

OFFICIAL REGULATION TOMILLI SUMMIT 2026

1. HOW ARE THE YEAR'S MOST INNOVATIVE INITIATIVES SELECTED?

There are two ways to be eligible: (1.1) being nominated by our academic team and registering on our nominee platform or, (1.2) applying directly on our platform.

1.1. Selection of possible nominees: The selection of the year's most innovative initiatives is an exhaustive process which has been divided into 4 phases over the course of a 5-month timeline:

Phase 1: Nominee Pre-selection is done by an in-house team of 5 individuals that monitor traditional and specialized media, AI, recommendations, business communities, associations, chambers of association, etc. About 3,000 projects will be considered.

Phase 2: Curation. In this phase, we have a curator who determines which initiatives are truly eligible to be named among the best of the year. At this point, the 3,000 projects begin to be narrowed down to the 300 best ideas: the shortlist.

Phase 3: The Golden List. The 150 best initiatives will be selected from the shortlist (300). The initiatives on the Golden List will be considered the official winners as long as they comply with regulations.

At this point, the initiatives on the Golden List must make the payment for the award rights (valued at USD \$650). The award rights cover administrative management, trophies, shipping, and entrance to the awards ceremony. Should an initiative on the list not make the payment for the awards' rights, they will be disqualified.

Phase 4: This selection of the 150 best initiatives will be evaluated by 45 international judges. In this phase, the best initiative for each of Tomilli's 12 categories will be chosen. These will be named the idea of the year for its respective category.

1.2. REGISTRATION OF THOSE WHO WANT TO APPLY 1. Register your organization, initiative or project on the Registration section of tomillisummit.com. 2. If eligible, you will be contacted by our academic team to present a video case or case board 3. When the case board or video case is provided, you will be contacted to confirm the positive receipt of this information.

2. WHO CAN REGISTER? Holdings, large, medium or small companies offering products or services –mixed or independent – from anywhere around the world. Laboratories and pharmaceuticals. Startups, large corporations, technology-based companies, organizations focused on research and development, artificial intelligence or biotechnology. Investors and funds: Venture capital funds. Multinational agency networks, independent agencies, brands, NGOs, as well as state and mixed agencies. This includes: Pharma and Healthcare Agencies, PR Agencies, Producers of commercials and content, Broadcasters, In-house Agencies, Media Agencies, Creative Studios, Design Studios, Music Producers, Multimedia Studios, Active and Development Agencies, Logistic Operators for BTL, Creative Boutiques, Image Consultants, BTL Agencies, The Media, Interactive Agencies, Direct Marketing and Development Agencies, Post-producers, Department of State Communications, Animation



Studios, Image and Sound Producers, Content Producers, Communication Agencies, Television, Press, Communication Consultants, Internal Institutional Relations, etc.

3. WHO CAN'T PARTICIPATE? Products, services or initiatives that are in the trial or pre-launch phase or that do not yet have legal operating permits; products, services or initiatives that have been vetoed or sanctioned by local or regulatory authorities. In the marketing or advertising category, campaigns or tactical actions that have not yet been aired cannot be registered.

4. JUDGES AND VOTING: The international jury, made up of 45 international innovators, will include entrepreneurs, businessmen, technology experts, academics, and communicators, to guarantee an optimal and wide-reaching evaluation. The judges will be responsible for choosing the best innovation in each category. Majority vote will determine the best. If a judge is connected to a registered initiative, they will not be able to participate in the debate when the case in question is presented. The Summit assigns judges to a category where they do not have a case.

EVALUATION CRITERIA: More than evaluation criteria, we provide our judges with a list of questions that will help our judges determine which initiatives are the year's most innovative:

Impact and relevance: Does this project generate change, a significant improvement, or solve a problem? Is this initiative relevant to a specific sector? Could it lead to transformation or change habits? **Innovation and originality:** Does the idea reinvent something already established? Does it generate added value or improve upon what was already established? Is it an improvement that changes something existing or is a totally new idea? Does it break conventional models? **Viability and results:** Is the initiative feasible? Is it going beyond a good idea and can it really be implemented successfully? Are the business model and its costs consistent over the long term? Can the technology deliver on the promise made? **Duration and validity:** Does this idea have the potential to transcend time or is it temporary? How relevant is it that this idea lasts over time? Does this initiative have the potential to extend and stay current?

5. CATEGORIES THAT WILL BE EVALUATED: The categories that will be evaluated for this edition include: Health, Wellness, Advertising, Marketing, AI, better World, Product, Design, Fashion, Product, business Ideas and Tech. The festival may remove or add categories, upon reviewing submissions.

MATERIAL REGISTRATION OR PAYMENT ASSISTANCE: For consultations regarding entries, registration or payment processes, please contact us via email at press@tomilli.com.

6. DEADLINE FOR REGISTRATION: Registration for entries ends on October 2 2026, at 23:59 hours (in your respective country). After that time and date, you may not upload any more entries unless specified by the Tomilli Organization. In case there is an extension date, the Organization will post it in all of its social media, on its own digital agenda and that of its media partners.

7. BENEFITS FOR WINNERS: The winners on the Golden List (the 150 most innovative initiatives) and the best in each of the 12 categories, are guaranteed a press release, such as an interview or article on our portals tomilli.com and tomillisummit.com, in English or Spanish. Those with viral content or news potential will also have video reels, interviews or



other content featured on our official social networks, which have thousands of high-profile followers.

8. PAYMENT | AWARDS WINNING FEE:

The only payment applies **if the project becomes a winner (Golden List of the year's 150 most innovative ideas)**. The winner-only award rights fee is **USD \$650**, which includes trophy production, access to the awards ceremony at the Sheraton Grand Dubai, administrative and festival logistics, and DHL shipment to the registered destination if the winner is unable to attend. The fee does not include customs duties that may apply in the recipient's country, nor access to the dinner and cocktail event in Dubai.

