



**(A) Campaign Information**

Campaign Title \_\_\_\_\_

Run Date \_\_\_\_\_

Client \_\_\_\_\_

Network \_\_\_\_\_

Submitted By \_\_\_\_\_

Contact Title \_\_\_\_\_

Company/Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov. \_\_\_\_\_ ZIP/Postal \_\_\_\_\_ Country \_\_\_\_\_

Telephone (     ) \_\_\_\_\_ Fax (     ) \_\_\_\_\_

Email \_\_\_\_\_

How would you describe your Company/Firm?

Advertising Agency

Motion Graphics Production House

Digital Signage Network Operator

Specialty Creative Shop

Fourth Screen Awards Entry Fee (please select appropriate level):

1-3 submissions — \$295 per entry

4-6 submissions — \$245 per entry

7-10 submissions — \$195 per entry

Method of Payment:                    VISA                                    MC                                    AMEX

Card Holder's Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**(B) Please Select Your Award Category**

Brand advertising: Content aimed at achieving the brand development goals of a product, service or attraction.

Promotional advertising/merchandising: Content aimed at activating the sale of a product or service at or near the point of purchase.

Interactive: Content presented on displays of greater than 100" that include interaction such as text messaging, touch screen, motion sensing or other interaction.

**(C) Tell Us About Your Content Submission**

1) Describe the intended objective of the piece? Was it part of an integrated campaign? If so, what other media were used? What was its specific role in this campaign?

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2) How is the creative intended to work?

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3) What is the length of the piece? Where did it run and when?

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4) Any special challenges or circumstances surrounding this production piece and how did you overcome them?

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5) Which screens or displays were used in showing the production?

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6) What software was used in showing the productions?

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7) Who is the Client / Advertiser?

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8) Please identify who your partners were on the production who should be recognized (ie. motion-graphic production house, advertising agencies, graphic design shop, post-production firm). Please provide complete and accurate company names.

**(D) Please Read and Accept the Following**

Applicants are required to agree to the following statement. If you do not agree, you will not be eligible to apply.

I certify that the information on this form and entry materials is correct; that The Strategy Institute is authorized to use my name, the name of the company I work for, and my clients' name and company in Press Releases on The Strategy Institute's and its partners' websites and in connection with advertising and promotion thereof; that am qualified to, and do so give The Strategy Institute permission to use any part of the submitted information as it sees fit, including photography, and agree to participate in a case study of the project. Furthermore, The Strategy Institute is indemnified against any and all costs arising in connection with claims of infringement of any copyright, trademark, trade name and other proprietary rights of any third party, claims of libel, invasion of privacy or publicity of any other rights of any person or corporation; and from and against any claims contained in the entrant's text or illustrative material that may be injurious to the user. Creative Material becomes the property of Strategy Institute, and will not be returned. Strategy Institute is granted the right to make copies of selected creative material for education and publicity purposes, including electronic distribution of material to Conference and Awards Show delegates.

**I understand and agree to the terms in the above statement.**

## **(E) Entry Process Checklist**

To enter, simply follow these steps:

Complete the Entry Submission PDF and email to [sub@fourthscreenawards.com](mailto:sub@fourthscreenawards.com); alternatively, you can fax the completed form to 1.866.298.9344

Once your Application has been received and the nominal Entry Fee processed, you will receive an entry Confirmation ID number via email with instructions on how to upload / mail your submission. Your Campaign ID number should be included in all subsequent correspondence.

There is no limit to the number of submissions, however, a separate entry form and entry fee must be completed for each submission.

Note: Judges will be reviewing the work submitted exactly as you have provided.

Download the brochure ([PDF](#)), complete the registration form on Page 8 and return to Strategy Institute along with your Campaign ID number to receive the 20% discount off the regular registration fee.

**Important Reminder:** Please thoroughly review all the information regarding how to enter, eligibility, etc. Entries that do not adhere to the requirements will be disqualified and fees will not be refunded.