



## NELOS International Festival for Underwater photo and video 2010 'Guylian Seahorses of the World' Photo Competition

Partners: Guylian - Project Seahorse - NELOS

### *Competition Rules*

---

#### 1. ORGANIZERS

The Organizers of the photo competition 'Guylian Seahorses of the World' are Project Seahorse, Chocolaterie Guylian NV and NELOS vzw.

NELOS vzw (Nederlandstalige Liga voor Onderwateronderzoek en -Sport)  
NELOS-Duikershuis  
Brusselsesteenweg 313-315  
B - 2800 Mechelen

PROJECT SEAHORSE  
University of British Columbia  
Fisheries Centre  
2204 Main Mall Hut B5  
Vancouver, B.C., V6T 1Z4  
Canada

CHOCOLATERIE GUYLIAN NV  
Europark Oost 1  
B - 9100 Sint-Niklaas  
Belgium

Further in this document, both parties will be referred to as 'Organizers'.

#### 2. ENTRANTS

- 2.1. The competition is open to anyone worldwide of 18 years of age or older as July 1, 2010.
- 2.2. The competition is open to amateur as well as professional photographers.
- 2.3. Employees and directors of Project Seahorse or Chocolaterie Guylian NV, their parents, affiliated and subsidiary companies and the immediate family or members of their same households of such employees and directors are not eligible.

### 3. PERIOD

- 3.1. **The competition ends on 20 September 2010** midnight, CET. Entries received after said period are disqualified.
- 3.2. Organizers reserve the right to terminate the competition at any time they deem appropriate.

### 4. PHOTOGRAPHS

- 4.1. **Photographs must have been taken after January 1, 2005.**
- 4.2. Photographs that have entered other competitions for Project Seahorse are not allowed.
- 4.3. Entrants can submit up to five (5) photographs. We accept though only one entry per person.
- 4.4. **Photographs should show at least one seahorse.** The kind of species is open to the entrant's choice.
- 4.5. **The seahorse(s) should be photographed in its natural habitat.** Country or location is open to the entrant's choice. Scenes from in an aquarium or other human-created environment are not eligible. **No marine fauna or flora are to be disturbed in the process of acquiring the photographs.** Organizers cannot condone or support any handling and/or harassment of seahorses or destruction of or damage to their habitat for the purpose of the competition. Only photographs that depict seahorses in their natural, undisturbed habitat will be eligible. Since Project Seahorse is a marine conservation organisation, this issue has great value within the competition. Organizers therefore reserve the right to disqualify any entry they judge to be in violation with these rules. A letter will notify the entrant. The decision is final and no further discussion or correspondence will be done on the matter.

### 5. FORMAT PHOTOGRAPHS

- 5.1. Photographs can be taken in black & white or color. Project Seahorse though strongly encourages the use of color prints for scientific reasons.
- 5.2. Photographs must be supplied in digital format on a CD ROM or DVD.
- 5.3. You may supply a print from your digital photo, that is not larger than A3 and not smaller than A5.
- 5.4. **Digital photographs must be supplied in high-resolution RAW or TIFF format or JPG format (in high quality).** The minimum resolution: '1500 x 2100 pixels' or the equivalent ('300 dpi at 5 inches by 7 inches' or '300 dpi at 13 cm by 18 cm' or '72 dpi at 53 cm by 74 cm') on a PC-compatible CD ROM. **We prefer a resolution of 2480 x 3508 pixels or bigger.**
- 5.5. Make sure your photographs are of good quality. Take note that this a photo contest and not a picture contest. Digital photos may be cropped, lightened or darkened, or the white balance may be changed. No other enhancements are allowed. Organizers reserve the right to disqualify any entry they judge to be in violation with these rules. A letter will notify the entrant. The decision is final and no further discussion or correspondence will be done on the matter.

## 6. ENTRY

- 6.1. Entries must be sent by post mail to NELOS with the mark 'Guylian Seahorses of the World':

Secretariat NELOS  
'Guylian Seahorses of the World'  
Brusselsesteenweg 313-315  
B - 2800 Mechelen  
Belgium (Europe)

- 6.2. Your entry package must always include the entry form, fully completed and signed. Entries without this entry form or with an entry form that is not fully completed will be disqualified. Original entry forms can be downloaded from the websites [www.nelosfilmfestival.be](http://www.nelosfilmfestival.be) and [www.guylian.be](http://www.guylian.be).
- 6.3. Entry implies full and unconditional acceptance of the competition rules, including but not limited to any decision the Organizers will have to take in case of force majeure and/or necessity in order to guarantee the good course of this competition. A copy of the competition rules can be downloaded on the websites [www.nelosfilmfestival.be](http://www.nelosfilmfestival.be) and [www.guylian.be](http://www.guylian.be).
- 6.4. **There's an entrance fee of € 10,00** per entrant and for this entrance fee you may submitted maximum five photograph. Payment should be done no later than 20 September 2010 on the 'NELOS Audiovisual Commission' (AC NELOS) bank account:

AC NELOS: 737-0147729-41  
IBAN: BE88 7370 1477 2941  
BIC: KREDBEBB

Payment should mention: name subscriber + "NELOS-Festival 2010 - Guylian Seahorses of the World".

The entrance fee provides free entrance for the entrant to the 20<sup>th</sup> NELOS International Festival for Underwater photo and Video, 27-28 November 2010 in Antwerp (Provinciehuis, Koningin Elisabethlei 22).

