ENTRY NUMBER APPEARS HERE

ENTRY TITLE APPEARS HERE

Brand Name

Test brand

Category Name

Test Category: Multicultural - Service

EFFIE® AWARDS: AUTHORIZATION & VERIFICATION AGREEMENT

Instructions:

Required: Upload 1 signed copy of this Agreement (electronic signatures are accepted). All Company/Individual Credits & Publication Permission details must be completed in the online entry system before printing and signing this form.

The Authorization & Verification Agreement must be signed by an agency or client executive in a departmental or account leadership position (e.g. Head of Account Planning, Head of Client Services, Group Account Director, etc.).

Please carefully review this document in its entirety, complete the required details and sign in the designated space at the end of the document.

Agreement:

I, _____

(Print Name) ***(Print Title)*** ***(Print Company)***

certify on behalf of:

_____ **and** _____

(Print Lead Agency(s)) **(Print) Client(s))**

(hereinafter, the "**Entrant**" and this entry an "**Entry**")

That the following information is accurate and the terms and conditions ("**Competition Terms**" or "**Terms**") set out in this Authorization and Verification Agreement, are understood and accepted by Entrant:

PART A: AUTHORIZATION OF SUBMISSION:

1. "**Effie**" (also, "we", "us" or "our") **IAA Romania (International Advertising Association)** a not-for-profit corporation registered under company number RO 9941462, with registered address at Calea Victoriei, 3rd floor, Bucharest, Romania and **Romanian Union of Communication Agencies (in romanian UACR)** a not-for-profit corporation registered under company number RO 13303332 with registered address at 3 Roma Alley, Bucharest, Romania.
2. These Effie Awards (the "**Competition**") form part of the Effie Awards global programme, owned by WARC, LLC, a company registered under company number 7352523, with registered address at 251 Little Falls Drive, Wilmington, New Castle, Delaware 19808, United States ("**Informa Festivals**").
3. Informa Festivals is a trading division of the Informa Group. The parent company of the Informa Group is Informa PLC, registered in the United Kingdom under company number 8860726.
4. By submitting an Entry, you acknowledge and agree that:

4.1. Effie administers the Competition in its territory under licence from Informa Festivals;

4.2. Any rights, permissions, or licences you grant to Effie in connection with your Entry shall also extend to Informa Festivals and its affiliates, and may be used and exercised by them for the purposes described in these Terms; and

4.3. Informa Festivals and its affiliates shall have the same rights as Effie in respect of your Entry, as described more fully in these Terms.

5. By entering these Effie Awards (the "Competition"), Entrant agrees to be bound, and abide by, this Agreement. We have absolute discretion to determine the application of the Competition Terms or to resolve any ambiguity in them.

6. "Competition Terms" or "Terms" means, in relation to this Agreement: (a) Part A: Authorization of Submission; (b) Part B: Accuracy and Confirmation of Entry Information; (c) Part C: Accuracy of Company & Individual Credits; (d) Part D: Credit Amendment Policy and Verification of Entry Credits; (e) Part E: Publication Permission Settings; (f) Part F: Competition Terms and the Competition Entry Kit that is available on Effie.org ("Competition Entry Kit").

7. We may, in our absolute discretion, at any time refuse or withdraw an entry to the Competition which, in our reasonable opinion:

7.1. Breaches applicable laws, regulations or industry recognized codes of practice;

7.2. Offends national sentiments, religious sentiments or public taste;

7.3. Does not meet the Eligibility and Entry Requirements outlined in the Competition Entry Kit; or

7.4. If the Entrant has not paid the Competition Entry Fee by the required payment deadline outlined in the Competition Entry Kit.

8. Effie and Informa Festivals are committed to conducting business in compliance with all applicable laws, including trade sanctions imposed by the UN, EU, UK, and US governments, as well as relevant banking restrictions. As a result, we are unable to accept entries or payments connected to countries, organizations, or individuals subject to these sanctions or restrictions. Please note that banking restrictions refer to situations where banking partners have stopped processing payments involving specific countries, directly and indirectly, such as Russia and Belarus.

