

# APPLICATIONS REGULATION

## IBERIAN FESTIVAL AWARDS

(3rd edition - 15 march 2018 - Lisbon, Fórum Lisboa)



In order to promote the recognition of Iberian Festival Awards and the quality provided to its agents, some changes were made in the process inherent to the applications for the 3rd edition, to be held on March 15 at the Fórum Lisboa, in Lisbon.

Below you'll find the presentation of the 23 categories for the 3<sup>rd</sup> edition (with 3 new categories):

| Category                   | Who is applying | Who decides | Description   |
|----------------------------|-----------------|-------------|---|
| Best Major Festival        | PT/ES Festivals | Public      | For events of 10,000+ capacity/day). Festivals that combine the audience capacity with the world's biggest acts, stages, performances, partners and media impact without neglecting the events quality  |
| Best Medium Sized Festival | PT/ES Festivals | Public      | For events of 1500 to 10,000 capacity/day). Festivals that can be in development, that have a loyal audience, that can be more creative and create a more intimate experience   |
| Best Small Festival        | PT/ES Festivals | Public      | For events of less than 1500 capacity/day). Festivals with more propensity for cooperative development and that involve all the community   |
| Best Touristic Promotion   | PT/ES Festivals | Jury        | Festivals that integrate strategies and promotion synergies that attract visitors and tourists at a regional, national and international level  |
| Best New Festival          | PT/ES Festivals | Public      | New festivals, formats and concept redefinitions take place every year. Theses festivals help to provide new requirements and exceed the expectations of festival-goers, artists and partners (1st edition in 2017)                           |
| Best Line-Up               | PT/ES Festivals | Public      | Music is always the key factor of communication of a festival and the main reason to attract festival-goers. The combination of all acts and the special or unique performances allow the festivals to be differentiated from the competition |
| Best Camping Site          | PT/ES Festivals | Public      | Festivals with camping sites available and other  |

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|   |  |        | solutions and innovations that add value to the festival-goers experience   |
| Best Indoor Festival                                | PT/ES Festivals  | Public | Music festivals (held in a single day or several days) using the structures of existing concert halls. This allows festivals to take place at any time of the year and make the number of festivals with these characteristics grow   |
| Best Service Provider                               | Companies that offer services at music festivals PT/ES                       | Jury   | Services provided by different companies at the music festivals (PT / ES) - (e.g. safety, light & sound, ticketing, set design, medical team, bars, cleaning, catering)   |
| Best Cultural Programme                             | PT/ES Festivals  | Jury   | Festivals that add to the music programme other cultural activities (e.g. documentaries, theater, visual arts, workshops, activities for children)  |
| Best Communication                                  | PT/ES Festivals  | Jury   | The success of a festival depends on its communication - being effective, coherent (above / below the line) and being creative when it comes to media relations will attract more audience, partners and best acts  |
| Best Brand Activation                               | Companies that promote brand activations at festivals PT/ES                  | Jury   | Festivals are one of the most desirable markets for brands to increase their awareness and get connect to their audience. Over the years, brands have brought new ways of surprising, attracting and retaining the public that attends these events   |
| Best Use of Technology                              | Brands/companies that have technological solutions for music festivals PT/ES | Jury   | Technological and innovative solutions for festivals, which provide and add value to the experience of the festival-goers (eg mobile applications, RFID tickets)  |
| Best Hosting and Reception                          | PT/ES Festivals  | Jury   | Festival-goers have become increasingly demanding and often the difference may be in the reception and hosting. The human resources (eg VIP area, backstage, partners, security guards, medical staff) and other factors can enhance the experience of the festival-goer and make them come back to the festival. |
| Best Infrastructure                                 | PT/ES Festivals  | Jury   | The effectiveness of a festival is revealed in its planning and engineering (at the site or outside of it) that facilitate the process of circulation (e.g. public parking, stage, access, transport, venue)  |
| Contribution to Sustainability                      | PT/ES Festivals  | Jury   | Concern for social, economic and environmental issues is increasing. It is important for festivals to educate the audience, locals and the society to help with the creation of new behaviors   |
| Best Non-Music Festival [New category]              | PT/ES Festivals  | Public | Today there are many festivals that have as primary cultural area something besides music, therefore we also recognize these events   |
| Best Academic Festival [Newcategory]                | PT/ES Academic Festivals   | Public | Festivals organized by academic associations. For the public nowadays these events are of great importance and often have a large dimension.  |
| Best Lusophone and Hispanic Festival [New category] | Festivals held in Ibero-American and lusophone countries                     | Public | Music festivals held in any Ibero-American and Lusophone countries  |
| Best Media Partner                                  | Media Partners   | Public | The power of the press and media is essential in the  |

