



WLA AWARDS PROGRAMME 2006 CALL FOR ENTRIES

The WLA Awards honour the outstanding advertisements from the lottery fraternity and provide WLA members with the opportunity to profile themselves, and to learn, exchange information, and experience the creativity of the global regulated lottery community.

A panel of jurors made up of advertising and communications professionals will shortlist entries while delegates to the World Lottery Association Convention and Trade Show will cast the final votes for the awards. This year, the WLA Convention and Trade Show 2006 is a joint effort of WLA and Singapore Pools (Private) Limited. The event will be held in Singapore from 12 to 17 November 2006, and the Awards Ceremony will take place at the Closing Dinner.

CATEGORIES

There are seven categories in the WLA Awards Programme:

World Lottery Association Advertising Awards
(Maximum 60-second advertisements)

1. Number Games (lotto, keno etc.)
2. Sports Betting
3. Instant Games
4. Internet Advertising

TV Draw

(A DVD presentation compressed to a maximum of 2 minutes)

5. TV Draw

Corporate Profile Award

(Maximum 60-second advertisements)

6. Corporate Profile Advertising

Annual Report

7. Annual Report

The above seven winners will be eligible to compete for the *Grand Global Gaming Award*.

ELIGIBILITY AND SUBMISSION

The WLA Awards Programme is open to all WLA members. Advertisements that have won an award in the WLA Convention 2004 in Durban are not eligible for re-submission.

Advertisements, Corporate Profile and TV Draws entries

These must be aired between June 2005 and June 2006. Non-English entries must be subtitled or dubbed into the English language. All submissions must be in DVD format.

Internet Advertising entries

These must be posted on the internet between June 2005 and June 2006. Non-English entries must be subtitled or dubbed into the English language. Submissions are to be in offline viewable HTML pages, embedded with the advertisement clip and relevant linked pages to show the interactivity of the pages. The advertisement clip should be in Flash (swf), Animated gif (gif) or Real Player / Windows Media Player (mpg, avi, mov, ram) format. All files are to be loaded onto a CD for submission.

Annual Report entries

All WLA Member 2005 Annual Reports will be eligible. Ten printed copies must be submitted. Non-English entries must be accompanied by an English language synopsis.

JUDGING

Advertisements and TV Draws Entries will be judged based on the following criteria:

- Quality
- Content/Message
- Originality
- Creativity/Visual impact
- Clarity of message to the viewer
- Overall perceived effect of the material
- Impact regarding informational content
- Ability to alter the viewer's perception
- Design and aesthetics of the advertisement
- Impact regarding total impression of the game/product
- Other natural advertising-related criteria that the jury deems important

Entries for the Annual Report category will be judged based on the following criteria:

- Presentation of information
- Content/Message
- Relevance and ease of understanding key performance indicators
- Design
- Layout and presentation

DEADLINE & FEES

All submissions must reach the WLA Awards Programme Organiser by 5pm, 15 August 2006 (Singapore Time).

Please submit the entries to:

*WLA2006 Secretariat
Singapore Pools (Private) Limited
1 Selegie Road #01-01
Paradiz Centre
Singapore 188306
Email: secretariat@wla2006.com*

The entry fee is S\$450 (est. US\$250) per submission. Entries will not be accepted if they are not accompanied with full payment or if they are incomplete in any way. Payment must reach the Organiser by 15 August 2006.

PAYMENT INSTRUCTIONS

Direct Transfer of Funds

Beneficiary's Bank (BIC Code)	: DBS Bank (DBSSSGSG)
Address	: 6 Shenton Way, DBS Building, Singapore 068809
Account No.	: 003-902987-0
Account Name	: WLA Convention 2006 Secretariat

Payment is to be made with the instruction "without charges to the beneficiary".

TERMS & CONDITIONS

The WLA Awards Programme Panel's decision will be final. Appeals will not be entertained.

Proof of despatch is not proof of delivery. Unsuccessful entries will not be returned. They will be disposed of.



SINGAPORE

**World Lottery Association
Convention & Trade Show 2006**
Beyond a World of Numbers

12 - 17 November 2006
Raffles City Convention Centre

WLA AWARDS PROGRAMME 2006

ENTRY FORM

Please read through the eligibility criteria before completing this Entry Form. Each submission must be accompanied by one form.

Category Entered	
Title of Entry	
Organisation	
Country	

All entries must be clearly labeled on the cover as well as on the disc with the above information.

Length of advertisement (if applicable) : _____ (seconds)

Language : _____
 (Non-English entries must be subtitled or dubbed into the English language. Non-English annual reports must be accompanied by an English language synopsis.)

Name of advertising / design firm : _____

Contact Details

Organisation : _____

Address : _____

Contact Person : _____

Email : _____

Telephone : _____ Fax : _____

Thank your for your participation!