

NEW YORK FESTIVALS®

INTERNATIONAL ADVERTISING AWARDS®

ATTENTION AWARD COORDINATORS!

The awards season is fast approaching and we want to take this time to inform you that we have made changes to our entering system, which will make it easier for you to enter. First, we have moved up our deadline to enter to January 28, to enable us to be the first award show of the season. We will hold the show, exhibits and creative conferences in the prestigious Paley Center for Media in New York from May 1 through Thursday, May 5, 2011. The first week in May will be the date for our awards show for years to come, so mark your calendar accordingly. If you plan to attend, a complementary ticket will be set aside for you as a token of our appreciation for entering the NYF. ☺

We clearly recognize that you have a lot of work to do during awards season and we want to make it as easy as possible for you to enter our competition. We are currently accepting entries to the 2011 NYF International Advertising Awards. One of the major changes we made was to offer a 10% discount for entries that were uploaded before December 17, 2010. Entries submitted and uploaded between December 18 and January 28, will be at normal fees and entries received and uploaded after January 29 will be subject to an additional 15% Rush Fee.

DEADLINE TO ENTER IS JANUARY 28, 2011
ENTER AFTER JANUARY 28, 2011 – PAY 15% RUSH FEE
NO ENTRIES WILL BE ACCEPTED AFTER FEBRUARY 11, 2011

We hope you will be understanding and sympathetic to our situation, in that we have a relatively small window to process thousands of entries, organize them by categories, get them judged by hundreds of jury members, engrave credits on trophies and certificates and finally, on May 4th and 5th, present to the world the work that has earned awards.

NEW ENTRY SYSTEM: With our new entry system, which is faster and easier than ever to use, we believe we can cut the time it takes for you to enter and for us to process the entries. First, you will no longer have to re-enter credits and other information when a specific entry is being entered into more than one category. We think you will really like this new feature. Second, you will be able to upload your entries and come back a little later to enter all of the personalized credits. This allows us to begin processing the physical entries much earlier. In addition, you will be able to print a hard copy of the credits as they look on the award and to get them approved to make sure they are correct and all inclusive.

IMPORTANT NEW PERSONALIZED CREDITS INFORMATION: The personalized credits, Names and Job Titles, will be listed on your awards, our website, our slates and in our Press Releases. In addition, if the entry earns an award in the print or poster category, the credits will be listed in our Annual of Advertising, the largest selling annual of its kind. So please enter all of your credits, and then click the new "Print Credits for

Approval” button so you and or your supervisor can approve the spelling, the hierarchical order of the names and the basic look of the layout. Receiving all of the credits from you is the most important step because we cannot complete the processing of your entries until we have all of your valuable data.

Now here’s some more good news. You will have up to 30 days after our original deadline date of January 28, 2011, to make changes, additions, or deletions to your credits. But you must upload your entries before January 28 and if you need to, come back later to finish entering your credits. We must receive your ads before the deadline to be able to start judging by March 1, and have a show on Thursday May 5, in NYC.

However, 30 days after the deadline, a \$50 fee per change, addition or deletion will be charged because we would have to manually make the changes in a number of different databases. So please enter and proof all of your credits before the deadline to avoid any additional charges later.

NEW CHARACTER LIMITS: When entering your credits, please be aware there is a maximum of 10 lines and a maximum number of 60 characters (letters, symbols and spaces) per line using Upper and Lower Case letters. You will be able to see how your credits look before you move to the next page. **IMPORTANT:** The first five lines of credits are reserved for the trophy nameplates as follows:

Line 1.) Entering Company Name

Line 2.) Advertiser Name

Line 3.) Title of Ad

Line 4.) Year & Category

Line 5 is optional line) There is room for 1 or 2 Individuals Names and Titles

Finalist Certificates allow for 10 lines of credits.

Additionally, we request the email addresses of the people listed in the credits so we can contact them in the event the work earns an award and if we are unable to contact you. Their email addresses will be kept confidential and will not be listed or published anywhere.

Finally, we cannot and will not be responsible for credit errors (like using all lower case letters) or omissions on your part and therefore requests for replacement nameplates on awarded trophies or certificates will be billed at our normal prices plus shipping, handling and duty charges.

If you have any questions, or suggestions, please do not hesitate to call or email Rob James in Customer Service at Tel 212 643 4800, RJJames@YourAwardsCompany.com. Or Donovan Lee in Processing at DLee@YourAwardsCompany.com.

Thank you for your understanding and cooperation. We look forward to working for you.