

There's land. And there's Ayala Land.

Ayala Land On-the-Spot Photo Competition

MECHANICS

THEME: **There's Land. And There's Ayala Land.**

CRITERIA

Content and Value (30%)
Visual Impact (30%)
Artistic Merit (15%)
Originality of Concept (15%)
Relevance (10%)

REGISTRATION

6:00 AM November 28, 2009
(Claiming of Event ID/ Shooting Permit)
Tower One & Exchange Plaza (Fountain Area), Ayala Triangle
Ayala Avenue, Makati City

CONTEST PERIOD

November 28, 2009
6:00 AM – 2:30 PM

COVERAGE

Makati Cluster
Tower One & Exchange Plaza, Greenbelt 5, & Glorietta 5

Taguig Cluster
One Serendra, Two Serendra, & Bonifacio Global City

Quezon City Cluster
Trinoma, U.P. – Ayala Land TechnoHUB, & Avida Towers New Manila

SUBMISSION DEADLINE

November 28, 2009
2:30 PM (All Cluster)

PRIZES

Grand Prize: 25,000.00 and Certificate
1st Runner Up: 15,000.00 and Certificate
2nd Runner Up: 10,000.00 and Certificate

CONTEST RULES

1. Competition is voluntarily and is open only to members of the Pinoy Photography Forum, either professional or amateur and must be a registered member of the Pinoy Photography Forum on or before November 5, 2009.
2. Event ID's will be issued at Tower One & Exchange Plaza (fountain area), Ayala Triangle, Ayala Avenue on the event date, November 28, 2009 at 6:00 AM. The participants can choose a preferred cluster assignment and it will be on a "first come, first served" basis. Only 100 slots will be made available for each cluster. A participant's ID will be time-stamped upon registration. A participant is given a maximum of (3) hours shooting time to his/ her assigned cluster assignment.

Makati Cluster

- Greenbelt 5
- Glorietta 5
- Tower One & Exchange Plaza

Taguig Cluster

- One Serendra
- Two Serendra
- Bonifacio Global City

Quezon City Cluster

- Trinoma
- U.P.-Ayala Land TechnoHub
- Avida Towers New Manila

3. A participant is required to submit at least (1) one photo from his/her cluster assignment. A photographer can submit a maximum of (2) two entries per location. Designated downloading station supervised by cluster marshals will be available per cluster. A photographer must submit his/her entry within the shooting period and must ensure a cluster marshal validates his/her ID before moving to the next location of his/ her choice. Deadline of submission for photos taken from other clusters will be at 2:30pm.

Cluster Marshals are members of Pinoy Photography Organization and ALL representatives.

4. A participant is allowed to submit a maximum of (6) six photos.

OTS Pre-requisite

1-2 Photos (from his/her cluster assignment)

Optional

2-4 Photos (1-2 of each from the remaining 2 locations)

5. All entries shall be submitted in digital format (JPEG only), minimum of 1MB, and maximum of 4MB file size per entry. Media readers will be made available to facilitate submission of entries. Cluster marshals and event organizer will facilitate printing of OTS entries. Event organizer Pinoy Photography Organization and printer partner Kodak Philippines ensure the machines to be used for the printing of OTS entries are uniformly calibrated prior to the event date.

6. Concept should be original, entertaining and wholesome, depicting the various Ayala Land projects and communities. Use of logos and brand names (except that of Ayala Land or Ayala Malls and its subsidiaries), foul language and violent actions are grounds for immediate disqualification.

7. Entries submitted should be accompanied with a duly filled-up Photo Entry Form and Undertakings Form. No name or any mark identifying the photographer shall be included in the photo itself. Upon submission, entries shall bear a control number only, same that of with the participant's ID. Names of photographers shall be included only after the judging and during the photo exhibits.

8. Photos should not be altered digitally. Entries should be in their original format, as taken. Exposure corrections and or enhancements shall be done in-camera. Use of enhancement filters, polarizing, neutral and density filters are allowed. Post-processed photos - infrared, black and white, sepia or duotone conversions are automatically disqualified.

9. Photo entries should not be submitted or to be submitted to any other competition, owned by other entity (other than Ayala Land and its subsidiaries), nor is subject of any copyright issue.

10. Only pictures belonging to top (100) on hundred shall be kept by Ayala Land and its subsidiaries for PR use within a limited period of (1) one year, and is limited to print (broadsheets and magazines), AVP's and web use only. However, it is agreed with Ayala Land, Inc. and its subsidiaries that the photographer retains full copyright/intellectual property right over the submitted photo entry, with full acknowledgment of photographer's name without any monetary compensation or anything of pecuniary value.

11. Only pictures belonging to top (20) twenty shall be used by Ayala Land and its subsidiaries for marketing collaterals, with the exception of billboards, within a limited period of (1) one year. However, it is agreed with Ayala Land, Inc. and its subsidiaries that the photographer retains full copyright/intellectual property right over the submitted photo entry, with full acknowledgment of photographer's name without any monetary compensation or anything of pecuniary value.

12. The top 60, 30, 10, and 3 best photos shall be selected from the entries. Top 10 winners will be announced during the program and shall be notified via email. Ayala Land Inc. is the primary organization, together with a representative from Pinoy Photography Organization, which is handling logistics for the photo contest. They shall oversee the selection of finalists and selection of competent judges.

13. Non-finalist entries will be kept by Pinoy Photography Organization within thirty (30) days, from the date of declaration and awarding of winners, otherwise, non-finalist entries shall be disposed properly to prevent unauthorized use.

14. Judges' decision is final. Ayala Land Inc, and Pinoy Photography Organization reserves the right to modify the mechanics and contest rules. Violation of any above-stated rules and/or non-compliance of the same shall be a ground for automatic disqualification.

IMPORTANT: Registration is FREE