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1. PAYMENT INSTRUCTIONS

All entry fees must be paid in full before entries will be processed.

Payment can be made by Visa, MasterCard or American Express credit cards only. Please note there is a credit card processing fee added at checkout of 4.0% of the total order.

Once payment has been made, a receipt for the total will automatically be sent to the email contact noted at checkout.

Bank Transfer/Wire Transfer payment is also available as an option. To arrange details please email awards@thecreativefloor.com

2. REFUND POLICY

All entry fees are non refundable. We reserve the right to alter the advertised format, date, timing, content and/or location, in each case at any time. Where we change the format, date, timing, content or location you will not be entitled to a refund.

3. ELIGIBILITY

All entries must relate in some way to health and wellness. This includes prescription drugs, animal health, over-the-counter (OTC), medical devices, apps, products and charities.

As long as the work has run before 10 April 2026, you can enter work that goes as far back as you like. All work may be submitted by advertising agencies, healthcare corporations, production companies, design studios, printers or any other individual or company producing marketing, advertising, or educational work for the healthcare and/or the medical industry.

4. EXHIBITION AND COPYRIGHT

Entrant specifically grants worldwide, royalty-free permission to The Creative Floor Healthcare Awards to play or show the entries at award presentations, sponsored screenings around the world or in any other public or private presentation without charge whenever and as often as its representatives see fit without any compensation to the Entrant.

Entrant authorises The Creative Floor Healthcare Awards to use for such purpose of any trademarks, animated characters, animals, and merchandised items included in the entries. The Creative Floor Healthcare Awards may use entries or license entries or the reproduction of entries in perpetuity, without payment to Entrant or Entrants clients, non-exclusively throughout the world, for use in telecasts, broadcasts, videotapes, Internet, DVDs, exhibits, annuals and any other publications including without limitation, television, radio or Internet presentations featuring the The Creative Floor Healthcare Awards winners.

Entrant holds or will secure the necessary license for use of all music embodied within the entries. Entrant will fully defend, indemnify and hold IAG, its affiliated companies, assignees and licensees harmless from any talent or other residual charges due to the release of its entries or any third party claims against The Creative Floor Healthcare Awards, its affiliated companies, assignees and licensees resulting from the content of the entries and the intellectual property contained therein. The person submitting entry or entries certifies that he or she has full authority to approve the rights granted herein. If any of the above is not



accepted by the Entrant, a letter must be provided to the The Creative Floor Healthcare Awards specifying which of the above are not acceptable.

5. PRESS

Press releases will be sent to international wire services and to the trades. All winners will be published on our website. Entrants grant The Creative Floor Healthcare Awards to share entry information with third parties including sponsors and partners for the purposes of The Creative Floor Healthcare Awards editorial and promotional features; up until, during and after the awards, including nominations and winners. Entrants understand that by entering the awards, sponsors and partners may approach nominated entrants or winners to undertake interviews or to carry out features on the entrant company. If any of the above is not accepted by the entrant a letter must be provided to the The Creative Floor Healthcare Awards specifying which of the above is not acceptable.

6. CATEGORIES

You may enter the same ad or campaign in more than one category; however, each entry will be charged an additional entry fee.

Entries are evaluated and judged for their intrinsic merits – without comparison to other entries in the same category. Each entry is, in effect, in competition with itself. The number of entries in a category has no bearing on how each entry is scored by the jury.

7. TRANSLATION

If your entry is non-English, you MUST provide a translation in the space provided online via our website. Translation must include major headlines and titles for judging. For websites: translate relevant menu sections, headlines, and text. It is highly recommended that all entries in video format be subtitled in English.

8. SYNOPSIS STATEMENT - STRONGLY RECOMMENDED

To ensure that each entry is understood properly, the judges request all entrants provide a short summary of work in which the entry was prepared and published. This summary may cover issues such as the audience, marketing objectives, healthcare environment, and can include explanations of cultural nuances, word plays, graphic references, etc. Please note the guide word count from the entry specifications for each entry. A summary for an entry should be entered in the space provided online via The Creative Healthcare Awards website.