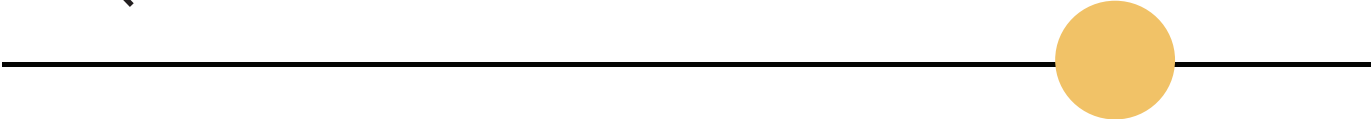




## Entry Guidelines



### DEADLINES

Early Bird Deadline End: July 19th 2024

Regular Deadline End: Sept. 15th 2024

Late Deadline End: Oct. 7th 2024

### ENTRY FEES

Early Bird Deadline (Member rate): \$450.00 per category

Early Bird Deadline: \$550.00 per category

Regular Deadline (Member rate): \$550.00 per category

Regular Deadline: \$650.00 per category

Late Deadline: \$750.00 per category

### **\*Deadline dates are 11:59pm EDT US time zone..**

Member rates are applicable to the following organizations:

The entry fee is determined by the date you submit your entry for judging with full payment.

All entries intended for judging must be paid in full and submitted prior to the entry deadlines. This includes payments that may have special promotional discounts. Participants eligible for promotional discounts must contact their local award program organizer for entry payment instructions.

This includes online credit card payments and wire transfers. All originating bank charges must be prepaid. Make sure the amount being transferred is in U.S. Dollars and covers the full amount of the entry fee(s).

### **Payment may be made by:**

1. Credit Card (Visa, MasterCard, American Express)

2. Wire Transfer

Please complete the appropriate information on the entry form.

All entries intended for judging must be paid in full and submitted prior to their corresponding deadlines. **Entry fees are non-refundable.**

This includes online payments, wire transfers.

Wire transfer payments should be sent directly to this bank:

Account Name: 3MA LLC

Name: Bank of America, N.A.

Bank Address: 2272 Black Rock Tpke, Fairfield, CT 06825

Bank Account #: 590621911

Wire Transfer Routing #: 021000021

Swift Code: CHASUS33

ACH Routing #: 021100361

Bank Contact: Ping Wang

Bank Contact Phone #: (203) 212-5325

Bank Contact Fax #: (855) 322-4418

If you have any questions, please contact us @ [Future@Echo-Awards.org](mailto:Future@Echo-Awards.org)



## Entry Guidelines

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### ENTRY FORM

#### The ECHO entry form is in 5 stages:

1. Entry Title
2. Categories
3. Entry text
4. Supporting files and uploads
5. Preview Entry

Entry form is included in this zip file download where you can work offline.

Agencies must not include the agency name in the entry text in stage 3 of the form, or in any file uploads submitted in stage 4.

You may select multiple categories in one form. Each category represents a separate entry and a separate entry cost. Although selecting multiple categories in one form saves time, we suggest that you consider duplicating your entry and customizing the entry copy specifically for each category.

Use the tool tips –

Each entry question has a tooltip that will help you answer the questions appropriately.

File uploads.

In stage 4 of the entry form you can support your entry with links to websites, videos and file uploads.

If you are uploading links to a video on Youtube, Vimeo or other video sharing platforms please ensure that your agency name is not visible on the account details. **Please make sure that all files are accessible through April 2025.**

All entries must have a publicity image uploaded. This image will be used to represent the entry in any communications including show guide and AV at the ECHO Gala. This image is uploaded in stage 1 of the entry form.

We recommend you upload no more than 5 separate images with your entry (Rather than upload individual images, judges will appreciate one PDF file with multiple images and narrative in one place.)

Case study videos should be no more than 3 minutes in duration, however we recommend no more than 2 minutes. **Please host your videos online and include the link to improve the judging experience.**



## Entry Guidelines

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Physical samples.

**In 2024 the judging experience will be online. Therefore we are not able to accept hard copy materials as part of your submission. Please send photographs of the pieces that are clear enough for judges to appreciate each one and to read any text.**

### JUDGING

ECHO Judging takes place over 2 rounds.

#### Round 1

Up to 200 judges are hand-picked from over 20 countries. Judges are allocated categories to review and are selected to ensure a balance of skills (creative, strategy, data, agency and client). Judges review entries per category online and score each entry 0-10 in the 3 criteria of strategy, creativity and results – with a total score of up to 30 points. The top performing entries proceed to round 2.

#### Round 2

Judges will join category specific debates to review the shortlisted entries. In 2024 the debate will be online. Judges review the work per category and vote to find a gold, silver and bronze in every category. While the debate is open, judges vote confidentially and winners are not revealed to judges and are not announced until after the awards ceremony.