9. Any credited company, individual or other company that makes a payment for an Entry pursuant to these Competition Terms is not based in, residing in, affiliated with or owned by (up to and including ultimate beneficial ownership) or otherwise connected with a country, organisation or individual subject to UN, EU, UK and/or US government sanctions.

10. The Entry is not in relation to a project based in, residing in, affiliated with or owned by (up to and including ultimate beneficial ownership) or otherwise connected with a country, individual or organisation subject to UN, EU, UK and/or US government sanctions.

PART B: ACCURACY AND CONFIRMATION OF ENTRY INFORMATION:

11. The information submitted in this Entry is a true and accurate portrayal of the Entry's objectives, results and creative work.

12. The creative work that is included on the creative reel and in the submitted creative images for this Entry ran in the Romania and during the eligibility period **(01 January 2025 – 31 December 2025)** specified in the Competition Entry Kit.

13. Entering the Competition constitutes permission for the Entry and entered details to be included in a data set for Effie's research purposes that do not breach confidentiality.

14. The Entry is suited to the Category Name listed above and follows the guidelines and restrictions outlined within the terms for that Category.

15. The creative work and the written text of the Entry are the original work of the credited companies and authors.

16. All data claims, results and facts in the Entry have been properly sourced following the citation guidance in the Competition Entry Kit.

17. Creative work is shown as it ran, without elements that will cause confusion with how the audience experienced it.

PART C: ACCURACY OF COMPANY & INDIVIDUAL CREDITS:

18. All credited companies for this Entry are listed properly, in accordance with company policy, and as those credited companies should be listed in the Effie Index® and in all forms of publicity.
19. If this Entry becomes a finalist or winner, the companies listed in this Entry will receive credit in the Effie Index and will be publicized by us and our relevant partners.
20. **Company Credits:** All integral strategic and creative partners are credited and given the appropriate level of credit. Up to eight (8) companies may be credited on an Entry as follows:
    - 20.1. **Lead Agency (Required):** The agency responsible for the key components of the Entry. If you are an advertiser submitting in-house work, list your company as both the Lead Agency and Client.
    - 20.2. **Client (Required):** List the parent company of the brand for the Entry, unless there is no parent company, in which case list the brand.
    - 20.3. **Additional Lead Agency (if applicable-1 max):** Contributed so integrally to the success of the Entry that this agency should receive equal recognition as a Lead Agency.
    - 20.4. **Additional Client (if applicable-1 max):** A second client on the Entry. List the parent company, rather than the brand, where there is a parent company.
    - 20.5. **Contributing Companies (if applicable-4 max):** Contributed significantly to the success of the Entry. Contributing companies will receive fewer points in the Effie Index than Lead companies and will be recognized as a contributor if the Entry is a finalist or winner.
21. **Individual Credits:** All credited individuals (10 primary credits maximum, 30 secondary credits maximum) have been checked for accuracy (confirmed level of involvement, spelling, title, etc.) and were integral to the success of the submitted Entry. Both current and former team members of credited companies who were integral to the success of the Entry should be listed with the company they were team members of when the Entry was created. For individuals who were not team members of any of the credited companies, include the company they were with when the Entry was created in the title field and associate them with the credited company they worked most closely with).
22. It is the responsibility of the Entrant to confirm and accurately submit all agency office names, networks, holding companies, brand names, and client names. If we uncover an inconsistency, we may, in our absolute discretion, amend the credits.
23. Only those individuals listed in the Individual Credits section will be published – contacts at companies and entrant name are not published. If these individuals should be recognized as credits, ensure their names are also included in the credits section.
24. The credits submitted are accurate and complete.
25. No companies and individuals integral to this Entry are omitted from the credits listed.

PART D: CREDIT AMENDMENT POLICY AND VERIFICATION OF ENTRY CREDITS:

CREDIT AMENDMENT POLICY:

26. Company and individual credits cannot be removed or replaced after submission of this Entry.
27. The Lead Agency and Additional Lead Agency (if applicable) are considered final at the time of entry and cannot be removed or added after submission of this Entry.
28. Additional Contributing company credits and individual credits can be added after the Entry has been finalized and accepted by us only if the Entry did not already credit the maximum number of Contributing companies and individuals permitted. Credit additions require a credit amendment fee per change ($500.00) and are not permitted after the credit change deadline outlined in the Competition Entry Kit (December 1st , 2026).
29. Alterations to the spelling/formatting of existing company and individual credits must be submitted by December 1st , 2026 and require a $500.00 fee.

