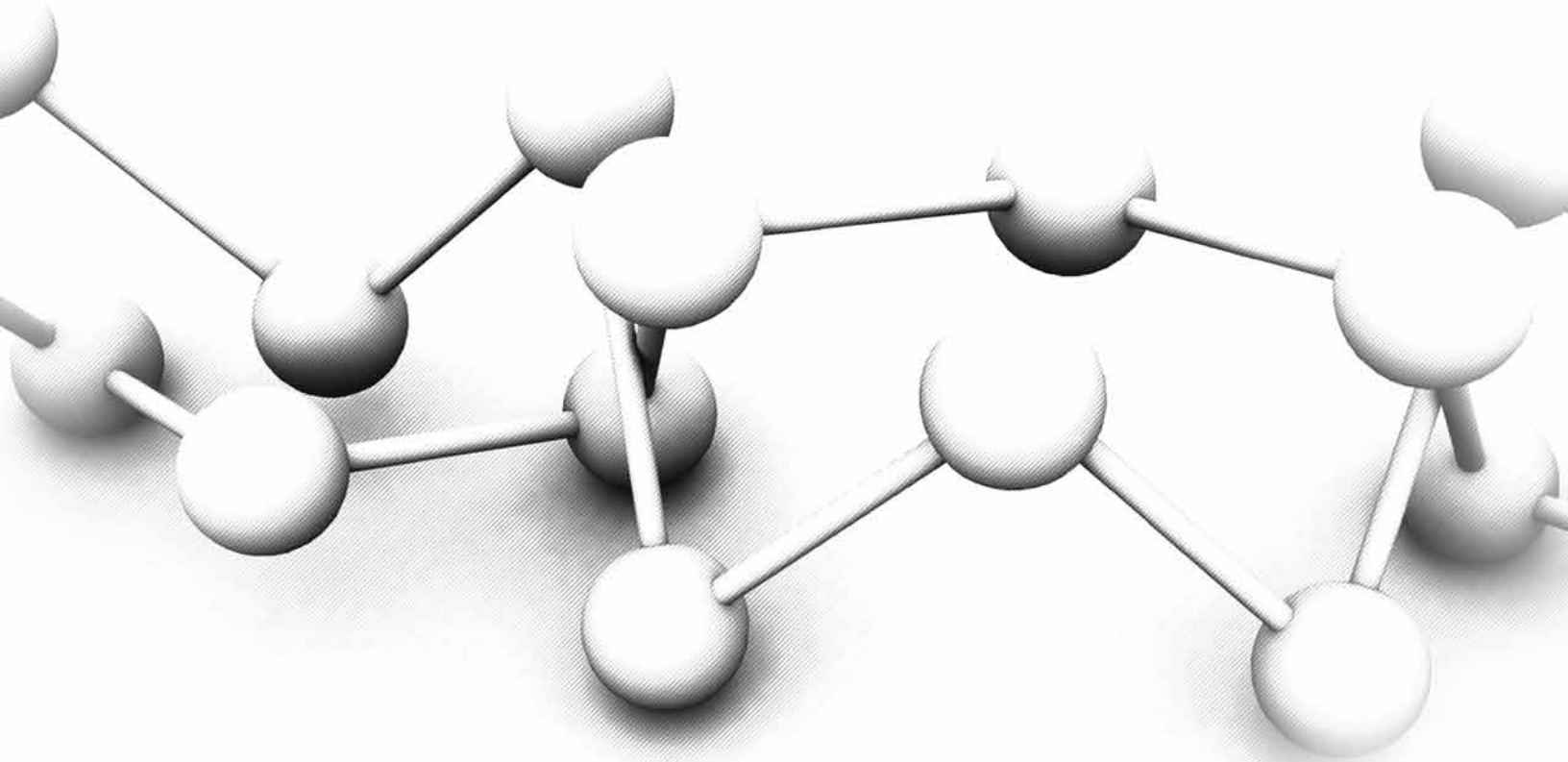


THE
GLOBAL AWARDS®
World's Best Work in Healthcare Communications



2010 RULES & REGULATIONS



2010 Global Awards® Rules and Regulations

1. DEADLINE FOR ENTRIES

The Global Awards® will be accepting entries starting June 30, 2010. If you anticipate any problems or delays, please contact us by phone at 212.643.4800 or email us at info@theglobalawards.com.

2. ENTRY FEES

Single Entry: \$345 USD

Campaign* Single Media: \$595 USD

Campaign*Mixed Media: \$695 USD

Interactive Entry: \$345 USD * see section 7 for details on campaigns

IMPORTANT: ALL ENTRY FEES MUST BE PAID IN FULL BEFORE ENTRIES WILL BE PROCESSED.

