
DEMART MICRO-VIDEO PHOTOGRAPHY CONTEST

2017.08.28

1. Basic Rules

"Demart Micro-Video Photography Contest" is designed for all the students in Nairobi, Kenya. We are now opening doors to all outstanding micro-video works here in Nairobi, Kenya.

All employees or reviewers of the "Demart Micro-Video Photography Contest" are not allowed to participate in this competition.

- 1) Each contestant can submit only one work. Contestants can also form a group to participate in the contest, and each team can only submit one work.
- 2) Those works that have been submitted in other contests or have won prizes in other contests can not be submitted again in this contest.
- 3) Once you submit your work, you will not be able to replace the version of your work.
- 4) Once you submit your application and work, you will not be allowed to withdraw from the contest according to your own willingness.
- 5) All works must be uploaded to YouTube within the specified time, and the results and ranking will be determined by the number of likes of each video on YouTube.
- 6) Demart as the organizer, is entitled to disqualify the unauthorized works.
- 7) After submitting the work, the contestant is deemed to accept the regulations of this contest. The details and rules of the contest are subject to this text. Demart as the organizer, has the sole and final right to deal with all disputes that are not mentioned in this text. The organizer reserves the right to revise these rules from time to time. The final interpretation of this event is owned by Demart.
- 8) Demart as the organizer, reserves the right to use all the micro-videos that won the gold, silver and nomination awards. The copyrights of all the such micro-videos mention above belong to Demart.
- 9) The organizer reserves the right of final decision on the show arrangement and the exhibition arrangement of the works.
- 10) The organizer has a permanent right to keep a copy of the work for education, preservation and research purposes.

2. Eligibility

Contestants must be Nairobi city-wide college students. Phone calls or mails are allowed to Demart to reserve the registration time, and then please come to Demart office with your student ID card and identity card at the agreed time to finish the registration. Any contestant who falsifies the identity of another person will be disqualified and cancel the prize and honor.

For the above-mentioned eligibility criteria, the organizer has the sole and final right to deal with all disputes.

3. Entry Criteria

- 1) Entries must be the completed works.
- 2) The contestant's work and the participating team's work must be original works.
- 3) Each entry's length must be no longer than 180 seconds (including the closing credits).

- 4) The production specifications of the entries are not limited.
- 5) In these entries, the title of the entry must be marked with Demart title and tail (5 seconds). The student who uses Demart images very well in its work shall receive the best advertisement award from Demart.
- 6) The theme of entry subjects shall be " College Student' s Entrepreneurship ", but the works can not involve bloody violence, gambling, obvious political symbols, racial discrimination and other unhealthy factors. If the work is confirmed by the organizer after the preliminary audit that the work will have adverse effects on society, the organizers have the right to cancel its eligibility.
- 7) If the entry works in the same way as any other works, the organizer has the right to obtain the proof of creation and verification from the authors. The organizer has the right to cancel the entry of the same work or suspected similar works.
- 8) If the entry is questioned as an infringing work (including but not limited to infringes royalties, name right, copyrights and other intellectual property rights), the organizer has the right to verify. During the verification process, the organizer has the right to temporarily delete the entries submitted by the contestants. If the infringing works have been confirmed or the organizer's suspicion is reasonable, then the organizer has the right to cancel the eligibility of the work, or even cancel the qualifications of the contestants.
- 9) The staff of this contest will initially review the work. The works that meet the criteria will be placed on the YouTube Demart Homepage (<https://www.youtube.com/channel/UCFR0KTUFIZIY4k4pc-PhBnQ>) within 24 hours.
- 10) If the contestant works mainly in a language other than English, the contestant must add an English subtitle to its work.

4. Registration and Submission

Deadline for registration and submission is 11/21/2017 18:00 Kenya local time.

Video site (The [YouTube Demart Homepage](#)) will no longer accept any submissions after the deadline.

5. Schedule

Key milestone	Date/Time
Start Submission	09/19/2017 09:00
Deadline for Submission	11/21/2017 18:00
Announced Winning Results	12/06/2017 18:00
Awards Ceremony	12/16/2017 14:00

Notes:

- A. The exact dates are subject to change by Demart.
- B. The topic of the works shall revolve around the "college student entrepreneurship". For more details, please pay close attention to <https://m.demart.co/o/micro-video.html> .

6. Demart Prizes

Each contestant or team who gain bronze award can receive a copy of Demart exclusive commemorative award (Remax RB-200HB Headset, Beverage bottle with Demart logo).

All winners will receive a certificate and will be invited to attend the Awards Ceremony held by Demart. Gold and

Silver will be awarded to trophies.

Award	Number	Bonus (Cash)
Golden	1	USD 800
Silver	2	USD 500 each
Nomination	3	USD 200 each
Best Advertisement	1	USD 300
Bronze	10	Exclusive commemorative award

Any student who performs well in this contest will also have a chance to join Demart as a full-time or a part-time employee.

7. Sponsorship and Funding

- 1) If the entry is sponsored or funded by any institution, the details of the sponsorship or funding shall be clearly stated on the application form.
- 2) The contestant or the participating group must ensure that the sponsor does not interfere with his creation and Demart right to use the works.

8. Copyright

- 1) Entrants must be the sole and exclusive owner of the copyright of the entry. If the copyright owner of the entry is more than one, all the participants must be the exclusive owner of the copyright. Entries should not infringe any rights of any third party.
- 2) Contestants should only use third parties' music, images, videos or video clips in their entries in the event of a third party's prior consent. Any person who is authorized to use music, video or video clips shall be indicated in the entries in accordance with the relevant copyright laws. The organizer will not be liable, directly or indirectly, for any liability arising out of any claim against any copyright laws. The Contestant agrees and undertakes to accept and be responsible for all such obligations arising therefrom.
- 3) Demart as the organizer, has the right to use all works that participate in this contest.

9. Disclaimer

The entries from participants shall not violate local laws and regulations, do not violate the religious doctrine and participates shall ensure that there is no copyright dispute for their entries. Demart shall not be liable for any consequences arising from any of the above provisions. The participants and the team should be responsible for all the consequences themselves.