

1. When will the competitions be opened?

The competitions will be opened from Wednesday 27 August 2008.

2. When will the competitions be closed?

COMPETITIONS	DEADLINE
CYBER CRISTAL INTEGRATED CRISTAL MARKETING SERVICES CRISTAL	Friday 17 October 2008
RADIO CRISTAL FILM CRISTAL PRODUCTION CRISTAL MEDIA CRISTAL	Friday 24 October 2008
OUTDOOR CRISTAL MAGAZINE CRISTAL	Friday 31 October 2008

3. What are the competitions fees?

COMPETITIONS	ENTRY FEES (EXC VAT)	ADMINISTRATION FEES (EXC VAT)
FILM CRISTAL	199 € EXC VAT	130 € EXC VAT
RADIO CRISTAL		
INTERNATIONAL PRODUCTION CRISTAL		
OUTDOOR CRISTAL	1 entry 199 €	170 € EXC VAT
MAGAZINE CRISTAL	2 entries 367 €	
	3 entries 520 €	
	4 entries 673 €	
	5 entries 816 €	
	Additionnal entry 87 €	
MARKETING SERVICES CRISTAL	1 to 3 campaigns 342 € 4 to 6 campaigns 308 € Further to 7 campaigns 262 €	
CYBER CRISTAL	Website 249 € Banner 202 € Viral Marketing 202 € Mobile 202 €	
MEDIA CRISTAL	286 € EXC VAT	
INTEGRATED CRISTAL	430 € EXC VAT	

The Administration fees are payable only once per company and per competition.

ANY ENTRY RECEIVED AFTER THE COMPETITIONS CLOSING DATE WILL PAY A 10% SUPPLEMENT.

4. Where can I find the Entry Forms?

All the Entry Forms can be downloaded online: <http://www.festivalpub.com/EN/competitions.html>

5. Where do I send my entries?

You can fill in your Entry Forms electronically and return them by:

E-mail: mila@2c-associes.com

Fax: +33 1 47 72 26 36

Post: 2C Associés / Méribel Ad Festival / 11/13 rue Salomon de Rothschild – 92150 Suresnes – France

6. In what language should I send my entries?

All our juries are Europeans.

- For the **Film and International Production Cristal**, the films should be **in English or with English subtitles**.
- For the **Outdoor, Magazine Cristal and Radio**, creations should be **in English or accompanied by a full translation on a Word file, explaining any specific word play, local, social, cultural or political references**.
- For the **other competitions**, (Marketing Services Cristal, Media Cristal, Cyber Cristal, Integrated Cristal), in order to be understood by the jury, we advise that you send your campaigns **in English or with English subtitles**. The Word file completing your entry should be obligatory in English.

7. Do I have to pay first or should I wait for the organization to send me an invoice?

It is very important that all your fees (Administration fees and Entry fees) are paid; otherwise your entry may not be accepted.

After the receipt of your Entry and its payment, the organization will send you the corresponding invoice.

The entries are taken into account on receipt of the totality of the payment.

8. What means of payment are accepted?

• Electronically by credit card

• Bank transfer:

Account name: 2C Associés – 68 rue Carnot – 92150 Suresnes - France

Bank : BNP PARIBAS – SURESNES – 26 rue des Bourets – 92 150 SURESNES – France

IBAN : FR76 30004 01403 00010158463 32

BIC : BNPAFRPPBBT

9. How do I do if I want to cancel, modify or be refunded one of my entries?

Any demand of the kind should be written and discussed with the organization before the competitions closing dates.

2C Associés / Méribel Ad Festival / Anne-Sophie Toutchkov / 11/13 rue Salomon de Rothschild - 92150 Suresnes - France / or by e-mail: anne-sophie.toutchkov@2c-associes.com

Entries cannot be cancelled or removed from the Festival in any way after the competitions closing dates, independently from any deadline extension.

10. Is there a pre-selection?

There is no pre-selection.
The jury will view all the ads entered.

11. How does the voting proceed?


A mixed jury made up of agencies and clients is gathered in Méribel. They view the long list and a short list is made. Then they vote.


The jury members cannot vote for their own campaign (agency or client).

To impartiality ends, the final vote will be made in secret ballot.

12. How do I know whether I won?

All the « Cristal » are awarded in Méribel:

 Friday 12 December in the evening:
Média Cristal (France and Europe) presented as a “show case conference”

 Saturday 13 December:
Cyber Cristal (France and Europe)

 Sunday 14 December:
Marketing Services Cristal (France and Europe)

 Monday 15 December:
European « Cristal » for Film, Outdoor, Magazine, Radio, Production and Integrated

 Tuesday 16 December:
French « Cristal » for Film, Outdoor, Magazine, Radio, Production and Integrated

The complete prize list will be online on our Website : www.meribel-adfestival.com from 18 December 2008.



Contact:

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