Payment Instructions:

A separate fee is applicable for each category selection. Preferred payment is by Bank Transfer or by Visa, MasterCard or AMEX credit card in US dollars made payable to International Awards Group. When paying by Bank Transfer, ALL OF YOUR BANK'S TRANSFER FEES MUST BE PREPAID BY YOU, and you must include your Order Invoice # (received at Check Out) on your bank transfer instructions so we can match your payments to your order. Bank Transfer information will be available on the bottom of your Order Invoice received at Check Out.

YOUR ORDER WILL NOT BE PROCESSED UNTIL WE RECEIVE THE TOTAL AMOUNT ON YOUR ORDER INVOICE.

Send confirmation of your bank transfer by courier or registered mail to our New York office so we can match your payment to your entry(s). Phone +1.212.643.4800, Fax + 1.212.643.0170, Email info@theglobalawards.com

Note: All entries submitted using Offline Entry Forms are subject to an additional fee of 20% of entry cost.

Late Entry Fee: Any entry submitted after the official Final Deadline date may be subject to a 10% Late Entry Processing Fee.

Refund Policy: Refunds of Entry Fees will only be granted if a request is made within 14 days of submitting entries and then a \$100 fee will be charged to cover additional administrative costs. After 14 days, because entries will have been processed and entered into our system, no refunds will be granted but we will be able to block the entries from the judging schedule.

3. ELIGIBILITY

All entries must relate to healthcare or medical marketing and may be targeted to professional, trade or consumer audiences. Entries must have been produced after May 31, 2008 (within a two-year time frame), and may be submitted by advertising agencies, healthcare corporations, production companies, design studios, printers or any other individual or company producing marketing, advertising, or educational work for the healthcare and/or medical industry. Entries from the 2009 Global Awards® competition cannot be entered into the 2010 competition.

4. EXHIBITION AND COPYRIGHT

All copies of entries submitted become the property of International Awards Group, LLC, and its affiliated awards companies, AME Awards®, The Global Awards®, Midas Awards® and the New York Festivals®, (hereafter collectively referred to as IAG), for supplemental presentations to educational institutions, trade groups, advertising professionals and the public generally and will not be returned.

Entrant specifically grants worldwide, royalty-free permission to IAG to play or show the entries at award presentations, at IAG's sponsored screenings around the world or in any other public or private presentation with or without charge whenever and as often as IAG and its representatives see fit without any compensation to Entrant.

Entrant authorizes IAG the use for such purpose of any trademarks, animated characters, animals, and merchandised items included in the entries. IAG may use entries or license entries or the reproduction of entries in perpetuity, without payment to Entrant or Entrants clients, non-exclusively throughout the world, for use in telecasts, broadcasts, videotapes, Internet, DVDs, exhibits, annuals and any other publications including without limitation, television, radio or Internet presentations featuring the IAG winners.

Entrant holds or will secure the necessary license for use of all music embodied within the entries. Entrant will fully defend, indemnify and hold IAG, its affiliated companies, assignees and licensees harmless from any talent or other residual charges due to the release of its entries or any third party claims against IAG, its affiliated companies, assignees and licensees resulting from the content of the entries and the intellectual property contained therein. The person submitting entry or entries certifies that he or she has full authority to approve the rights granted herein.

5. AWARDS

Winners will be announced in October. Press releases will be sent to international wire services and to the trades. All winners will be published on our website.

6. CATEGORIES

You may enter the same ad or campaign in more than one category; however, each entry will be charged an additional entry fee, and, if not uploaded online, will require a duplicate copy of your entry for judging. If you are unsure of which category to enter, choose the "Other" category and the judges will assign a category for you.

NOTE: Entries should be submitted on a single format, Digital File, CD, DVD or Hard Copy. Please do not duplicate unless requested.

7. CAMPAIGNS

Campaign entries may include up to three pieces from a single medium (ex: 3 print ads, 3 online ads). Integrated campaigns may include up to six total pieces, with no more than two pieces per medium (ex: 2 radio ads, 2 TV spots and 2 print ads). Only one entry form is required per campaign, but all pieces must be clearly labeled. Submit all pieces of a campaign together on one medium is possible (i.e. one DVD with 2 seconds of black or silence between each spot).

IMPORTANT: At our judges' requests, all integrated campaigns should include a summary digital presentation incorporating the campaign brief and goals, various creative elements, and any direct results attributable to the success of the campaign. This presentation may be a PDF/Powerpoint or video summary (.mov).

8. TRANSLATION

If your entry is non-English, you MUST provide a translation in the space provided on our website OR a digital text file MUST be attached to the Entry Form if you are submitting your entry by mail or courier. The translation must include major headlines

and titles. Offline translations and synopses must be submitted on a CD/DVD or emailed to processing@newyorkfestivals.com. The translation must include major headlines and titles. NOTE: No offline paper printouts of your translation or synopsis will be accepted.

9. SYNOPSIS STATEMENT STRONGLY RECOMMENDED

While healthcare is a global issue, local languages and other traditions play important roles in effective healthcare communication. To ensure that each Global's entry is evaluated properly, the judges request all entrants to provide a short summary of the framework in which the entry was prepared and published. This summary may cover issues such as the audience, marketing objectives, healthcare environment, and can include explanations of cultural nuances, word plays, graphic references, etc. It must not exceed a single page in length and should be entered in the space provided on the website OR attached to the entry itself.

10. CREDITS

When submitting your credits, be aware that if your entry is a winner, only the name of the entering company, name of the brand, and title of the entry will appear on the trophy. Certificates additionally list four names with corresponding job titles. An additional eight names with job titles can be listed in the showcase section of our website. You may use any title you wish for the people involved in the creation of the work.

11. ONLINE ENTRY FORMS

An individual form must be filled out for each entry or campaign. A printable record of the total for all your entries will be automatically generated at checkout. This record will include an invoice for the total amount due and shipping instructions, along with any necessary entry item id labels. Be sure to enter information for all your entries before proceeding to checkout.

After you have completed your online entry process, indicated that you will be uploading your entries and have checked out, you will be emailed your invoice and upload links for all of your digital file entries. Copies of your upload links will also appear on the bottom of your invoice. Use the browse function in each entry link to upload your entry file from your computer directly into our system. If you still haven't seen these emails please check your junk mail or spam folder. If you still haven't received your upload links contact us and we will email you your links. If the links are not working contact us, and we will provide you with ftp upload information.

IMPORTANT! When entering online and sending entries by mail or courier you must do the following three things before you package your entries:

1. As soon as you receive the email sent to you immediately after checkout, follow the provided link to the printable record of your entry(s). Make extra copies.
 2. Cut out the Entry Item ID labels provided in the second half of the record and attach to each individual entry. Attach the provided mailing address label to the package to be shipped. Important! These labels contain necessary coding information specific to each entry and must be attached.
 3. Enclose a copy of the record you received immediately after checkout in the shipping carton along with your entries. Make extra copies if necessary. Note: All shipping costs, insurance, customs duties and handling fees for all entries must be prepaid by the sender. We cannot assume responsibility for customs clearance. You will be notified by email when your entry has been processed.
- Send labeled materials, along with the computer-generated invoice and any fees due, to:

The Global Awards® C/O Your Awards Company
260 West 39th Street, 10th Floor
New York, NY 10018, USA
Tel 212.643.4800
Fax 212.643.0170

12. PAPER ENTRY FORMS

Note: All entries submitted using paper entry forms are subject to an additional fee of 20% of entry cost.

If you wish to submit your entry using traditional paper entry forms, you may use the forms found at the end of this document. You will find three forms: (1) Registration Form, (2) Entry Form and (3) Credits Form. Only one Registration Form is required per entering company. Each entry must be accompanied by a separate Entry Form and Credits Form. If you are submitting a single entry in multiple categories, you must submit separate Entry and Credits Forms for each category you enter. All shipping costs, insurance, customs duties and handling fees for all entries must be prepaid by the sender. We cannot assume responsibility for customs clearance. You will be notified by email when your entry has been processed. Mail in all necessary forms in a single shipping container together with your payment and entries to:

The Global Awards® C/O Your Awards Company
260 West 39th Street, 10th Floor
New York, NY 10018, USA
Tel 212.643.4800
Fax 212.643.0170

13. TECHNICAL REQUIREMENTS

Text Formatting:

All entries must use the following standards for text formatting. These standards allow us to better judge and showcase your work:

Title of Entry and Brand Name Format:

Proper Case (all first letters capitalized) must be used in the title and brand name. Campaigns must be named with a single campaign title or with individual ad titles separated by slashes.

Single Entry Example:

Title Of Entry

Campaign Example:

Title One / Title Two / Title Three

Campaign Example with overall title:

Campaign Title: Title One / Title Two

Client / Brand URL Format:

Submit client or brand web addresses ONLY.

URL Example:

www.theglobalawards.com

Translation / Synopsis Format:

Include text in Sentence Case (first letter of each sentence capitalized). Do not use all capital or all lowercase letters.

Example:

This entry was created to support the release of a new product.

It was released worldwide.

Credits Format:

Talent names and job titles must be in Proper Case (all first letters capitalized). Do not use all capital or all lowercase letters. Do not use commas to separate first and last names or job titles. Do not abbreviate job titles unless necessary. If listing multiple names or titles, separate by slashes as demonstrated below.

Example:

John Doe, Creative Director

Example:

John Doe / Jane Doe, Creative Directors

Example:

Jane Doe, Creative Director / Art Director

TECHNICAL REQUIREMENTS:

ENTRIES SUBMITTED ONLINE:

(There are four basic formats entries can be submitted)

HARD COPIES: All Collateral entries (Direct Mail, Catalogues, Brochures, Detail Sales Aids, Annual Reports, Calendars, Novelty Promotional Items such as Key chains, Cups, Medical models T-shirts, Etc.) must be sent via courier or post. Each entry must be in a separate envelope (unsealed) and an item label attached to it. One copy of your invoice must be included in with the shipment. Important: Hard Copy entries do not need to be uploaded.

CD/CD-ROM/DVD: Use this format if you are not uploading or sending Hard Copies of your entries. The Item ID number (that appears to the left of the title of your entry on the invoice) must be included in the file title. For campaigns create a separate file for each entry in the campaign.

Interactive CD-ROMs

Must be PC and MAC compatible and viewable directly from the CD with no installation required. Include directions as to which files to go to if auto launch does not work. In addition, include step-by-step directions detailing where you want the judges to go on the CD-ROM.

IMPORTANT: All directions and suggested browse paths submitted with CD-ROMs should be submitted in a digital text format.

DVD: Video entries may be submitted on DVD (either NTSC or PAL), or .MOV on CD. Submit a separate DVD for each single or campaign entry. If submitting a DVD that is burned in-house, please remove all region and security encryption and be sure the file structure is a standard DVD-5 format (all VOB files accessible). For an additional fee of \$200, entries may be submitted on Beta SP.

DIGITAL FORMATS:

Jpg (Print, Outdoor/Indoor Poster, Billboard, Transit)

Image Upload:

JPEG file format, maximum quality, minimum 72 dpi resolution in RGB color. JPEGs in CMYK format are NOT accepted. The dimensions of the JPEG should be approximately 2000 pixels by 3400 pixels (portrait or landscape).

Pdf/ppt – Ambient Advertising , integrated mixed media campaigns, event nightlife marketing.

Quicktime.mov- Television commercials / Infomercials, Film / Video, presentation video for integrated (mixed media) campaigns, Gurillia ads or campaigns, Ambient Advertising , Event Night Life Marketing.

Video Upload:

All uploaded videos must be in the QuickTime .MOV format as specified for either NTSC or PAL. NTSC Video: h.264 compression: 29.97/30 fps, Auto Key Frames, near-Broadcast Quality and Size. Audio: Stereo, 48 kHz, 16 bits, MPEG-4/AAC.. PAL Video: h.264 compression: 25 fps, Auto Key Frames, near- Broadcast Quality and Size. Audio: Stereo, 48kHz, 16 bits, MPEG-4/AAC.

mp3- radio advertisements.

Audio Upload:

Standard MP3 format. Stereo, 44.1 kHz, 16 bits, MPEG layer 3 audio, 160 kbps Minimum

Audio Formats:

Entries must be submitted digitally (MP3) on CD-ROM format and each commercial must be preceded by an announcer naming the entering company, advertiser, title of entry and length of entry. Entries may also be submitted on Audio CD.

Websites and Online Advertising:

Submit website address (URL) and any required username and password. You may set up an entry page with links to the features you'd like to be judged.

IMPORTANT: All submitted URLs must be active from the time you submit your entry until November 2010 to allow for online judging and showcasing.

ONLINE ENTRY GUIDE

Before you begin the online entry process, you must first log in. If you log in before beginning the entering process, you can take a break, sign off and continue at a later time without losing any of your data. Once you have registered and logged in, you will begin with Step One below. The graphics to the right will guide you throughout the online entry process.

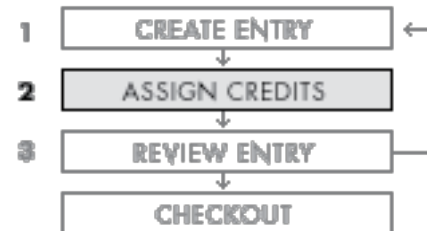
STEP ONE: CREATE ENTRY

At the start of the entry process, you will be asked to enter all of your entry details (title, brand, client/brand URL, category creative director name and email, production/release date, region, format, translation and synopsis). When you have finished, click on “CONTINUE TO NEXT STEP” to be taken to Step Two.



