

**RULES FOR THE INTERNATIONAL CONTEST
FOR REGIONS' PROMOTION "TRAVEL MORE!"**

(Further – «THE RULES»)

1. GENERAL PROVISIONS

1.1. The Rules set the order of organization and implementation of the Contest "Travel more" (further — "the Contest").

1.2. The Rules constitute a Public Offer, addressed by the Organizer to all potential Contest Participants. In accordance with Part 3 of Article 434 of the Civil Code of the Russian Federation, performing by the Contest Participant of actions referred to in clause 4.1 of the Rules shall be considered to be unconditional consent of the Contest Participant with the Rules. Upon the performance of the specified actions, the Rules shall become a binding agreement between the Contest Participant, the Organizer and Partners determining rights and obligations of the Parties with respect to organization and implementation of the Contest.

1.3. The Contest Organizer is Independent Non-Profit Organization "National Priorities" (INPO "National Priorities"), Principle State Registration Number (OGRN) 1197700017415, Individual Taxpayer Number (TIN) 9704007633, Registration Reason Code (RRC) 770401001, registered office: 121069, Moscow, B. Molchanovka str., 21A (further — "the Organizer").

The Contest is implemented with support of the Ministry of Economic Development and Trade of the Russian Federation.

1.4. The Contest Partners (further all together – "the Partners"):

1.4.1. Roscongress Foundation is the Contest Partner, Principle State Registration Number (OGRN) 1077799005426, Individual Taxpayer Number (TIN) 7706412930, Registration Reason Code (RRC) 770301001, registered office: 123610, Moscow, Krasnopresnenskaya embankment, 12, entrance 7, office 1101 (further - «Roscongress Foundation»).

1.4.2. Russian Association of Communication Agencies (RACA) is the Contest Partner, Principle State Registration Number (OGRN) 1027700371270, Individual Taxpayer Number (TIN) 7734038811, Registration Reason Code (RRC) 771501001, registered office: 127018, Moscow, Polkovaya str., 3, bld.3, flour 4 (further - "RACA").

1.4.3. Company "MMFR" is the Contest Partner, Principle State Registration Number (OGRN) 1037739763291, Individual Taxpayer Number (TIN) 7703348387, Registration Reason Code (RRC) 771501001, registered office: 127018, Moscow, Polokovaya str., 3, bld.3, flour 4, office 11 (further – "MMRF")

1.4.4. Partners provide technical, organizational and industry communication support during the Contest implementation, provide prizes for the Contest' Special Nominations, implement other functions within Contest cooperation.

1.4.5. The Contest Organizer is entitled to involve other Partners for the Contest implementation at its own discretion. Any other persons, whose interests comply with the Contest idea, may be the Contest' Partners.

1.5. The Contest website – <http://travelmore.rustravelforum.com/>

1.6. The Contest is being implemented at the territory of the Russian Federation (further — "the Territory") during the period from May 3rd, 2024 till June 12th, 2024, and includes the following stages:

1.6.1. From May 03rd, 2024 till May 24th, 2024 – Applications for the Contest participation gathering, pre-moderation of the Applications by the Organizer;

1.6.2. From May 30th, 2024 till June 06th, 2024 – Applications reviewing by independent experts (online), pre-moderation of the Shortlist candidates;

1.6.3. From June 10th, 2024 till June 11th, 2024 – presentations of the Contests Shortlist candidates and determination of the Contests Winners in the Contests Main Nominations.

1.6.4. From June 7th, 2024 till June 9th, 2024 – choosing of the Contests Winners in the Contests Special Nominations (offline).

1.6.5. On June 11th, 2024 – choosing of the Contest Grand Prix Winner by the Contests Supervisory Board.

1.6.6. On June 12th, 2024 – announcing of the Contests Winners, including Grand Prix Winner and Winners in Special Nominations, at the Awards Ceremony within the Russian Touristic Forum “Travel!” at the Exhibition of Economic Achievements (VDNKh), Moscow. Information about the Contest Winners and the format of the Award Ceremony is published by the Contest Organizer at the Contests website.

1.7. The Contest tasks:

- Promotion of key touristic venues of 89 Subjects of the Russian Federation;
- Promotion of travel potential of the Russian Regions for local and international audience;
- Advertising support of domestic and inbound tourism of all countries;
- Promotion of travel potential of CIS countries and BRICS Plus countries among Russian and international audience.

