samples etc.
- 4.2.2 The product itself and any product-related services must be exhibited at the PSI - International Trade Fair for Promotional Products 2011 (nominees and winner)

##### 4.3 Market launch

After the PSI International Trade Fair for Promotional Products 2009 (from 10.01.09) up to and including 01.09.2010

##### 4.4 Documentation to be submitted

- 4.4.1 Declaration on the innovative character of the campaign
- 4.4.2 Documentation including documentary proof and declarations concerning the campaign and the use of the promotional product, citing references and providing samples, pictorial examples etc.
- 4.4.3 German, English
- 4.4.4 Submission via web form or using block capitals; documents burned onto CD-ROM

##### 4.5 Further conditions

- 4.5.1 There are no participation fees.
- 4.5.2 Closing date for entries is 1 September 2010 (post mark or date of receipt of email).
- 4.5.3 Each participant may submit a number of campaigns.
- 4.5.4 Any documentation submitted will only be returned on special request.

##### 4.6 Application form

Participation is only possible using the "Application" form provided by PSI Niederlassung der Reed Exhibitions Deutschland GmbH, stating express acceptance of these terms of participation.

#### 5. Rights to submitted campaigns

- 5.1 Participation in the **PSI - Campaign of the Year 2010** is predicated on the assumption that the Participant is the sole owner of the rights to the campaign submitted and that it is fully at his/her disposal. Participation also presupposes that the Participant is the sole rights owner to the promotional products used in this campaign or has the unqualified written consent of the sole rights owner to the promotional products used in this campaign, regarding the entry of these products and this campaign in the **PSI - Campaign of the Year 2010**.
- 5.2 In the event of the above conditions not being fulfilled, the Submitter undertakes to reimburse PSI Niederlassung der Reed Exhibitions Deutschland GmbH for any resulting damages and to exempt PSI Niederlassung der Reed Exhibitions Deutschland GmbH, on first request, from any damage claims or other claims from third parties.

## 6. Withdrawal from event

- 6.1 If it becomes impossible to hold **PSI – Campaign of the Year 2010** in full or in part, or if it is cancelled for other reasons by PSI Niederlassung der Reed Exhibitions Deutschland GmbH, PSI Niederlassung der Reed Exhibitions Deutschland GmbH will be responsible for informing the Submitter immediately of the full or partial cancellation of the event.
- 6.2 All damage or other claims pressed by the Submitter against PSI Niederlassung der Reed Exhibitions Deutschland GmbH are excluded.

## 7. Organiser's liability

The Organiser is not liable to the Submitter in the case of negligence or slight negligence. This liability limitation does not apply to bodily injury, damage to health or loss of life in cases where the Organiser carries responsibility.

## 8. Publication of results

The winners will be announced during the first day of the PSI 2011 on 12 January 2011 when the results will be presented to press representatives and the general public. The Submitters give their consent to such a presentation.

## 9. Media partnerships

The following specialist magazines are media partners of **PSI - Campaign of the Year 2010**:

- dedica
- TVP
- PSI Journal

## 10. Schedule

01.09.2010	Closing date for entries
11.01.2011	Final jury session to decide the winners
12.01.2011	Presentation of awards to winners at PSI 2011

## 11. Final provisions

11. All agreements, individual approvals and special provisions require written confirmation by PSI Niederlassung der Reed Exhibitions Deutschland GmbH. This also applies to deviations from these terms of participation and any changes or additions, or any waiver of the written form requirement.
- 11.2 The law of the Federal Republic of Germany applies exclusively; the UN CISG is excluded. The German version of these terms of participation is binding.
- 11.3 Should individual provisions of these terms of participation prove invalid, in full or in part, or become so in the future, this shall not affect the validity of the remaining provisions. Any provisions which are invalid, in full or in part, shall be replaced with a valid provision which most closely reflects their commercial intention and purpose.