There are no other associated payments; this fee only applies if you are a winner. Winners can use the resources provided by the festival: logo, supporting images, image bank, Tomilli Summit brand, press releases, social media content, etc. It is a right acquired by obtaining the award.

This payment must be made before September 30, 2026. Some categories must make the payment before these dates and will be contacted for the respective notification.

The finalists will only be announced via our media partners once the payment for the award rights has been validated. If not paid, the winner will be disqualified from this official publication and not allowed to issue press releases. **If the customs authorities in the winner's country charge taxes for the nationalization of the trophies, these costs must be assumed by the winner.**

PAYMENT METHODS FOR WINNERS' RIGHTS: Payment can be made online via our website: tomillisummit.com or by requesting a link for online payment via PayPal. You can also make the payment through international banking (Banco Davivienda) | Request payment information via tomillisummit@tomilli.com.

9. HOW MANY NOMINATIONS CAN EACH ORGANIZATION HAVE? All organizations, regardless of size, have the right to nominate up to 4 initiatives free of any registration fees. But they will also be able to make additional applications for a fee of USD \$390.

10. REQUIREMENTS TO PRESENT THE CASE BOARD OR VIDEO CASE:

1. By uploading the case, the organization, brand or participant accepts its publication. 2. Only initiatives that are on the market, commercialized, or that have been published will be considered. 3. The Tomilli Summit and its Judges reserve the right to disqualify a work at any stage of judging if the piece does not meet the requirements and conditions of the event. 4. The organization may request evidence of the execution and/or results of the activity. 5. Uploaded material must not include logos from other awards events where the participating organization competed. 6. In the advertising category, pieces cannot be altered to participate; they must be uploaded as issued and/or implemented. 7. Graphic or audiovisual material must be submitted in English (mandatory). 8. In the Design or Advertising category, if a logo or an image with original typography (graffiti, murals, etc.) appears, it may be presented in its original language, but must include English subtitles at the time of enrollment. 9. If the video cases are in another language, they may have English subtitles. 10. If the cases analyzed by the judges do not meet quality standards, some categories may be eliminated. 11. If the participant or nominee, has no design team, they can download the template for the caseboards at:



11. TROPHIES AND AWARD CEREMONY:

All nominations on the Golden List will receive a trophy and will be considered "Best of the Year in Innovation" in their respective categories || Only the judges will determine what is the best innovation in each category | Once the list of winners has been made official, they will be asked to confirm their attendance for the gathering that will be held at the location determined by the organization. In 2026, this will be the **Sheraton Grand Dubai UAE**. || It is important to RSVP before October 13, 2026 to determine if trophies will be awarded during the event or if they will need to be sent by courier. || All Golden List winners are entitled to one entry to the official awards ceremony || Additional tickets will cost USD \$130 || Dinner and cocktail for networking winners, are not included and have a value of USD \$120 x person. || In case of booking a slot and not attending the event, an additional charge of USD \$50 will be incurred for trophy shipment; this fee is intended to cover the costs of packing and resending the trophies to their destination.

TROPHY REPLICAS: If the participant requests a replica of the trophy, we can arrange for up to 2 replicas per winner. Each replica has a cost of USD \$390. If the replica needs to be shipped to a destination other than the one where the original trophy will be sent, it will have an additional cost of USD \$85. If the replica goes to the same destination as the original trophy, it will have an additional shipping cost of USD \$20. Note that if the trophies were delivered at the ceremony and the replica is to be sent after this event, it will have an additional cost of USD \$150. Should you request replicas with a destination different from that for the original trophies, or if the request is made after the delivery of the obtained trophies, sending such replicas will have a value of USD \$120.

12. ORGANIZATION ATTRIBUTIONS: + Tomilli Summit may modify the category in case the academic committee or the curatorship considers that it fits better under the characteristics of a different category. + Tomilli SAS is exempt from all liability for damages caused or injuries suffered by participants and their registered material, including: fortuitous cases, errors when registering the material or when uploading cases and / or technical specifications, circumstance beyond one's control, acts of third parties and / or any other liability that could be directly attributed to the organization. + Tomilli Summit / Tomilli S.A.S. will not deliver the physical trophy to anyone who has not made the corresponding payment.

+ Tomilli Summit / Tomilli SAS will only publish the finalists in partner media, communities and the website tomillisummit.com once the winner has made the payment for the award rights; if they do not do so, they will be excluded from official publications.+ Any circumstance not provided for in these regulations will be resolved by Tomilli Summit / TOMILLI S.A.S., and its decision will be final. + By submitting material to the Summit, you assume full acceptance of its rules, conditions and the authority of the organization. + Participants must expressly authorize the Tomilli Summit to publish their names, trademarks, images, personal information and registered material in the press, without the right to receive any compensation. All the registered material can be used by the event and incorporated into its archive to promote Tomilli Summit. Should there be any sensitive information or information that cannot be shared with the community at large, the organization must notify via mail, so that by mutual agreement, this sensitive or confidential information is not shared in public channels. + Participating Companies automatically authorize Tomilli SAS to create presentations, television programs, radio, Internet content or any other medium using the material of such Companies. This also includes books, magazines, brochures, websites or



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any other means of communication. + In the event that a nomination is subsequently disqualified for plagiarism or for demonstrating undue creative influence, the amounts paid for the award rights will not be refunded. + The responsibility for the originality of the registered cases lies exclusively with the participants.

Best Regards,

**ACADEMIC AND LEGAL COMMITTEE
TOMILLI SUMMIT**



SHERATON GRAND DUBAI | NOV 12