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|                                       | (PT/ES)                                     |          | promotion of an event. Media coverage is important not only for the promoters but also all the other stakeholders  |
| Best Live Performance (PT/ES)         | Direct nomination                           | Public   | Performances of Portuguese/ Spanish acts in festivals from both countries that became memorable  |
| Best Live Performance (International) | Direct nomination                           | Public   | Performances of International acts in festivals from both countries that became memorable  |
| Excellence Award                      | Direct nomination + associates query + Jury | Aporfest | Dedicated to an individual (one of each country – PT/ES) whose role, vision and energy has propelled the music festival industry forward in a dynamic, creative and positive way |

a) The applications, adapted to each category, can be carried out by: festivals, media, brands or concessions/services providers and must take into account their action in the festivals industry only in the year of 2017;

b) To be able to compete you have to fill in an application form, available from September 19th to November 28th of 2017, as it is on the website: [www.talkfest.eu](http://www.talkfest.eu). The applications should preferably be written in English.

c) The applications should contain as much information as possible for a correct evaluation by the jury. **Aporfest– Portuguese Music Festivals Association**, entity within the Festival Awards European Network (which hold the UK and European Festival Awards) is the organizer of Iberian Festival Awards, being responsible by validating the applications for further analysis of the Jury (composed of 9 elements: PT , ES and international) or Public;

d) Aporfest–Portuguese Music Festivals Association, takes the final decision of the winner, after consulting with its associates and Jury, for the Excellence Award;

e) It is always assumed that all the information sent is correct. Any incongruity or complaint verified will be analyzed and may result in the exclusion of the application (fully or for any of the categories in competition);

f) The applications, after validation, will be sent to the Jury and / or Public (voting in our platform). The finalists (top 10) of each category, will be announced in January and the national and Iberian winners will be announced at the Iberian Festival Awards gala;

g) Public voting will take place on a specialized platform (SurveyMonkey– Website specialized for surveys, used also by the UK and European Festival Awards) able to ensure that each device can only vote once in the whole process. Any anomalous situation will be analyzed and may result in the exclusion of the entity in one or more categories, being this communicated via email.

h) Applications accompanied by a tax certificate (Tax Authority) and Social Security certificate (collaborators/employees payments) with no debt, will have the indication of the sign ✓ . This is not a mandatory factor, but it's an extra quality that we want to communicate to the Public and Jury, as of this edition;

i) **APORFEST** and **AFESTIBALS** associates (with valid situation until the gala) can apply for free, including 2 tickets to the Iberian Festival Awards Gala (March 15, 9:30 p.m., Fórum Lisboa, Lisbon) which include open bar and access to afterparty;

j) Applications made by non-associated festivals or entities will cost € 25 with 1 access to Iberian Festival Awards Gala (15 March, 9:30 pm, Lisbon, Lisbon Forum) which includes an open bar and access to afterparty. The payment process will only be indicated via email after the validation of the application and accessibility for the category (s) to which you applied; [Non Music and Academic Festivals; Festivals Outside PT/ES and media partners - € 15]

k) The extra tickets, directly connected to the team members of the festivals and companies, will cost € 10 until December 31st and € 15 after that date and can be bought at any time, limited to the available seats;

l) Each application can only be made by the actual organizing entity of the festival allowing the data to be analyzed;

m) The Iberian Festival Awards logo (nominee, shortlisted, national winner, iberian winner) should only be used when the application is validated in each phase and only according to the images provided on the official website;

n) In the gala will be delivered prizes to the national winners (and not only Iberian Winners as in the previous editions). The Excellence Award category will only have one winner;

o) All the data is treated confidentially and the full rights guaranteed.

Director



Ricardo Bramão