

# X A V E R

THE SWISS AWARD FOR EXCELLENCE IN LIVE COMMUNICATION



## INFOS & CONDITIONS OF PARTICIPATION

### | What is the XAVER-Award about?

With the XAVER-Award the organizing EXPO EVENT Swiss LiveCom Association awards at the 23 May 2019 Event agencies, trade fair companies, promotion agencies, suppliers, trade fair venues, locations, sponsoring agencies and their customers for top quality services.

The aim of the XAVER-Award is to ensure the success of live communication measures for a broader audience, to make the public aware and to honour the outstanding achievements of the industry representatives.

The international jury of experts is made up of representatives from a wide range of industries in order to ensure a multi-layered, independent and transparent evaluation of the submissions according to various criteria.

### | When and where will the XAVER-Award take place?

Date: **23. May 2019, 18.30 h**

Location: **Halle 622, Zurich Oerlikon**

### | Who can participate in the XAVER-Award?

All Swiss companies that have realized projects as contractors or are contracting companies (customers) can participate. The projects may have been realized in Switzerland or abroad. Foreign companies whose projects have been realized in Switzerland or worldwide for a Swiss client can also participate!! Prizes are awarded to the contractor (agency/live communication partner) and the client (client).

#### **EXPO EVENT**

#### **Swiss LiveCom Association**

Kapellenstrasse 14 | Postfach | 3001 Bern

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## | Which projects can be submitted?

Projects can be submitted if they were completed between 1 January 2018 and 31 January 2019 have been implemented. Each company can submit any number of projects for evaluation. The same project can only be submitted once and in only one category.

## | In which categories are XAVER-Awards awarded?

### **Best Corporate Event**

Classic corporate events - corporate events such as product launches, PR events, galas, general meetings, anniversaries, inaugurations, open days, awards ceremonies, trade conferences and employee events (kick-offs, training events, sales training, incentives and motivational events).

### **Best Consumer / POS Event**

Events, roadshows, product presentations, PR events, promotions and experience-oriented formats aimed at end consumers.

### **Best Efficiency Project**

Live communication measure with a maximum total budget of CHF 100,000 net (incl. agency fee) from all areas of live communication.

### **Best Non-Profit Event**

Non-commercial events for the benefit of charities, social, ecological or cultural projects.

### **Best Expo Project**

Experience-oriented trade fair stands and trade fair participations; analogue or digital, real or virtual.

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### **Best Brandworlds & Temporary Installations and Exhibitions**

Brand worlds, (museum) exhibitions as well as corporate / NPO-initiated temporary installations, theme pavilions, idea parks, flagship stores, etc.

### **Best Public Event**

Profit-oriented major events such as open-air concerts, in-house productions in the show or entertainment sector, cultural and sporting events.

### **Best Supplier Services**

Clearly defined part performances of a brand experience. Examples are a special structural achievement, an outstanding media presentation, impressive light and sound design, extraordinary staging, innovative exhibits, best venue service, creative catering concept or groundbreaking use of technology.

### **XAVER neXt Generation**

The three winning projects of the "Meet the Future Award" will have the opportunity to present their project to the international and renowned XAVER jury and will have the chance to take home a coveted XAVER, the "XAVER neXt Generation", on 23 May 2019.

### **Public XAVER**

Audience prize, the winner of which will be determined by online voting in the run-up to the XAVER-Award and awarded within the framework of the XAVER-Award ceremony.

### **XAVER OF THE YEAR**

Honorary prize for outstanding personal achievements within the LiveCom industry in Switzerland.

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## | What are the evaluation criteria of the jury?

The jury evaluates the submissions on the basis of the following criteria:

- X** Creativity (idea, innovative strength, common thread, target groups and brand affinity, etc.)
- X** Realisation (scenography, design/design, communication, implementation quality, etc.)
- X** Achievement of objectives

The completed entry form must answer the following questions:

1. Describe the initial situation and the task.
2. Which concrete goals should be achieved??
3. How exactly did the measure achieve the objectives set?
4. How was success measured and with what result?
5. Is there anything else the jury needs to know about your project?

## | What do you win with a XAVER-Award?

- X** Recognition of outstanding achievements in the Swiss live communication industry.
- X** All projects are advertised in the communication channels of the association and, if possible, through its media partners (online/offline).
- X** Reference for acquisition and PR work.
- X** Presentation of the projects at the XAVER-Award ceremony to industry representatives, customers and interested parties.

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For each submitted project 2 free admission tickets to the XAVER-Award ceremony on May 23, 2019.

After registration of the project the participation fee is due in any case. In case of withdrawal of the Project submissions are not eligible for a refund of the participation fee.

## | Which documents are required for submission?

### **Pictures**

The pictures will be used for the jury, for the documentation on the website, the accompanying press work and for the event itself. Please submit only meaningful and high-quality images (if possible without text on them). The requirements are as follows:

- X** max. 10 photos
- X** JPG format
- X** Resolution min. 3000 x 2000 Pixel

### **Filmmaterial**

The submission of a film documentation is not mandatory, but is recommended. The film (max. 2 minutes) serves the jury to evaluate your project, it will be published on the online channels if necessary and in case of an award of the corresponding project, sequences of the video (and/or picture sequences) can be played in the winning film during the award ceremony.

If no moving images are available, a picture slideshow (max. 1 minute) can be submitted alternatively

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## | What conditions do I have to agree with?

By submitting the application in due time and paying the registration fee, all participating companies (non-members as well as participating association members) automatically and expressly agree to the conditions of participation and provide the following legal guarantee for the resulting obligations:

The participating companies guarantee that, with the consent of the involved and documented right holders, they have the data at their disposal and are allowed to make it known to the jury and the association. This data may also be used subsequently in the reporting on the competition and later in the reporting on the industry. Furthermore, the participating companies guarantee that they may transfer to the organisers of the XAVER-Award and the EXPO EVENT Swiss LiveCom Association the temporally, spatially and factually unrestricted, but not exclusive, rights of use to the digital and analogue data made available from all texts, images, marks and illustrations, and that they have obtained the corresponding rights of use from all rights holders involved.

The decisions of the jury are not subject to appeal. Legal recourse is excluded. Neither the organising EXPO EVENT Swiss LiveCom Association nor individual exponents of the association or the jury can be prosecuted in connection with the XAVER-Award and the communication accompanying the Award. The mandatory statutory provisions, in particular in the event of tort, remain reserved.

The jury reserves the right to obtain additional information from the participating companies. An exclusion from the procedure does not have to be justified. If the project submission is withdrawn, there is no right to a refund of the registration fee.

## | Contact address

### **EXPO EVENT Swiss LiveCom Association**

T: +41 58 796 99 54

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