



BRAND
EX AWARD

06

TENDER
DOCUMENTS 2024

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06 | BrandEx

The **BrandEx Award** (an amalgamation of the former FAMAB AWARD, BEA Award, the FAMAB NEW TALENT AWARD and the INA Award) is a creative award for successful live communication. It honours outstanding brand experiences, i.e., international benchmarks in live communication at meetings, conferences, events, etc., as well as in temporary and permanent architecture. The key evaluation criteria are creativity and successful implementation. Prize-winners are selected by a competent jury.

Dates | Submissions

Projects must have been completed between 1 January 2022 and August 31 2023.

The deadline for entries is 31 August 2023. Please note that the entry can be submitted in English or German.

Entry fee | Multi-stage process

Submission of a concept paper and 1-3 images.

Deadline for this phase 1 is 31.08.2023.

Submission fee 250,-€ plus VAT. (incl. one ticket for BrandEx Insight).

Phase 1

This first phase is free of charge for fwd: members.

The jury will then decide which projects will move on to the next phase. The participants of this longlist will be informed accordingly.

Phase 2

In phase 2, a detailed concept guideline, a short text, 1-5 meaningful pictures and a video, max. 3 minutes long, must be submitted. **Deadline is 27.10.2023.**

Submission fee 480,-€ plus VAT, no reduction for fwd: members.

The jury will determine the winners (all projects with at least 750 jury points).

In case of a win, fees of 1.450,-€ plus VAT will be charged (including a combination ticket BrandEx Insight & Award Ceremony).

BrandEx Award Categories



ARCHITECTURE

Best Stand S – L

Award-winning trade show presentations in this category fulfil communicative goals at the highest level, presenting companies and their brands in accordance with their CI/CD and creating a multisensory experience for visitors. These presentations are characterised by an exceptionally high level of creativity, innovation and usability. The outstanding design of architecture, graphic communication, media and interactive elements make the meeting of brands, messages and people a one-of-a-kind experience that is worthy of recognition. Due to the temporary nature of such presentations, sustainability is particularly important.

Best Stand S – Trade show presentations of up to 100 m²

Best Stand M – Trade show presentations from 101 m² up to 500 m²

Best Stand L – Trade show presentations from 501 m² up to 1.000 m²

Best Brand Architecture

This category recognises spatial brand presentations such as brand environments, show rooms or trade show presentations larger than L that give a brand a spatial dimension and a distinctive character. Premium-quality commercial brand projects, temporary or permanent, become tangible and thus create an identity. They excel in their compelling use of architecture, communication, light and media. The successful presentation resolves functional requirements of brand identity and spotlights the brand.

Best Thematic Exhibition

The Best Thematic Exhibition honours temporary or permanent theme-focused exhibition concepts that represent a means of communicating within a space. These can include exhibitions from the areas of culture, history, technology, etc. as well as theme pavilions and parks. They are designed exclusively to convey knowledge and not to promote sales. With their compelling concept and using the possibilities of spatial presentation, they meet the multidisciplinary requirements of brand identity in an exceptional manner.

Best Store Concept

The Best Store Concept category recognises the design of a brand space. This includes permanent or temporary store concepts, hospitality facilities, road shows or museums that appeal to consumers.

The presentation captivates visitors and successfully combines marketing and architecture.

The 360° customer journey consistently taps the potential of spaces as experiences so that the particular benefit they generate is visualised and activates users.

BrandEx Award Categories



ARCHITECTURE

Best Execution Architecture

Details crucial to the success of the project as well as the management of real and virtual architectures for trade shows and exhibitions, set designs, brand worlds and showrooms are evaluated and honoured. These may take the form of innovative solutions and approaches, particularly successful implementations, new technologies or optimal logistics.

Best Digital Architecture

The creation and details crucial to the success of virtual architectures in hybrid, partially digital and digital projects are evaluated and honoured. These may take the form of innovative solutions and approaches, particularly successful implementations, new technologies and strategic conceptualisations. Particular weight will be given to the optimal integration of brand and product in their spatial experience and tangibility.

Best Formats Architecture

The 'Formats' category honours innovative and creative formats, both new and existing or already implemented. These include new event ideas and disruptive concepts as well as trade shows with a long history of success that are shaping their future development with creative ideas and solutions. Accordingly, the judging of the entries ensues primarily from the perspective of the customer/participant.

The formats submitted must meet the following criteria:

- at least one successful execution
- systematic concept for multiple executions
- they must feature their own brand, own marketing, and own business model
- they must be characterised by strong live communication

In this category, digital or partially digital/hybrid or live trade show formats are evaluated.

Recurring formats are honoured.

BrandEx Award Categories



EVENT

Best Brand Activation

This category celebrates the best live projects and solutions for brand communication and the activation of brand target groups. 'Brand' is defined as a 'promise' of the values and qualities of services and products.

Possible event formats in this category: product launches, road shows or presentations for an open or closed group of participants.

Best Live PR

Projects in this category target the public – the wider public or specific sections of the public. Awards are given to the best live projects in formats such as press events, PR events, galas, and charity functions as well as cultural events for an open or closed group of participants which have used a collective experience to inform target groups or change attitudes.

Best Motivation / Best Employee Event

This category recognises the best events that sustainably and effectively inform a target group about changes, positively influence their motivation to participate and socialise, or train addressees how to use products and services. Internal target groups are managers, employees and stakeholders, while external target groups are customers, the media and users. Formats include incentive or team-building events, change processes, kick-offs as well as training events.