30. All contributing company and individual credit additions or amendments must be submitted by no later than December 1st , 2026, and are subject to a $500.00 fee per change.
31. No individual or contributing company credit additions will be accepted after December 1st , 2026.
32. We have absolute discretion to review and accept credit requests, which are not guaranteed.
33. PLEASE CAREFULLY REVIEW THE BELOW COMPANY & INDIVIDUAL CREDITS. BY SIGNING THIS AGREEMENT, YOU ARE CONFIRMING COMPANY AND INDIVIDUAL CREDITS ARE FINAL AND COMPLETE - ALL STRATEGIC AND CREATIVE PARTNERS ON THIS ENTRY ARE CREDITED.

34. **VERIFICATION OF ENTRY CREDITS**

LEAD AGENCY(S)

Entrants have the option to credit a maximum of two Lead Agency(s) (one required). If you credit a second lead agency, both agencies will be given equal recognition by us in both publicity materials and the Effie Index. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weight and each agency deserves equal recognition.

Lead Agency(s) are considered final at submission of this Entry and cannot be changed after submission of this Entry. You may not add or remove a second lead agency after submission of this Entry.

Lead Agency(s)

Company contacts (main contact, PR contact, CEO) will not be made public.

If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client.

If you are submitting work for a company that pre-fills but in a country that is not appearing on the list, add two

spaces after your company name and the system will allow you to enter a new country for that company.

CLIENT(S)

Entrants are required to credit at least one client company. If there were two clients involved in your effort, credit the second client in the designated space below. Both clients will receive equal recognition in all publicity and in the Effie Index if your Entry is Finalist or Winner.

Please note that for publicity purposes, both the Brand Name (as entered when creating your entry) and the Client Company (listed below) are recognized. List the parent company of the brand for the Entry here, unless there is no parent company, in which case list the brand.

Client(s)

Contacts will not be listed publicly.

If you are submitting work for a company that pre-fills but in a country that is not appearing on the list, add two spaces after

CONTRIBUTING COMPANIES

Entrants are required to credit all key strategic and creative partners for each Entry. You may list up to four (4) contributing companies.

Contributing Company Main Contacts will be contacted if your entry becomes a winner & will not be listed publicly.

Contributing Agency(s)

Integral partners on the effort are required to be credited. You may credit up to four (4) contributing companies.

Contacts will not be listed publicly.

If you are submitting work for a company that pre-fills but in a country that is not appearing on the list, add two spaces after your company name and the system will allow you to enter a new country for that company.

INDIVIDUAL CREDITS

Up to ten (10) primary individuals and thirty (30) secondary individuals who contributed to the Entry can be listed as credits. Both current and former team members who were integral to the success of the Entry should be listed with the crediting company they were team members of when the Entry was created. For individuals who were not team members of any of the credited companies, include the company they were with when the Entry was created in the title field and associate them with the credited company they worked most closely with)

Effie's policy is to honor those credited at the time of Entry if the case is a finalist or winner. Therefore, you may not remove or replace individual credits after the Entry has been submitted. Amendments will only be accepted, at our absolute discretion, on a case-by-case basis and require a $500 fee. No amendments will be accepted after December 1st , 2026.

Primary Individual Credits

Individuals appear in all places credits are published where space is limited, including the **Case Library**.

Secondary Individual Credits

Individuals only appear in the **Case Library** and do not appear elsewhere. Maximum of 30 Secondary Credits.

PART E: PUBLICATION PERMISSION SETTINGS:

35. Full details on publication, confidentiality, and use of Entry Materials are available in these Terms and in the Competition Entry Kit.

Winners and Finalists

36. By submitting an Entry, you acknowledge and agree that we may use Winner and Finalist Materials however we deem fit including by reproducing Winner and Finalist Materials on any digital platform, website, portal, application or other online environment (whether web-based or mobile) operated, licensed, subcontracted or otherwise made available by Effie, its affiliates, or any of its authorized partners or third-party providers, future iterations, replacements, extensions or similar associated or affiliated products or services provided by us or our partners or affiliates (together the **"Platforms"**), and on social media platforms via social media accounts controlled by Effie, its partners, or affiliates and/or offline.

