



EL OJO DE IBEROAMÉRICA 2022 - REGISTRATION FORM

After two successful online editions, El Ojo announces that the time has come to meet again in person. It will be also the time to hug each other and celebrate together the 25th anniversary of the international festival with a Latin view of the most important global creativity. In addition, El Ojo returns on the usual dates of **early November**. This year the appointment will be on **9, 10 and 11** at the Convention Center of "La Rural" in Palermo, Buenos Aires, therefore, the process of registration of ideas and their judging will also be brought forward, so from the organization recommend making the registration of their work as early as possible.

REGISTRATION

Considering the current context, El Ojo will once again have special registration fees to support the industry in the international context we are living in and to help optimize the budgets of each company, the possibility of registering with the BOOK format will be maintained.

BOOK is a packet of pieces at a preferential price according to the number of pieces registered, which will allow them to participate in the awards for Ibero-America and automatically in El Ojo +Women, as well as in the Best Country Idea Award of El Ojo Local. This year we will again have two formats: STANDARD and the new PREMIUM.

- **STANDARD BOOK: Individual pieces** may participate in all the awards available for 2022, **except El Tercer Ojo and El Ojo Eficacia. Campaigns are not eligible.** There will be a choice of 5 options: BOOK 5, BOOK 10, BOOK 15, BOOK 20 or BOOK 30 corresponding to 5, 10, 15, 20 or 30 pieces, respectively.

- **PREMIUM BOOK: Individual pieces and campaigns** can participate in all available 2022 awards including El Tercer Ojo and El Ojo Eficacia and can choose between 4 options and for each one will be defined the number of individual pieces as campaigns or works for El Tercer Ojo and El Ojo Eficacia. Book 10 includes: 8 individual pieces and 2 campaigns or El Tercer Ojo/ El Ojo Eficacia, Book 15: 12 and 3, Book 20: 16 and 4 and finally Book 30: 24 individual pieces and 6 campaigns or El Tercer Ojo/ El Ojo Eficacia.

This year, El Ojo will present the following Awards: Film, Graphic, Radio & Audio, Public Way, Digital & Social, Media, Direct, Brand Experience & Activation, PR, Design, Sustainable, Sports, Content, El Tercer Ojo, Innovation, Creative Data, Effectiveness, Best Latin Idea for the World, Audiovisual Production, El Ojo Young Filmmakers, Audio & Sound Production, Graphic Production, and the special award El Ojo +Women (Creative and Filmmakers). All participating pieces will also contribute to define the Local and Regional Performance Awards 2022.

Registration will be open for agencies, production companies, media agencies, advertisers and professionals in the region to submit their best ideas until September 30.

| PRIZES AND REGISTRATION FEES 2022 | REGISTRATION FEE * | |
|--|--------------------|-------------|
| | QUANTITY | UNTIL 30/09 |
| Individual Piece / Case | | USD 650 |
| Campaign / El Tercer Ojo / El Ojo Effectiveness | | USD 995 |
| Young Filmmakers | | USD 390 |
| STANDARD BOOK ** (includes individual pieces and cases in all awards except El Tercer Ojo and El Ojo Effectiveness) | | |
| Book 5 (includes 5 pieces) | | USD 3120 |
| Book 10 (includes 10 pieces) | | USD 5980 |
| Book 15 (includes 15 pieces) | | USD 8580 |
| Book 20 (includes 20 pieces) | | USD 10400 |
| Book 30 (includes 30 pieces) | | USD 14625 |
| BOOK PREMIUM *** (includes individual pieces, campaigns and cases in all awards) | | |
| Book 10 (includes 10 pieces) | | USD 6615 |
| Book 15 (includes 15 pieces) | | USD 9490 |
| Book 20 (includes 20 pieces) | | USD 12225 |
| Book 30 (includes 30 pieces) | | USD 17255 |
| TOTAL REGISTRATION (complete with the corresponding amount in each box and the total registration amount) | | USD |

(*) To access the current rates, payment must be made up to the day the registration period ends, September 30, and you will have time to upload the material on the online registration site until October 3.

(**) Standard Book: The number of works indicated in the Book may be selected regardless of whether they are individual pieces and/or cases in any of the awards except El Tercer Ojo and El Ojo Eficacia. Campaigns are not eligible.

(***) Premium Book: Individual pieces, campaigns and/or cases may be selected in any of the available prizes, but the following rules must be complied with: Book 10 (8 individual pieces or cases and up to 2 campaigns or El Tercer Ojo, Book 15 (12 and 3), Book 20 (16 and 4) and Book 30 (24 and 6).

Registration Fees and Payment Form through September 30

To participate in the Festival, please complete the form with the details for payment by credit card or bank transfer and send it by e-mail to info@elojodeiberoamerica.com

Billing Information

Participating Company or Professional: _____ www: _____

Responsible for Registration: _____ Position: _____ E-mail: _____

Company name (name to appear on the invoice): _____ Cuit/ Tax N°: _____

Legal address (which must appear on the invoice): _____ City/ Neighborhood: _____

Postal Code: _____ Country: _____ Phone: _____

Payment contact: _____ E-mail: _____ Phone: _____

Forms of Payment

Credit card Visa MasterCard American Express (send a copy of the front and back of the card by e-mail with the form).

Card N°: _____ Expiration: _____ Security Code: _____

Issuing Bank: _____ Country of the Bank: _____ N° de ICA (MasterCard): _____

Summary Address: _____

Name of Holder: _____ Document / Certificate: _____

Bank Transfer (request information at El Ojo's offices and send with the form, the voucher by e-mail).

Transfer N°: _____ Bank: _____ Date: _____

Important: Transfers of less than USD 1000 cannot be made. The registration fees do not include possible tax withholdings, each company must add the amount corresponding to their country.