

# RULES AND REGULATIONS

## 6<sup>TH</sup> EDITION OF POSTER COMPETITION: "INNOVATE WITH A BRAND"

Poster competition to award the best poster design based on a slogan for the **"Innovate with a brand"** campaign.

### RULES AND REGULATIONS:

Any ESIC undergraduate or postgraduate student can participate by presenting a poster with an original **"Innovate with a brand"** slogan that underlines the aim of raising awareness of the importance and value of promoting brands for entrepreneurs and SMEs.

### AIM

1. The poster can be an individual or collective effort. Collective efforts can only be presented by groups containing a maximum of two people.
2. Posters must contain an original slogan relating to brand protection.
3. Participants creating posters for submission to the competition must be responsible for the source of their work and should this have been inspired by an outside source or use copied motifs (images, photos, illustrations, etc.), must have obtained the corresponding authorisation or rights permission in writing by their creator, unless already in the public domain.

In the event of any doubt as to the inspiration or use of non-original motifs, ESIC can ask the participant for clarification and should any query remain, the poster will be excluded from the competition.

ESIC and the Spanish Patent and Trademark Office (SPTO) are exempt from any third party liability due to actions or claims arising from the creation and exploitation of posters.

### 4. Submission guidelines:

- ▶ Send us your work as a PDF in A4 format with 300pp resolution minimum to: [emprendeconmarca@esic.edu](mailto:emprendeconmarca@esic.edu)
- ▶ Do not put the name of the author(s) on the poster.
- ▶ Use the e-mail subject "Innovate with a brand".
- ▶ Include in the body of the e-mail: A creative rationale for the piece (maximum 50 words) with the personal details of the author(s): Name and surname(s), year of degree, contact telephone number and email address.

### 5. The deadline for receiving posters via e-mail is 12pm on 11 November 2021.

Posters received after this deadline will not be entered into the competition.

6. The competition's organisers will send the participating entries to the judging panel with any references to author(s) removed so as to preserve participant anonymity.

7. The judging panel will select the finalists in a list announced on 24th November 2021.
8. Final presentation and awards ceremony. On Friday 26th November 2021 at 1pm in the Postgraduate Aula Magna at ESIC Pozuelo, the finalists will present their work and during the same event, the panel will announce the winners and hand over the awards.
9. The following awards for authors have been provided by SPTO and ESIC:

**First prize:**

- ▶ 200 euros for the author.
- ▶ Dissemination of their work in ESIC and SPTO paper and online publications.

**Second and third prizes:**

- ▶ 100 euros for each author.
- ▶ Dissemination of their work in ESIC and SPTO paper and online publications.

**Finalist:**

- ▶ Certificate for all finalists.

10. The judging panel will be made up of professionals appointed by ESIC and the SPTO. The panel's decision is final, and will be communicated and published online on the ESIC and SPTO websites.
11. The panel will judge the posters on basis of their ability to raise awareness of the importance of protecting brands and will be sovereign in the interpretation of these rules and regulations.
12. The winning posters and work of finalists will form part of an exhibition, and the panel will select others from participating entries that create special interest and raise awareness of the importance of brand protection for entrepreneurs, SMEs and the public.
13. The acceptance of the award entails granting ESIC and SPTO the unlimited rights to use and exhibit the posters on or off site, and for any other academic or communication use.
14. In any case, the moral rights of the poster's author(s) will always be recognised by SPTO and ESIC. The name of the author(s) will always be mentioned when using the poster, and ESIC and SPTO will be allowed to add a strip that includes the ESIC and SPTO logos and any other details.
15. By presenting a poster, participants thereby accept the competition's rules and regulations.
16. For any queries regarding the competition or its rules and regulations, please contact [emprendecon-marca@esic.edu](mailto:emprendecon-marca@esic.edu)

09.12.2020  
ESIC  
Pozuelo de Alarcón