



Publishing Policy & Permission Form

ENTRY ID #

Publishing Policy & Permission

Entries that become Finalists and Winners in the 2016 Effie Awards Sri Lanka competition will be showcased in various ways. Publication is at the sole discretion of Effie Worldwide and the Effie Awards Sri Lanka. Work submitted must be original and you must have secured rights to submit it.

Creative Materials & Case Summary (Video, Case Image)

The creative materials and case summary you enter into the competition becomes the property of Effie Worldwide and the Effie Awards Sri Lanka and will not be returned. By entering your work in the competition, Effie Worldwide and the Effie Awards Sri Lanka is automatically granted the right to make copies, reproduce and display the creative materials & case summaries for education and publicity purposes such as but not limited to the Effie Awards Journal, Effie Worldwide's Website, Partner Websites, Press Releases, Newsletters, Programming/Conferences and Awards Gala. Creative materials submitted to the Effie Awards Sri Lanka includes your 4 - minute video reel, all .jpg images and hard copy print examples. The case summary is your 90 word public summary of your case.

Written Brief

In addition to the above, Effie Worldwide and the Effie Awards Sri Lanka offers entrants the opportunity to have their written case published on Effie Worldwide's web site, partner web sites, and / or other publications as approved by Effie Worldwide and the Effie Awards Sri Lanka. We respect that entries may have information deemed confidential by the client. Please indicate in the box below whether or not publishing permission is granted for the written brief.

- "Yes" -- If you check yes, you agree that the written entry form may also be published, reproduced and displayed for educational and promotional purposes.
- "Yes, publish an edited version" -- If you select yes/edited version or no to permission, the Effie Awards will follow--up to provide you with the opportunity to submit an edited version of the written entry form.
- "No, cannot publish ever" -- If you select this option, we will not publish your written entry form. However, as stated above, we will still have the option to publish, reproduce and display the public summary and the creative materials, including the 4--minute video that you submitted.

Hard Copy Materials

If your case is a finalist, you will be offered the opportunity to submit hard copies to the Effie Sri Lanka office if you think judges will benefit from seeing up close as a hard copy, featured on your 4 - minute .mp4 file also (e.g. Internet web page, direct mail piece, magazine ad with small copy, etc.). Hard copies are used by final round judges to review small text, which will not feature well on a video shown on a central screen. It is not required to submit hard copies judges only want to see hard copy materials if it will truly help them understand your case.



Publishing Policy & Permission Form

ENTRY ID #

Competition Terms & Rules

By checking the box below, you indicate that you agree to the competition rules, which are:

1. Any material submitted in the course of entering the awards becomes the property of Effie Worldwide and the Effie Awards Sri Lanka and will not be returned.
2. You agree to the publishing policy stated above.
3. You represent and warrant that the works submitted are original work by you and accurate and will not infringe upon the personal or proprietary rights of or give rise to any claim by any third party, including but not limited to claims based on copyright, patent, defamation, physical injury, or invasion of privacy or publicity. In addition, if any complaint or claim relating to any of the Works is made by any third party at any time, whether a formal legal complaint or otherwise, you will fully cooperate with Effie Worldwide and the Effie Awards Sri Lanka in responding to and defending against such complaint or claim, and you will hold Effie Worldwide and the Effie Awards Sri Lanka harmless from and against any such complaint or claim.

4. Where required by law or contract, you will obtain releases, from all persons depicted in any of the Works. You may not agree to any restrictions, limitations or right to review requested or imposed by any persons, including models, owners of property pictured in the Works, or others. You will immediately advise Effie Worldwide and the Effie Sri Lanka Awards of any such request or attempted imposition. If you make any subsequent or other use of any of the Works, you are solely responsible for obtaining any necessary releases from any models, persons or owners of property pictured in the Works, and you will hold Effie Worldwide and the Effie Awards Sri Lanka harmless from and against any claims by any person arising from any such subsequent or other use.

5. You certify that the information submitted for this case is a true and accurate portrayal of the case's objectives and results and that the case ran between **October 1, 2015** and **September 30, 2016**. Entry constitutes permission to be included in a data set for Effie Awards Sri Lanka's research purposes that do not breach confidentiality.

6. The credits you submit are considered final and will not be changed for any reason, including if agency and/or client experience a name change and/or merger after the time of entry. The information you submit in the online credits section may be published and/or appear on recognition certificates.

You have credited all partners who contributed to the work that is being presented in the entry.

7. The decisions of Effie Worldwide and the Effie Awards Sri Lanka in all matters relating to the competition shall be final and binding.

8. I agree to the competition rules;

Name	Title	Stamp