1.8. Participation in the Contest is voluntary, application for the Contest confirms free informed agreement to participate and full unreserved consent of the Contest Participants with the Rules.

2. THE CONTEST PARTICIPANTS

2.1. The Contests Participants in the Main Nominations “Opening of the Year”, “The Route is set”, “The Cultural Code”, “The Taste of Russia”, “To the Heart of Nature” may be Russian legal entity and unincorporated businesses, Executive Government authorities of the Subjects of the Russian Federation. The Contest Participants in the Main Nomination “Around the World” may be legal entity and unincorporated businesses, as well as Executive Government authorities of the CIS countries: Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Tadjikistan, Turkmenistan, Uzbekistan, Armenia, Georgia, Moldova; and BRICS Plus countries: India, China, Republic of South Africa, Iran, Saudi Arabia, United Arab Emirates (UAE), Egypt and Ethiopia.

2.3. An Entity is acknowledged to be the Contest Participant in case it complies with the requirements to the Participants and has performed all necessary conditions of the Contest.

2.4. Contest Participants when performing all procedures within the Contests are acting via their Representatives – due authorized legally capable individuals.

2.6. The Contests Participant is obliged to comply with the requirements of the applicable law of the Russian Federation, including requirements, prohibiting:

2.6.1. Distribution of information in an inappropriate form offending human dignity and public morality, showing obvious disrespect for society, state, official state symbols of the Russian Federation, Constitution of the Russian Federation or state authorities of the Russian Federation (clause 15.1-1. Of the Federal Law dated 27.07.2006 N 149-FZ "About information, information technologies and data protection").

2.7. The Contest Participant is obliged to comply with requirements of the applicable laws of the Russian Federation, contemplating the obligatory usage of the State Language of the Russian Federation. It is not allowed to use in Applications and Works foreign words and expressions, which may lead to misinterpretation of the information, presented in a Work.

2.8. The Contest Participant undertakes to inform the Contest Organizer in case the Participant and other persons, related to the Work (Customer and Producer) are recognized as Foreign Agents or a person, authorized by a Foreign Agent for applying for participation in the Contest.

The Work must be marked with a Marking, complying with the requirements of the applicable laws of the Russian Federation:

«This message (material) is created and (or) distributed by a foreign media, acting as a Foreign Agent, and (or) Russian legal entity, acting as a Foreign Agent».

2.9. In case, at a time the Work is applied for participation in the Contest, the Contest Participant and other persons, related to the application for participation in the Contest and the Work (Customer and Producer) are considered by the Russian Federation to be Foreign Agents, the Work (each item: audio, video, print materials and other possible forms) must be marked with a Marking on each item:

«This material (information) is created __.____.____ (date) by _____ (name of the foreign legal entity, foreign public association acting without incorporation of a legal entity, foreign public association, foreign unincorporated undertaking, foreign citizen or a stateless person) under the order of _____ (name of the foreign legal entity, foreign public association acting without incorporation of a legal entity, foreign public association, foreign unincorporated undertaking, foreign citizen or a stateless person) prior to the moment of assigning the Foreign Agent status»

The marking must be presented in a text message form in such a way, so it could be easily read (font (size), color) and could not be considered to be absent. Message assessment should be made from point of view of an ordinary Consumer, who does not have any special knowledge and equipment for reading it.

Requirements for the Marking placement:

- 1) The font size must be equal to the message text size, which is used in the Work;
- 2) The font color of the message must be sharp comparing to the background, on which it is placed;
- 3) It is not allowed to put the message on other text, image or other message (material) and their fragments;
- 4) The Marking must occupy not less than 20% of the relevant image size;
- 5) The Marking is to be placed in the beginning of each Work of the Participant and duration of its demonstration, playback must be not less than 15 seconds.

2.10. The Contest Participant assumes an obligation to inform the Contest Organizer in case the Contests Work is performed by any the foreign legal entity notwithstanding its legal form, foreign public association acting without incorporation of a legal entity, foreign public association, foreign unincorporated undertaking, as well as any citizen notwithstanding the country of its citizenship or a stateless person and/or under the order of any of the specified persons.