**With your entrance fee, you are supporting Project Seahorse. NELOS will donate the half of all the entrance fees of subscription to the category "Guylian Seahorses of the World" to Project Seahorse.**

- 6.5. The CD ROM or DVD must be labelled with your full name and address. For each photograph on this disk, the date and location where the photograph was taken, if known the species of seahorse(s) visible on the photograph, and the title (which is open to the entrant's choice), must be indicated on the disk's label. The electronic files on the disk must be labelled with the title you have given to the photograph.
- 6.6. When submitting prints, each printed photograph must be individually labelled with your full name, address, date and location of photograph, if known the species of seahorse(s) visible on the photograph, and the title (which is open to the entrant's choice).
- 6.7. Please make sure prints and disks are securely protected for shipping.
- 6.8. No responsibility is assumed by the Organizers for lost, late, incomplete, stolen, misdirected or illegible entries.
- 6.9. The Organizers preserve the right to decline entries if it has been determined that entry is being organized centrally to globalize and/or increase the chances of success by members of a club or of any other organization.

- 6.10. The Organizers regret that for organizational reasons returning of photos or CD ROMS which have been submitted, is not possible.

## 7. COPYRIGHT

- 7.1. By entering the competition 'Guylian Seahorses of the World', entrants declare that they are the only and full owner of the submitted photographs.
- 7.2. The primary objective of the Photo Competition 'Guylian Seahorses of the World' is the acquisition of high-quality photographs of seahorses in their natural habitat, photographs that Project Seahorse and Chocolaterie Guylian NV can use for both their educational outreach efforts and for scientific study. Also NELOS and their 'Audiovisuele Commissie' and their 'magazine Hippocampus' may use the pictures. Therefore, **entrants grant the Organizers the full and royalty-free right to print, publish and use worldwide in whatever format all submitted photographs over an undefined period of time.** Entrants also agree that their submitted photographs can be reproduced royalty-free by Organizers over an undefined period of time for commercial reasons in PR related documents, packaging, folders, catalogues and similar objects.
- 7.3. In all these cases however, the name of the entrant will always be mentioned.
- 7.4. All intellectual property rights, including - but not limited to - copyrights and design rights, concerning all creations which have been developed by the entrant by order of Chocolaterie Guylian NV, are owned by or, insofar as the entrant is the lawful first owner in accordance with the applicable law, are assigned entirely, without any reservation or exclusion, by the entrant to Chocolaterie Guylian NV. With regard to the copyright, the assignment concerns every form of use by Chocolaterie Guylian (including - but not limited to - the right of reproduction, the right of communication to the public and the right of adaptation as well as any secondary rights) in any manner and on any material, worldwide and for the total duration of the protection, including possible renewals. For all creations which are subject to copyright as well as design right legislation, the entrant explicitly consents Chocolaterie Guylian NV to register in the name of Chocolaterie Guylian NV the creations as designs.

## 8. WINNER

- 8.1. A jury, set in place by Organizers, shall judge all eligible entries. Following features will primarily be taken into account when judging: scientific value, artistic value, seahorse species, creativity, uniqueness of location, surroundings, fauna and flora, etc.
- 8.2. The winner will be notified by letter or e-mail no later than 30 October 2010.
- 8.3. The decision of the jury is final. No discussion or correspondence will be done on the matter.

## 9. PRIZES

- 9.1. **Every eligible entry to the Guylian photo competition "Guylian Seahorses of the World", independently from the number of photographs submitted, will be granted a gift bag with Guylian chocolates with a retail value of € 15,00,** when visiting the 20<sup>th</sup> International NELOS Festival for Underwater Photo and Video on 27 or 28 November 2010 in Antwerp (Provinciehuis, Koningin Elisabethlei 22). The gift bags are available at the booth of Guylian. As a part of your entrance fee will be donated to Project Seahorse, this chocolate gift is Guylian's thank you for your support to this marine conservation organisation. We regret however that we cannot send samples to subscribers of the "Guylian Seahorses of the World" category who are not visiting the NELOS Festival, as we cannot ship chocolate by mail or courier with a 100% quality guarantee.

- 9.2. The Jury will select one photograph receiving the Grand Prize. **The Grand Prize consists a gift voucher with a value of € 500,00 (five hundred euros) for the purchase of scuba diving equipment**, following the conditions stipulated on the voucher.
- 9.3. All prizes are non-transferable and not redeemable for cash or any other object than proposed, and may not be combined with any other offer, discount or promotion.
- 9.4. The Organizers preserve the right to replace the prizes by prizes with the same or a higher value, in case of force majeure.

## 10. DATA PROTECTION

By accepting the competition rules, the entrant acknowledges and accepts that all its personal data collected in this competition, will be recorded and processed in a database by Chocolaterie Guylian Belgium, who is responsible for the processing of the personal data, in accordance with the applicable legislation regarding data protection. The personal data will be used for the good course of this competition. The entrants have the right to gain knowledge of their recorded personal data, as well as to request the deletion or correction of their personal data. Thereto the entrants should send a letter to Chocolaterie Guylian NV, Photo Competition Guylian Seahorses of the World, Europark Oost 1, B - 9100 Sint-Niklaas, Belgium.

## 11. DISPUTES

- 11.1. No responsibility is assumed by the Organizers in case of a change or an annulment of the competition due to force majeure.
- 11.2. As a condition of participating in this competition, entrants agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this competition, shall be resolved individually, without resort to any form of class action, exclusively, before a court located in Belgium. The Court shall apply the laws of Belgium, without regard for doctrines of Conflict of Law. Further, in any such dispute, under no circumstances will entrants be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental or consequential damages or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this competition), and participant further waives all rights to have damages multiplied or increased.

\* \* \*