37. We respect that Entries may contain information deemed confidential to Entrants. Entrants will therefore, at the point of entry, select how their written entry may be published, as outlined below.

37.1. For the written part of the Entry, Entrants may select one of the following publishing options:

37.1.1. **Publish as Submitted**; or

37.1.2. **Publish as an Edited Version** ("**Edited Written Entry**").

37.2. The Edited Written Entry must adhere closely to the original Entry and you may not redact any section in its entirety.

37.3. If an Entrant elects to publish an Edited Written Entry:

37.3.1. The Edited Written Entry must be submitted to Effie within 60 calendar days of receipt of a finalist notification email from Effie;

37.3.2. If the Edited Written Entry is not received within that timeframe, Effie reserves the right to publish the original written Entry as submitted; and

37.3.3. Where an Edited Written Entry is provided, that version of the Entry will be the only version published and/or used publicly.

37.4. All creative materials, the public summary, and the one-sentence statement of effectiveness from Entries for all Winners and Finalists will be published as submitted and are not subject to edit.

Non-Finalists

38. Unless an Entrant has granted Effie permission to use their Non-Finalist Entry Materials as set out in the Winners and Finalists section above, Non-Finalist Entry Materials will be used in aggregate form only, either directly or together with any organization authorized by us, using any technology and/or tools, platform or medium now known or hereafter developed, to analyze and/or reproduce the Entry Materials to create reports or commentaries on particular types or categories of Entry, for ourselves or third parties. The use of such materials shall be consistent with the original nature of the Entry Materials and respects any confidentiality obligations imposed on us by you under these Terms.

PUBLICATION PERMISSIONS:

Winners and Finalists

Select publication permissions for your written entry. (Choose one)

☐ **Publish Your Written Entry As It Was Submitted**

☐ **Publish An Edited Version of Your Written Entry (Edited Written Entry) -** Edits must adhere closely to the original entry and you may not redact any section in its entirety. Edits must be submitted within 60 days of receipt of the finalist notification from Effie.

PART F: COMPETITION TERMS

By checking the box below, and/or signing below, and as a condition of entry, you indicate that you agree to the following Terms:

39. For the avoidance of doubt, the Competition Entry Kit that is accessible on the Competition website is incorporated into these Terms by reference; and you agree to comply with the these Terms and the Competition Entry Kit.
40. By submitting an Entry, you must ensure that you have all the relevant rights and consents required to allow us, and any third parties authorized by us, to use the Entry Materials as set out in these Terms including, but not limited to, the Competition Purposes, submitting the Entry Materials to a jury for judging, having the Entry Materials included in a data set for Effie research purposes that do not breach any confidentiality obligations we may owe you, and use, publication and screening of Winner and Finalist Materials as outlined in these Terms. "**Entry Materials**" means all materials you provide to us, including your Entry. "**Winner and Finalist Materials**" means for each finalist and winner of the Competition, the following Entry Materials: creative work; a public summary; a public one sentence statement of effectiveness, the back-end data provided with the case, and a written case approved for publication by you in line with the publishing permissions set out herein.

41. By submitting an Entry, you hereby grant to Effie and Informa Festivals and its affiliates an irrevocable, royalty-free, worldwide, perpetual, sublicensable, freely assignable, non-exclusive license to use, reproduce, distribute, publicly perform, adapt, translate and/or display Winner and Finalist Materials, in any format currently in existence or hereinafter created including but not limited to print, digital, audiovisual, social media, virtual or augmented reality, or any other technology, tools, platform or medium now known or hereafter developed. Without limiting the generality of the foregoing, by way of example, Effie may, but is not obligated to, do the following (collectively, the "**Competition Purposes**"):

    41.1. Screen, display or publish Winner and Finalist Materials with or without charge at public or private presentations, in such manner and form as we reasonably think fit, in our sole discretion;