Best Corporate Event

This category honours creative marketing events used by businesses to motivate and inspire their target groups. These can be retailer presentations, road shows, kick-off events, open days or traditional company anniversaries.

Best Conference

This category recognises the best conferences, conventions and meetings which – thanks to a creative idea, a central theme and consistent implementation – facilitate the communication of insights, knowledge, know-how and experiences, or exemplify the successful planning and execution of meetings.

Best Execution Event

This category focuses on details crucial to the success of live and digital events as well as the management of these events. These may take the form of innovative use of technology, creative digital solutions, an emotionalising set or stage design, concept-relevant catering, or a thrilling show.

BrandEx Award Categories



EVENT

Best Digital Event

The creation of and concepts crucial to the success of digital, partially digital and hybrid projects in live communication are evaluated and honoured. These may take the form of innovative solutions and approaches, particularly successful implementations, new technologies and successful strategies for reaching target groups. Particular weight will be given to the emotionalisation of the target groups as an aspect crucial to the success of live communication, as well as the optimal integration of brand and product.

Best Formats Event

The 'Formats' category evaluates innovative and creative event formats, both new and existing or already implemented. These include new event ideas and disruptive event concepts as well as events with a long history of success that are shaping their future development with creative ideas and solutions. Accordingly, the judging of the entries ensues primarily from the perspective of the customer/participant.

The formats submitted must meet the following criteria:

- at least one successful execution
- systematic concept for multiple executions
- they must feature their own brand, own marketing, and own business model
- they must be characterised by strong live communication

In this category, digital or partially digital/hybrid or live events such as festivals are evaluated.

The target-oriented, trend-setting mix of content, communication, fun/entertainment, education and playful elements is evaluated.

BrandEx Award Categories



FRESH

Special terms | FRESH Award

Submissions for the Young Talent Award are free of charge and not bound to any project deadlines.

All further information and the briefing can be found in the separate BrandEx FRESH

call for entries and at: www.brand-ex.org/award/fresh

Components of the submission

Phase 1

Submission stage 01.06. - 31.08.2023

Concept, 1-pager

Make the jury curious about your project. Sometimes less is more!

The main thing is to get to the heart of your idea. Please upload in pdf format.

1-3 meaningful pictures

JPG file max. 10 MB

The jury has selected your project for the next round? Then follows:

Phase 2

Submission phase for all selected projects 09.10. - 27.10.2023.

Abstract

Please summarise the task, idea, implementation and the most important elements briefly for the press and PR activities (1700 characters maximum).

Concept guide

The concept guide should be no longer than 25 charts/pages

When preparing the concept guideline, please orientate yourself on the evaluation criteria of our jury.

These can be downloaded at www.brand-ex.org.

Visuals

For the online presentation of your project we need additionally at least 5, at most 10 expressive and informative photos (no collages) in printable quality (JPG format with a maximum size of 10 MB).

The photos are used for the assessment by the jury and for the documentation of the project in press activities and on the internet.

Important: The photos should present the project to the viewer in as much detail as possible. They should be accompanied by appropriate captions (maximum number of characters including spaces: 150).

Components of the submission

Video

For the detailed presentation of the project, please upload the film documentation with a maximum length of 3 minutes. The video must be in mp4 format, HD quality or the highest possible quality with the following parameters:

- Resolution: at least 1280 x 720 pixels (720p)
- Please make the video streamable so it starts immediately when displayed on our site and does not have to load fully first.
- Max. length: 3 minutes. Longer films will result in exclusion of the competition entry

If no moving images are available, alternatively you can upload a slideshow of the images.

Changes to this information are only possible by the BrandEx team after the data has been sent and are subject to a charge. For complex changes (exchange of films or regrouping into other categories) we charge 90.00 EUR plus VAT and for minor changes (exchange of images, textual adjustments) 50.00 EUR plus VAT.

Components of the submission

Phase 3

At the end of November, the jury will select the BrandEx 2024 winners from all Stage 2 projects with at least 750 points. (No Olympic principle)

The rank (GOLD/SILVER/BRONZE) will only be determined on 17.01.2024 in a live public jury session.

Entry poster

The entry poster (at least 1, max 3 panels/project), serves as a presentation of your project at the live jury meeting. It should familiarise the viewer with the project at a glance and present all the highlights. Although text is also permitted, photos should dominate.

- Name of the entrant
- Name of the customer and the entered project
- Expressive/informative headline
- Picture and/or text to illustrate the success factors

Please send the print data for the submitter panel to info@brand-ex.org by 04 December 2023.

The panels will be exhibited at the jury meeting on 17 January 2024 and at the award ceremony exhibition. The price per panel is € 45 plus VAT, including shipping.

Information Print data of the submitter board

Format: DIN A2, landscape 594 x 420 mm plus 5 mm bleed all round

Color profile: iso coated V2 (CMYK) alternatively FOGRA 39

Photoshop, InDesign, Illustrator (in each case in the current version) as well as printable PDF files.

Please create your print PDFs as PDF/X3 without bleed marks and without color bars.

Convert all texts to paths.

A detailed description of the application procedure, legal requirements for participation and the conditions of use and exploitation as well as the BrandEx FRESH briefing are available at: www.brand-ex.org

By registering, you expressly accept the terms of use and exploitation as well as the assurance and release from liability are expressly accepted.



**BRAND
EX** AWARD

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