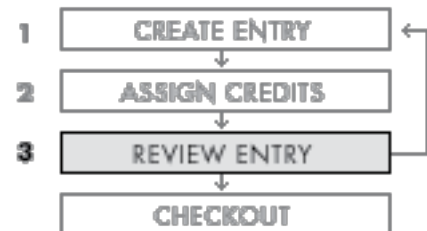
STEP TWO: ASSIGN CREDITS

To complete this step, simply enter the credits and job titles for anybody you would like credited for your entry. When you have finished, click on “CONTINUE TO NEXT STEP” to be taken to Step Three.



STEP THREE: REVIEW ENTRY

Once you have carefully reviewed the information and verified that everything is correct, you can either click on “CREATE A NEW ENTRY” to be taken back to Step One, or you can click on “VIEW MY CART” to be taken to Step Four, Checkout.



STEP FOUR: CHECKOUT

Once all of your entry and credit information has been entered and verified, you will be taken to the Checkout screen to select your method of payment. Once you have selected your payment method, click on “CHECKOUT” to be taken to Step Five.



STEP FIVE: COMPLETE ENTRY

At the end of the entry process, click on the link that says “PRINTER-FRIENDLY RECEIPT” and you will see a copy of your invoice, instructions for shipping entries, and any necessary shipping labels. Print a copy for your records and if shipping your entries, include a copy with the shipment. You will also receive an email containing a link to this receipt. You will receive instructions for uploading your entries within one hour of checkout.

IMPORTANT: Your entry is not complete until you follow the directions found on the printer-friendly receipt.

OFFLINE ENTRY FORMS (1 OF 2)

Please fill in all of the information requested (do not abbreviate). Insert each entry or campaign into an envelope, attach one copy of this form on the outside of the envelope (do not seal envelope). Be sure to fill out and submit a separate Entry Form and Credits Form for each entry you submit.

ENTRY FORM

Company Name: _____

Brand Name: _____

Parent Brand Name: _____

Title of Entry: _____

Client/Brand URL: _____

Creative Director (CD) Name: _____ CD Email: _____

Category: _____

Code Name

Entry Type: Single Entry Campaign - specify # of pieces (up to 3): 2 3
 Integrated Campaign - specify # of pieces (up to 2 per medium): 2 3 4 5 6

Region: Local Regional National International

Entry Format: Select the format(s) of your entry or campaign components below:

- DVD NTSC DVD PAL
- Audio CD Collateral
- CD-ROM containing: JPG MOV MP3 Other: _____

If you are submitting a website, enter the URL (website address):

Website URL: _____

Login, Password (if applicable): _____

Length of Entry: #1 _____ : _____ : _____ #2 _____ : _____ : _____ #3 _____ : _____ : _____
HH MM SS HH MM SS HH MM SS

Production/Release Date: _____
Month Year

Translation: Translation in English enclosed

Synopsis Statement: Synopsis enclosed

OFFLINE ENTRY FORMS (2 OF 2)

Please fill in all of the information requested (do not abbreviate). Insert each entry or campaign into an envelope, attach one copy of this form on the outside of the envelope (do not seal envelope). Be sure to fill out and submit a separate Entry Form and Credits Form for each entry you submit.

CREDITS FORM

When submitting credits, be aware that if your entry is a winner, only the name of entering company, name of the brand, title of entry and category will appear on the trophy. Certificates list an additional four names with corresponding job titles. The New York Festivals Annual of Advertising lists the first nine credits. The showcase section of The Global Awards website lists all of the below credits. Please DO NOT repeat any credits.

Company Name:

Brand Name:

Title of Entry:

THESE CREDITS WILL BE LISTED ON CERTIFICATES, IN THE ANNUAL AND ON THE WEBSITE:

1 Name of Person: _____ Job Title: _____

2 Name of Person: _____ Job Title: _____

THESE CREDITS WILL ALSO BE LISTED IN THE ANNUAL AND ON THE WEBSITE:

3 Name of Person: _____ Job Title: _____

4 Name of Person: _____ Job Title: _____

5 Name of Person: _____ Job Title: _____

6 Name of Person: _____ Job Title: _____

7 Name of Person: _____ Job Title: _____

8 Name of Person: _____ Job Title: _____

9 Name of Person: _____ Job Title: _____

THESE CREDITS WILL ALSO BE LISTED ON THE WEBSITE:

10 Name of Person: _____ Job Title: _____

11 Name of Person: _____ Job Title: _____

12 Name of Person: _____ Job Title: _____