    41.2. Use Winner and Finalist Materials however we deem fit including by reproducing Winner and Finalist Materials on any digital platform, website, portal, application or other online environment (whether web-based or mobile) operated, licensed, subcontracted or otherwise made available by Effie, Informa Festivals and its affiliates, or any of its authorized partners or third-party providers, future iterations, replacements, extensions or similar associated or affiliated products or services provided by us or our partners or affiliates (together the "**Platforms**"), and on social media platforms via social media accounts controlled by Effie, Informa Festivals its partners, or affiliates and/or offline;

    41.3. use, or permit third parties to use Winner and Finalist Materials, directly or indirectly, to promote the Competition;

    41.4. reproduce any Winner and Finalist Materials in a collection of advertisements, which may be offered for sale anywhere in the world, including on the Platforms. Such a collection may not,

nor may any extracts of it, be copied, marketed or sold by a third party other than us or any organisation authorized to do so by us. This may include adaptation/translation by a third party; and

41.5. analyze or reproduce Entry Materials, including Winner and Finalist Materials, in aggregate form either directly or together with any organization authorized by us or Informa Festivals or its affiliates, using any technology and/or tools, platform or medium now known or hereafter developed, to analyze and/or reproduce the Entry Materials to create reports or commentaries on particular types or categories of Entry, for ourselves or third parties (including Informa Festivals and its affiliates). The use of such materials shall be consistent with the original nature of the Entry Materials and respects any confidentiality obligations imposed on us by you under these Terms.

42. If any legal action is started against us in relation to your Entry then, without prejudice to any other rights or remedies available to us, you shall promptly assist us in dealing with the claim (including, without limitation, by providing all documentation establishing ownership of rights in the Entry at our request).

43. Any Entry Material submitted in the course of the Competition becomes the property of Effie, Informa Festivals and its affiliates will not be returned to you.

44. Each Entry must satisfy the following requirements ("**Eligibility Requirements**"):

44.1. All Eligibility Requirements set out in the Competition Entry Kit.

44.2. The Entry must have aired, launched or been released to the relevant Audience during the Eligibility period and in the Territory outlined in the Competition Entry Kit.

44.3. All relevant rights and consents required to allow us, and any third parties authorized by us, to use the Entry Materials as set out in these Terms have been obtained prior to the Entry being submitted. These include but are not limited to: submitting the Entry Materials to a jury for judging and screening the Finalist and Winner Published Materials .

44.4. All fields in the written submissions are correct, complete and final.

45. Ownership and Responsibility. The Authorized Signatory of this Agreement has a special role to play in ensuring the accuracy of information provided by Entrants. Authorized Signatory must take full ownership of, and responsibility for, submitting only that information which they believe is accurate, and will be required to sign this Agreement accordingly.

46. We will carry out the administration of Competition in accordance with the Terms, using our discretion where necessary and in good faith, and relying on the information we receive from Entrants and/or the Authorized Signatory. In turn, all Entrants and Authorized Signatory should cooperate in good faith with us, including by providing information, and providing the necessary declarations, by the deadlines set in the Competition Entry Kit.

47. The Effie Awards represents the best in marketing effectiveness and Effie continually strives to protect the spirit and integrity of our industry. Entrants should not: (a) bring the Competition into disrepute; or (b) do anything which could be prejudicial to the image and/or reputation of the Competition. Where we, in our absolute discretion, consider that an Entrant has not complied with this clause, we may withdraw your Entry from the Competition.

48. We reserve the right to request additional information about your Entry, including for the purposes of verifying its eligibility or authenticity. For example, we may ask for media scheduling details, Brand confirmation in writing, additional details on sourced data or any other further information we need to verify the authenticity of your Entry. If you do not provide us with the requested information in the required timeframe or if, in our absolute discretion, we determine that you have not provided us with adequate information, we may withdraw your Entry or Award (as applicable).

49. We also reserve the right to carry out our own checks to make sure that the information you have provided about your Entry is correct, for example to review the sources provided.

50. We shall have the right to determine, in our absolute discretion, whether the Terms have been complied with. If we find that you have potentially breached the Terms, we may invite you to explain, including explaining any mitigating facts or circumstances. If we find that the Terms have been breached, we shall have the right to disqualify the relevant Entry and/or impose any other penalty specified in these Terms.