The Work must contain the Marking:

«This material (information) is created by _____ (put the name and status: the foreign legal entity, foreign public association acting without incorporation of a legal entity, foreign public association, foreign unincorporated undertaking, foreign citizen or a stateless person) under the order of _____ (put the name and status: the foreign legal entity, foreign public association acting without incorporation of a legal entity, foreign public association, foreign unincorporated undertaking, foreign citizen or a stateless person), acting in accordance with the Law of _____ (name of the Country) for distribution on the territory of _____ (name of the Country)»

2.11. Requirements for placement of the Marking, set by this Article of the Rules:

The Marking should be presented in a text message form in such a way, so it could be easily read (font (size), color) and could not be considered to be absent (further - "the Marking").

- 1) The font size must be equal to the message text size, which is used in the Work;
- 2) The font color of the message must be sharp comparing to the background, on which it is placed;
- 3) It is not allowed to put the Marking on other text, image or other message (material) and their fragments;

4) The Marking must occupy not less than 10% of the relevant image size;

5) The Marking is to be placed in the beginning of each Work of the Participant and duration of its demonstration, playback must be not less than 5 seconds.

Message assessment must be made from point of view of an ordinary Consumer, who does not have any special knowledge and equipment for reading it.

2.12. The Organizer has a right to check the compliance of the Contest Participant to the requirements of these Rules, and refuse to allow further participation of the Contest Participant in the Contest in case of identifying inconsistencies and noncompliance the Rules of participation in the Contest.

2.12.1. The Organizer has a right to refuse to accept the Application from the Participant in case similar Work is presented at international festivals and contests and contains translation into the foreign language, which vitiates the Work content, offence human dignity and public morality, shows obvious disrespect for society, state, official state symbols of the Russian Federation, Constitution of the Russian Federation or state authorities of the Russian Federation.

3. THE CONTEST NOMINATIONS

3.1. The Contest contains Main and Special Nominations

3.1.1. Main Nominations of the Contest Russian Track:

1) The Opening of the Year: Promotion of new travel directions, as well as touristic attractions and offers, launched not earlier than in 2020.

Nomination Formats:

Video – video spot up to 2 minutes

Advertising Campaign – PPT, PDF (+video, optional)

Territory Branding – PPT, PDF

Event – video report

2) The Route is set: Promotion of travel routes and trans-regional touristic projects.

Nomination Formats:

Video – video spot up to 2 minutes

Advertising Campaign – PPT, PDF (+video, optional)

Territory Branding – PPT, PDF

Event – video report

3) The Cultural Code: Promotion of culture-related tourism.

Nomination Formats:

Video – video spot up to 2 minutes

Advertising Campaign – PPT, PDF (+video, optional)

Territory Branding – PPT, PDF

Event – video report

4) The Taste of Russia: Promotion of food and event tourism.

Nomination Formats:

Video – video spot up to 2 minutes

Advertising Campaign – PPT, PDF (+video, optional)

Territory Branding – PPT, PDF

Event – video report

5) To the Heart of Nature: Promotion of ecological and adventure travel

Nomination Formats:

Video – video spot up to 2 minutes

Advertising Campaign – PPT, PDF (+video, optional)

Territory Branding – PPT, PDF

Event – video report

3.1.2. The Main Nominations of the Contest International Track:

1) Around the World: Promotion of touristic potential (travel directions of the Regions and attractions located in the Regions) of CIS countries and BRICS Plus countries for international audience and audience within the Russian Federation.

Nomination Formats:

Video – video spot up to 2 minutes

Advertising Campaign – PPT, PDF (+video, optional)

Territory Branding – PPT, PDF

Event – video report

3.1.3. For each Main Nomination in Russian and International Tracks (“Opening of the Year”, “The Route is set”, “The Cultural Code”, “The Taste of Russia”, “To the Heart of Nature”, “Around the World”) may be submitted unlimited number of Works under four Formats: Video, Advertising Campaign, Territory Branding, Event. The Winner is determined in each Format in each Main Nomination.

Period for Works submission: May 3rd - May 24th, 2024.

3.1.2. The Contest Grand Prix is chosen among Works, submitted to the Contest Main Nominations and included in the shortlist.

1) Power Place: The best advertising communication for promotion of a Region travel potential.

Nomination Formats:

Video spot – up to 2 minutes

Advertising Campaign – PPT, PDF (+video, optional)

Territory Branding – PPT, PDF

Event – video report

3.1.3. The Contest Special Nominations are chosen among the Works, submitted to the Contest Main Nominations:

1) Everything for Travelers: Special Nomination of the Ministry of Economic Development and Trade of the Russian Federation.

2) Puteshestvuy.rf (Путешествуй.рф): Special Nomination of Roskongress Foundation and INPO “National Priorities”.

3) The Choice of the Industry: Special Prize from RACA, choosing of the most creative campaign.

3.2. Main Nominations will be held in two tracks:

- Russian Track.
89 Subjects of the Russian Federation are participating.
- International Track.
CIS countries and BRICS Plus countries are participating.

4. CONTEST PARTICIPATION CONDITIONS

4.1. To participate in the Contest an Entity is required to undertake the following actions within the period from May 3rd till May 24th, 2024:

4.1.1. Submit the Application Form to the Contest, including:

Submit the Application Form in one of the Contest nominations, available at the Contest website:

- For the Subjects of the Russian Federation at the website travelmore.rustravelforum.com/rus in accordance with the Nomination description and requirements to the formats of the Contest' materials;
- For foreign countries (CIS countries and BRICS Plus countries) in two languages – Russian and English at the website travelmore.rustravelforum.com/eng in accordance with the Nomination description and requirements to the formats of the Contest' materials.

Filled Application Form (Appendix 1 to the Rules) is to be sent via the Contest email contest@nationalpriority.ru.

4.1.2. Send the Work (Works) to the Organizer via email contest@nationalpriority.ru or to download the Work (Works) at the File Hosting Service and sent the link to it via above email.

Works, sent after the end of Applications submission period, will not be considered for participation in the Contest.

4.2. The Organizer has a right not to accept for participation in the Contest the Works, which:

- Promote pornography, cult of violence and cruelty, foster nationalism, class, social, religious intolerance, contain information, prohibited for distribution by the Russian Law, as well as information, contradicting ethics and morality norms, including information of erotic and indecent content, information, containing taboo language, rude words and abusive expressions;
- Are breaking copyrights, associated and other third parties intellectual property rights and means of identification or may lead to such breaches according to the Organizer's opinion;
- Hurt in any way the Contest image, the Organizers or the third parties;
- Are not in line with the requirements, listed in clauses 2.6. – 2.11. of the Rules.
- Advertising goods, works, services, organizations and other.

4.3. The Entity, meeting the Contest Participants requirements, which has implemented the Contest task in accordance with the clause 4.1. of the Rules, is acknowledged as the Contest Participant.

4.4. The Contest Participant has a right to terminate participation in the Contest at any time and withdraw the Application by sending a request on the Contest participation termination (in free form) via email contest@nationalpriority.ru

4.5. During the Contest the Organizer has a right to qualify the Participants in accordance with participation requirements, including requesting status confirmation from the Participants according to the clause 2.1. by sending relevant notification via email, specified in the Application Form.

The Participant is to respond to the Organizer not later than 2 (two) working days from the date of sending of notification from the Organizer to the Participant.

In case the Participant is not sending a reply within the above term, the Organizer has a right to terminate participation of such a Participant in the Contest.

5. REQUIREMENTS TO THE PARTICIPANTS' WORKS

5.1. Works are submitted to the Contest in one of the following formats:

- Video in accordance with the title of the Nomination, items for consideration:
 - TV commercials;
 - Commercials created for promotion on online platforms;
 - Corporate videos.

Technical requirements:

Videos – duration up to 2 minutes;

Corporate videos - up to 5 minutes.

- Territory Branding in accordance with the title of the Nomination, items for consideration:
 - Development of corporate identity;
 - Other formats of communication design (logos, font, illustrations).

Technical requirements:

Guidebook in Power Point(.ppt) or (.pdf) in a form of a presentation.

- Advertising Campaign in accordance with the title of the Nomination, items for consideration:
 - Campaigns in which one idea is transmitted through one or more communication channels, for example: TV, Outdoor advertising, Internet or others
 - Other communication formats (special projects, flash mobs, etc.).

Technical requirements:

PPT or PDF presentation

Video up to 2 minutes is optional

- Events in accordance with the title of the Nomination, items for consideration:
 - Events aimed at promoting touristic potential of a Region - public, consumer, socio-cultural, corporate and other.

Technical requirements:

Video report - duration up to 2 minutes

5.2. Works should not contain any intellectual property items, which are not a copyright of the Contest Participant. The Work should not violate third party rights when creating or using the Work. In case of any third party complaints, the Contest Participant is obliged to settle relevant complaints at its expenses and using its own resources. In case of dispute about a Work copyrights, the Contest Participant, who has downloaded the relevant Work, automatically, without any notification from the Organizers, stops its participation in the Contest with all its Works, downloaded for participation in the Contest, and in case such Participant is chosen to be a Winner of the Contest, the result of such choice is cancelled, and the Organizer has a right to dispose, on its own free choice, of the Prize which was owned by the Contest Participant. The Contest Participant should fully compensate the Organizer for loss occurred in regard to third party established claims concerning their rights violation, allowed during bona-fide usage of the Work by the Organizer.

5.3. Works should not break the applicable law of the Russian Federation in any other way.

5.4. The Organizer is entitled to request any information about the Work for qualifying it in accordance with the Rules.

5.5. The Organizer is entitled to withdraw the Work from the Contest in case of non-compliance with requirements to the Work, determined by the Rules.

6. VOTING STAGES AND MECHANICS

6. Stages of the Contest:

6.1. The First stage — submission of Application Forms and Works by the Participants, Works' pre-moderation by the Contest Organizer.

6.2. The Second stage – determination of the Contest shortlisted candidates (making a shortlist) by independent experts, invited by the Contest Partner - RACA.

6.2.1. Determination of the Contest shortlisted candidates (making a shortlist):

- Independent experts examine Works online and vote for including of Works in a shortlist;
- The way of voting: each independent expert examines all submitted Works in a personal online account and assign attribute “The work is eligible for the shortlist” / “The Work is not eligible for the shortlist”. After all independent experts have voted, the Contest Organizer determines the shortlisted candidates via counting the votes;
- Terms: from May 25th till June 3rd, 2024.

6.2.2. Works, submitted by the Contest Participants, are examined by independent experts in Nominations upon the following criteria.

- Nomination “Opening of the Year” - award criteria:
 - Theme development in a material, submitted to the Contest;
 - Changes in development of touristic infrastructure of a Territory, increasing number of touristic routes and sightseeing programs in a Region;
 - Availability of a marketing strategy for a Region development;
 - Development of a unique visual / brand of a Region;
 - Further development of touristic products quality - product marketing;
 - Information presentation skills, creativity of a presentation, enforcing perception of the project content.

- Nomination “The Route is set” - award criteria:
 - Theme development in a material, submitted to the Contest;
 - Development of touristic infrastructure of a Territory, number of touristic routes and sightseeing programs in a Region;
 - Availability of travel agents, guides, travel routes and sightseeing programs’ Register;
 - Technologies and scale of tourists’ attraction to the Territory (geography and number of tourists);
 - Interaction between local touristic community when developing of regional touristic products;
 - Availability of special regional programs for support of events in the field of travel routes and sightseeing programs development;
 - Information presentation skills, creativity of a presentation, enforcing perception of the project content.

- Nomination “Cultural Code” - award criteria:
 - Theme development in a material, submitted to the Contest;
 - Number of travel routes and sightseeing programs in the field of culture-related tourism in a Region;
 - Number of touristic events in a Region, calendar of touristic events;
 - Technologies of tourists’ attraction and scale of audience involvement in culture-related tourism in a Region (geography and number of tourists);
 - Interaction between representatives of local touristic community (travel agents, accommodation facilities, entertainment, public eating facilities, producers of touristic souvenirs) when implementing projects in the field of culture-related tourism;
 - Availability of special regional programs for support of travel routes and sightseeing programs in the field of culture-related tourism;
 - Development of a Territory’ touristic infrastructure, which support the development of culture-related tourism;
 - Information presentation skills, creativity of a presentation, enforcing perception of the project content.

- Nomination “The Taste of Russia” - award criteria:
 - Theme development in a material, submitted to the Contest;
 - Quality of events, travel routes and sightseeing programs in the field of food and event tourism;
 - Technologies of tourists’ attraction and scale of audience involvement (geography and number of tourists);
 - Interaction with representatives of local touristic community (travel agents, accommodation facilities, entertainment, public eating facilities, producers of touristic souvenirs) when implementing projects in the field of food and event tourism;
 - Availability of special regional programs for support of events in the field of food and event tourism;
 - Development of production and usage of local foodstuff;
 - Information presentation skills, creativity of a presentation, enforcing perception of the project content.

- Nomination “To the Heart of Nature” - award criteria:

- Theme development in a material, submitted to the Contest;
 - Number, relevancy and significance of events, which are implemented on a Territory with the aim of development ecological and adventure tourism in a Region;
 - Number of objects, touristic events, travel routes and sightseeing programs in the field of ecological and adventure tourism;
 - Technologies of tourists' attraction and scale of audience involvement in ecological and adventure tourism in a Region (geography and number of tourists);
 - Interaction between representatives of local touristic community (travel agents, accommodation facilities, entertainment, public eating facilities, producers of touristic souvenirs) when implementing touristic projects in a Region;
 - Development of touristic infrastructure on a Territory for development of ecological and adventure tourism;
 - Information presentation skills, creativity of a presentation, enforcing perception of the project content.
- Nomination "Around the World" - award criteria:
 - Theme development in a material, submitted to the Contest;
 - Number, relevancy and significance of events, which are implemented on a Territory with the aim of tourism promotion;
 - Number of objects, touristic events, travel routes and sightseeing programs;
 - Technologies of tourists' attraction and scale of audience involvement;
 - Development of touristic infrastructure on a Territory for tourism;
 - Information presentation skills, creativity of a presentation, enforcing perception of the project content.

6.2.3. Moderation of the Contest shortlist:

- The Contest Organizer is implementing additional Works moderation at its sole discretion: shortlisted candidates can be not more than 3 (three) Works in each of 4 (four) Formats in each of 6 (six) Main Nominations, totally not more than 72 Works;
- Terms: till June 06th, 2024.

6.3. The Third stage – determination of the Contest Winners

6.3.1. Determination of the Winners in each of 6 (six) the Contest Main Nominations in each Format (Video / Advertising Campaign / Territory Branding / Event) through defense of Works:

- Format: online (video-conference) or offline (face-to-face meeting), the format of the Contest Participants defense of Works, included in the shortlist, is to be agreed additionally;
- Independent experts examine presentations and via discussion determine Winners in each of the Contest Main 6 (six) Nominations;
- Terms: from June 10th till June 11th, 2024.

6.3.2. Choosing of the Grand Prix:

- The Grand Prix Winner is determined by the Contest Supervisory Board, approved by the Organizer, with consideration of Partners' opinion, among the Contest shortlisted candidates;
- Format: online (video-conference) or offline (face-to-face meeting);
- Terms: June 11th, 2024 (before the Award Ceremony).

6.3.3. Determination of the Winners in Special Nominations:

- Winners in Special Nominations are determined by: for Special Nomination "Everything for Travelers" - the Ministry of Economic Development and Trade of the Russian Federation, for Special Nomination "Puteshestvuy.rf" (Путешествуй.рф) - Roskongress Foundation and INPO "National Priorities", for Special Nomination "The Choice of the Industry" - RACA.
- Terms: from June 07th till June 09th, 2024.

6.4. The Fourth stage – announcing of the Contests Winners in Main and Special Nominations, as well as the Contest Grand Prix, at the Awards Ceremony within the Russian Touristic Forum “Travel!” at the Exhibition of Economic Achievements (VDNKh), Moscow. Information about the Contest Winners is published by the Contest Organizer at the Contests website.

Names of the Winners are announced only at the Contest Award Ceremony. Further, names of the Winners are published at the Contest website in relevant nominations.

7. PRIZE FUND

7.1. The Contest Prize Fund is ensured by the Organizer and includes the following prizes:

24 (twenty four) Branded Cups for the Main Nominations;

1 (one) Cup for the Grand Prix. Prizes for Special Nominations are to be determined later.

7.2. The Prize is not to be changed for other prizes, money equivalent of the Prize is not to be paid instead of the Prize delivery.

7.3. The cost of each prize is not more than 4 000 (four thousand) Rubles 00 copeck, including applicable taxes. The Prizes are equivalent to each other in monetary value.

8. TERMS AND ORDER OF PRIZE-GIVING

8.1. Announcing and publication of Winners is implemented in the following format:

8.1.1. June 12th, 2024 — announcing of the Contest Winners and prize-giving at the Award Ceremony within the Russian Touristic Forum “Travel!” at the Exhibition of Economic Achievements (VDNKh), Moscow.

8.1.2. Information about the Contest Winners is published by the Contest Organizer at the Contests website.

8.2. The Organizer is not responsible for non-receipt by the Winner the notification about the winning in the Contest in case the Participant had provided incorrect contact details.

8.3. The prize-giving to each Winner is implemented at the Award Ceremony within the Russian Touristic Forum “Travel!” at the Exhibition of Economic Achievements (VDNKh), Moscow. The Organizer is obliged to inform in advance all shortlist candidates about date and place of the Award Ceremony by sending relevant information to the emails of each Winner.

8.4. The Winner has a right to refuse the Prize, by sending the scan of signed by the Winner notification about refusal of the Prize (in free form) via email contest@nationalpriority.ru.

8.5. In case the Organizer decides to give encouragement awards, such awards are given or sent to Participants at the expense of the Organizer. The Organizer does not provide repeated delivery (sending) of encouragement awards in case the Contest Participant specified incorrect postal (email) address, in case the Participant was absent at the specified address or in other cases when an encouragement award was not delivered because of conditions, not directly dependent on the Organizer.

8.6. Non-providing by the Winner of information, necessary and sufficient for receiving the Prize, is considered by the Contest Organizer as refusal of the Prize.

9. INTELLECTUAL RIGHTS AND PERSONAL DATA

9.1. When sending the Application Form for participation in the Contest, the Participant agrees that from the moment of receipt of the Work (Works), sent to the Contest, the Organizer gains the right to use such Work (Works) under conditions of non-exclusive (ordinary) royalty-free license in any ways, including those listed in clause 2 of Article 1270 of the Civil Code of the Russian Federation on the territory of all world during the full

term of exclusive rights for them. The Participant provides the Organizer with the right to use the Work (Works) fully or partially, as well as with or without mentioning the author's name or other persons, participated in creation of the Work (right for nameless usage). The Organizer does not provide reports on the Works' usage.

9.2. When accepting the Rules and the Contest conditions, the Contest Participant and its representative provide the Organizer and the Contest Partners consent for the processing of personal data of the Contest Participant representatives, including surname, name, second name, position, address, phone number, email.

9.3. The Organizer and the Partner are entitled to implement the following actions ("Processing") with personal data of the Participants' representatives, including usage of automation tools: gathering, recording, systematization, accumulation, storage, specifying (upgrading, changing), extraction, usage, anonymization, blocking, deleting, data termination, publication in media and social networks.

9.4. Owner of Personal data (the Participant' representative) has a right to receive information about each operator, its location, availability of personal data, referred to the relevant Owner of Personal data, as well as possibility to get acquainted with such personal data in written form (in accordance with the relevant request, containing number of the key identification document of the Owner of Personal data, information about its date of issuing and the authority, which has issued the above document, as well as the personal signature of the Owner of Personal data).

9.5. Owners of Personal data (the Participants' representatives) have a right to withdraw their consent for Personal data processing by sending to the Partner or the Organizer relevant request via postal item with list of enclosers and delivery confirmation at the address of the Personal data Operator. In case of withdrawal of the consent for Personal data processing by the Participant' representative, the Participant is obliged to provide the Organizer with its new representative data.

9.6. The Participant' representative Personal data processing is terminated when the aim of the processing is reached. Personal data of the Owners of Personal data is stored during the period indicated in the applicable law of the Russian Federation.

9.7. The Participants' representatives provide the Organizer with the right to use Personal data and materials, provided by the Participant, without necessity to receive special consent for each usage occasion.

9.8. The Participant' representatives provide the consent confirming that their names, surnames, other personal data, their photo- and video images, interview and other materials may be used by the Organizer for advertising and information purposes, including TV, radio, print, Internet and other media as well as for production of graphic materials without paying to them any money reward. The Organizer will own all exclusive rights for such photo- and video materials, graphic materials.

10. THE FINAL PROVISIONS

10.1. The Contest, the Rules, as well as any activity, related to the Contest, are regulated by the Laws of the Russian Federation.

10.2. The Organizer is not responsible for technical failures, including email delays, as well as any other technical failures of Internet providers, providing the Contest Participants with communication services, which occur through no fault of the Organizer.

10.3. The Organizer reserve the right to establish additional Prize Fund for encouraging of the Contest Participants, which have not become the Winners.

10.4. Depending on certain circumstances, including those mentioned in the Rules, the Organizer reserves the right to make a decision about absence among the Contest Participants parties, which may be called Winners.

10.5. The Organizer reserves the right to make additions and/or changes to the Rules, as well as terminate, bring to a halt or cancel implementation of the Contest and/or cancel its results (fully or partially), giving the relevant notice via any legal way.

10.6. All Contest Participants pay at their own cost expenses, related with the Contest participation. The Contest Participants, including the Winner, are not entitled to require any money compensation for participation in the Contest. When accepting the Rules and the Contest terms, the Participant agrees not to claim any reward for the usage of Works by the Organizer.

10.7. In case of pre-moderation of the Application with attached Works, containing creative content, in accordance with format and technical requirements specified in the Rules, the Organizer reserves the right to inform the Participant about passing or not passing moderation.

10.8. The Organizer reserves the right to refuse to any Participant in further participation in the Contest, to eliminate the Participant' results from consideration when summing the results, on its own discretion and without disclosing the reason, in case when, in the Organizer' opinion, such Participant is inconsistent or breaking requirements of the Rules. In case of such refusal, the Organizer reserves the right not to provide any clarifications and not to send any notifications to the Participant.

10.9. All decisions of the Organizer in relation to the Contest implementation are final and the Organizer does not enter into any related correspondence with the Participants.

10.10. The Rules shall come into effect upon publication on the Contest website.

APPLICATION FORM

*For participation in the International Contest for Regions' promotion
"TRAVEL MORE!"*

Works which were implemented in the period from 1st of January 2020 are eligible to participate.

WORKS ARE SUBMITTED TO THE CONTEST IN ONE OF THE FOLLOWING FORMATS:

• **Video in accordance with the title of the nomination, items for consideration:**

- TV commercials;
- Commercials created for promotion on online platforms;
- Corporate videos.

Technical requirements:

- Videos – duration up to 2 minutes;
- Corporate videos - up to 5 minutes.

• **Territory Branding in accordance with the title of the nomination, items for consideration:**

- Development of corporate identity;
- Other formats of communication design (logos, font, illustrations).

Technical requirements:

- Guidebook in Power Point(.ppt) or (.pdf) in a form of a presentation.

• **Advertising Campaign in accordance with the title of the nomination, items for consideration:**

- Campaigns in which one idea is transmitted through one or more communication channels, for example: TV, Outdoor advertising, Internet or others;
- Other communication formats (special projects, flash mobs, etc.).

Technical requirements:

- PPT or PDF presentation;
- Video up to 2 minutes is optional.

• **Events in accordance with the title of the nomination, items for consideration:**

- Events aimed at promoting touristic potential of a Region - public, consumer, socio-cultural, corporate and other.

Technical requirements:

- Video report - duration up to 2 minutes.

1. Nomination, in which the Work is submitted

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2. Work Format *(please choose the relevant)*

<input type="checkbox"/>	Video
<input type="checkbox"/>	Advertising Campaign
<input type="checkbox"/>	Territory Branding
<input type="checkbox"/>	Event – video report

3. Work name

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4. Region, which the Participant is representing

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5. Name, type of legal entity and registration data of the Participant

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6. Full name, position, contact details of the Participant' representative

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Project description

1. Target audience of the Campaign (up to 100 words)



2. Idea description (up to 250 words)



3. Description of the project implementation (up to 200 words)



4. Results description (up to 300 words)



Additional files (links to a Video Case Study or Project presentation):



Please send the filled Application Form to the Contest Organizers during the period May 3rd - May 24th, 2024 via the Contest email: contest@nationalpriority.ru.