51. Our decisions in all matters relating to the Effie Awards shall be final and binding.

52. We will use any personal data included in your Entry Materials to process your Entry, contact you about enquiries, to further the Competition Purposes and to announce and promote winners. Further

details can be found on Informa Festivals' privacy policy here.

53. We have absolute discretion to change the Category that an Entry is entered into at any time (including, but without limitation, where we believe that such changes are necessary to ensure that all Entries are showcased in their best light). We will inform Entrants if we make any changes to their Categories.
54. If there is a complaint about any Entry at any point in the competition, including after Finalists or Winners are announced, we may, at our absolute discretion, choose to investigate the complaint. If we choose to investigate a complaint, you must cooperate fully with us in relation to that investigation, including by providing us with any information we request from you.
55. If we uphold a complaint and find that the winning or shortlisting of any Entry was unfair or incorrect, we may withdraw the relevant Entry or Effie Award as applicable.
56. The Effie Awards and Effie Index trophies, certificates, and all the Effie Awards and Effie Index branding are the intellectual property, including copyright, design rights and trademark rights, of Informa Festivals and its affiliates. In connection with the Competition, we are licensed to reproduce, manufacture, copy, and sell Effie Awards and Effie Index trophies and certificates in any size or medium, and to distribute or exploit the design of the Effie Awards and Effie Index trophies and certificates or reproductions of the same by gift, sale, re-sale or licence. No reproduction, replica or other copy of the Effie Awards or Effie Index trophies, certificates, or the Effie Awards or Effie Index branding may be made or used by you, any manufacturer, advertiser, organisation or individual.
57. Where we display an Entry, we are doing so for the purpose of judging or, for entries that are Finalists or Winners, for recognition of effective marketing only. Displaying an Entry does not constitute any recommendation, endorsement or promotion of the products or services featured in the Entry by us or any of our affiliates. We and our affiliates do not accept any liability of any kind in respect of any Display or any product or service referred to in any Display.
58. Each Entrant acknowledges and agrees that the Terms constitute the entire and only agreement between the Entrant and Effie. No Entrant has relied upon, nor has been given by us, any warranty, representation, statement, assurance, covenant, agreement, undertaking, indemnity or commitment of any nature whatsoever other than as expressly set out in the Terms. In the event of any conflict between these Terms and any other material published by us, these Terms shall take precedence.
59. If any provision of the Terms is or becomes invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of any other provision shall not be affected or impaired in any way.
60. We do not accept any responsibility for any damage, loss, injury or disappointment suffered by any Entrant.
61. Our liability to any Entrant, whether in contract or tort (including negligence), shall be limited to the amount of the Entry Fee. For the avoidance of doubt, we shall not be liable to any Entrant for any indirect, consequential or special loss arising out of, or in connection with, the Effie Awards, nor for any loss of profits or business (save that nothing shall exclude our liability for death or personal injury as a result of our negligence or any matters for which liability cannot be excluded or limited under applicable law).
62. The Terms shall be governed by and construed in accordance with the laws of Romania and the parties submit to the exclusive jurisdiction of the courts of Romania
63. You represent and warrant that any and all Entry Materials submitted to Effie 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, trademark, patent, defamation, physical injury, or invasion of privacy or any right of publicity violation. In addition, if any complaint or claim relating to any such Entry Materials is made by any third party at any time, whether a formal legal complaint or otherwise, you will fully cooperate with Effie in responding to and defending against such complaint or claim, and you will hold Effie harmless from and against any such complaint or claim.
64. You certify that the information submitted for this case is a true and accurate portrayal of the Entry's objectives and results and that the creative work ran between 1 January 2025 – 31 Decembrie 2025 in the Romania. Entry constitutes permission to be included in a data set for Effie research purposes that do not breach confidentiality.
65. 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 .

66. Upon entering the competition, all email addresses provided will be added to the Effie mailing list and may receive emails regarding competition news, judging events, content, etc. Individuals may opt-out of the mailing list via the unsubscribe link within any newsletter email.
67. You have credited all partners who contributed to the work that is being presented in the entry.
68. The decisions of Effie, or where appropriate Informa Festivals, in all matters relating to the Competition shall be final and binding.

☐ **Agree to the Competition Terms**

Authorized Signature:

Date: