

AirAsia Travel Photographer 2016

Contest Mechanics

1. The contest is open to everyone, ages 18 years old and above, and holder of a valid passport with expiry of not less than six (6) months after the date of the finals to be held on 15 August 2016. Contest is organized by Philippines AirAsia Inc. The contest is open to all nationalities however, once chosen as a finalist, organizers will only be able to provide airfare to and from contest venues that are within Philippines AirAsia's direct flight operations.

The following are automatically disqualified from joining the contest:

- a. Those who have, in the past or present, worked as a professional photographer (main or part of job description), or those who fully or partially own a registered company or organization engaged in providing photography services.
 - b. Permanent and/or temporary staff or employees of the Organizer, Philippines AirAsia Inc., AirAsia Berhad, P.T. Indonesia AirAsia, Thai AirAsia Co., Ltd., AirAsia X Sdn. Bhd. and Go Holiday Sdn. Bhd. and any other affiliate companies of the Organizer and their immediate family members;
 - c. Representatives and/or agents (including advertising and promotion) of the Organizer, Philippines Airasia Inc., AirAsia Berhad, P.T. Indonesia AirAsia, Thai AirAsia Co., Ltd., AirAsia X Sdn. Bhd. and Go Holiday Sdn. Bhd. and other affiliates of the Organizer.
2. Equipment used in taking photographs can **be DSLR, SLR, mobile, point and shoot devices, or action cameras** however, during the competition, the device used should be able to produce digital files of the photographs immediately.

3. In order to join the contest, aspirants should sign up at www.airasiatp.com and **submit three (3) photographs**. One (1) for every category which includes food, portrait, and landscape. Upon submission, the aspirant should answer three (3) questions as follows:

- a. *Tell us something about yourself.*
- b. *What is it about photography that you love most?*
- c. *State which of the three photographs you submitted is your favourite and tell us something about it.*

* Answers should not be more than 300 words.

- 3.1 Please refrain from posting photos that are violent or sexual in nature (e.g. photo in bed, photo doing dangerous stunts) AirAsia will not be liable to any incident, accident or loss that will result from any attempt to produce photos of such nature.
- 3.2 Photos should contain original content and should be taken by the participant themselves. AirAsia will not tolerate plagiarism and will disqualify photos that uses materials previously used or shown commercially or are lifted from other people's photos or works. We encourage people to report photos suspected of plagiarism to AirAsia's social media sites.
- 3.3 The photos can only feature people who have consented to appear in the photos, as well as sceneries, animals, sports, safe activities, and selfies.
- 3.4 Animals or children should not be harmed in the making of the photos.
- 3.5 Shooting in restricted or dangerous locations is prohibited and will be considered grounds for disqualification.
- 3.5 Participants may only submit one entry.
- 3.6 By submitting entries for the contest, it is agreed that the Participants signify acceptance and agreement to all terms and conditions of the contest.
- 3.7 The Organizer reserves its rights to publish and/or display the materials or information received from the Participants, including but not limited to the names and photographs of the Participants for marketing, advertising and publicity purposes in any manner it deems appropriate with no monetary payment.
- 3.8 Use of any personal data of the Participants in any manner and/or for any purpose it deems fit, and the Participants are deemed to fully consent to the same.
- 3.9 Entries will be accepted from **08 July 2016 (8:00 hours GMT+8) to 31 July 2016 (23:59 hours GMT+8)**.

4. Twenty (20) semi-finalists will be selected by Philippines AirAsia representatives on **01 August 2016(10:00 hours GMT+8)** from all the entries gathered from **08 July 2016 (8:00 hours GMT+8) to 31 July 2016 (23:59 hours GMT+8)** based on the following criteria:

General Characteristics (20%) – originality, style, context and photographic vision

Technical Criteria (20%) – Focus/sharpness, color and or tonal rendition, lighting and contrast

Visual and Aesthetic Criteria (20%) – Framing and choice of viewpoint, background, design elements & principles and visual impact

Content (40%) – information, emotion, mood, feeling, denotative and connotative content (symbolism and metaphor), relevance, subject impact, communication through the language of photography and insight

The 20 finalists will be announced on **01 August 2016, 4:00 hours GMT+8 on Philippines AirAsia Facebook page** and shall be contacted via Direct Message (DM) and/or Private Message (PM), email, telephone, post or any other mode of communication deemed appropriate by the Organizer.

5. The twenty (20) semi-finalists will be asked to prepare three (3) more photographs (one for each category particularly food, portrait, and landscape or architecture) taken from their city of residence for a **panel presentation to be held on 04 August** between 9:00 am to 4:00pm. The six (6) finalists will be revealed on the same day during a media launch after the panel presentations and deliberation of judges.

Criteria For Judging

General Characteristics (20%) – originality, style, context and photographic vision

Technical Criteria (20%) – Focus/sharpness, color and or tonal rendition, lighting and contrast

Visual and Aesthetic Criteria (20%) – Framing and choice of viewpoint, background, design elements & principles and visual impact

Content (40%) – information, emotion, mood, feeling, denotative and connotative content (symbolism and metaphor), relevance, subject impact, communication through the language of photography and insight

- 5.1 Photographs submitted for panel presentation must be in digital format.
 - 5.2 Post-processing allowed is only limited to cropping, brightness, contrast, tone/color adjustment.
 - 5.3 Please refrain from bringing photos that are violent or sexual in nature (e.g. photo in bed, photo doing dangerous stunts) AirAsia will not be liable to any incident, accident or loss that will result from any attempt to produce photos of such nature.
 - 5.4 Photos should contain original content and should be taken by the participant themselves. AirAsia will not tolerate plagiarism and will disqualify photos that uses materials previously used or shown commercially or are lifted from other people's photos or works.
 - 5.5 The photos can only feature people who have consented to appear in the photos, as well as sceneries, animals, sports, safe activities, and selfies.
 - 5.6 Animals or children should not be harmed in the making of the photos.
 - 5.7 Shooting in restricted or dangerous locations is prohibited and will be considered grounds for disqualification.
 - 5.8 By submitting entries for the contest, it is agreed that the Participants signify acceptance and agreement to all terms and conditions of the contest.
 - 5.9 The Organizer reserves its rights to publish and/or display the materials or information received from the Participants, including but not limited to the names and photographs of the Participants for marketing, advertising and publicity purposes in any manner it deems appropriate with no monetary payment.
 - 5.10 Use of any personal data of the Participants in any manner and/or for any purpose it deems fit, and the Participants are deemed to fully consent to the same.
6. The six (6) finalists will compete in three (3) different challenges as follows to be held between **22 August 2016 to 26 August 2016.**
- a. *Landscape Challenge*
 - b. *Portrait Challenge*

c. Food Challenge

Each of the finalists will present their selected photos for each category to a panel of judges. Three (3) winners will be selected based on the following criteria:

General Characteristics (20%) – originality, style, context and photographic vision

Technical Criteria (20%) – Focus/sharpness, color and or tonal rendition, lighting and contrast

Visual and Aesthetic Criteria (20%) – Framing and choice of viewpoint, background, design elements & principles and visual impact

Content (40%) – information, emotion, mood, feeling, denotative and connotative content (symbolism and metaphor), relevance, subject impact, communication through the language of photography and insight

- 6.1 The challenges will be held in the organizer's venue of choice. The organizer will assist and pay for the visa requirement (if applicable), airfare, accommodation, transfers and meals during the final round.
- 6.2 The finalists can use any imaging device that they are comfortable with.
- 6.3 The finalists, altogether, will have one (1) hour to take photos within the assigned venues.
- 6.4 Turnover of photosets to the organizers must be done immediately after each challenge.
- 6.5 Selection of photograph which will be used as a challenge entry shall be done in the presence of a representative from the organizers.
- 6.6 Post processing can be done in the imaging device or a computer. Any software will be allowed but editing is only limited to cropping, brightness, contrast and tone/color adjustment. This shall be done in the presence of a representative from the organizers.
- 6.7 Final entries must be turned over to the organizers immediately after the selection and post processing (if applicable).
- 6.8 Please refrain from taking photos that are violent or sexual in nature (e.g. photo in bed, photo doing dangerous stunts) AirAsia will not be liable to any incident, accident or loss that will result from any attempt to produce photos of such nature.

6.9 The photos can only feature people who have consented to appear in the photos, as well as sceneries, animals, sports, safe activities, and selfies.

6.10 Animals or children should not be harmed in the making of the photos.

6.11 Shooting in restricted or dangerous locations is prohibited and will be considered grounds for disqualification.

6.12 By submitting photos for the contest, it is agreed that the Participants signify acceptance and agreement to all terms and conditions of the contest.

6.13 The Organizer reserves its rights to publish and/or display the materials or information received from the Participants, including but not limited to the names and photographs of the Participants for marketing, advertising and publicity purposes in any manner it deems appropriate with no monetary payment.

6.14 Use of any personal data of the Participants in any manner and/or for any purpose it deems fit, and the Participants are deemed to fully consent to the same.

7. The final 3 contestants will compete further in three (3) different challenges as follows to be held between **22 August 2016 to 26 August 2016**.

a. Moving Subject Challenge

b. Architecture Challenge

c. Culture Challenge

Each of remaining finalists will present their selected photos for each category to a panel of judges. One grand winner and two (2) runners up will be selected based on the following criteria:

General Characteristics (20%) – originality, style, context and photographic vision

Technical Criteria (20%) – Focus/sharpness, color and or tonal rendition, lighting and contrast

Visual and Aesthetic Criteria (20%) – Framing and choice of viewpoint, background, design elements & principles and visual impact

Content (40%) – information, emotion, mood, feeling, denotative and connotative content (symbolism and metaphor), relevance, subject impact, communication through the language of photography and insight

Grand winner and runners up will be announced during a media event on **09 September 2016**.

- 7.1 The challenges will be held in the organizer's venue of choice.
- 7.2 The finalists can use any imaging device that they are comfortable with.
- 7.3 The finalists, all together, will have one (1) hour to take photos within the assigned venues.
- 7.4 Turnover of photosets to the organizers must be done immediately after each challenge.
- 7.5 Selection of photograph which will be used as a challenge entry shall be done in the presence of a representative from the organizers.
- 7.6 Post processing can be done in the imaging device or a computer. Any software will be allowed but editing is only limited to cropping, brightness, contrast and tone/color adjustment. This shall be done in the presence of a representative from the organizers.
- 7.7 Final entries must be turned over to the organizers immediately after the selection and post processing (if applicable).
- 7.8 Please refrain from taking photos that are violent or sexual in nature (e.g. photo in bed, photo doing dangerous stunts) AirAsia will not be liable to any incident, accident or loss that will result from any attempt to produce photos of such nature.
- 7.9 The photos can only feature people who have consented to appear in the photos, as well as sceneries, animals, sports, safe activities, and selfies.
- 7.10 Animals or children should not be harmed in the making of the photos.
- 7.11 Shooting in restricted or dangerous locations is prohibited and will be considered grounds for disqualification.
- 7.12 By submitting photos for the contest, it is agreed that the Participants signify acceptance and agreement to all terms and conditions of the contest.

7.13 The Organizer reserves its rights to publish and/or display the materials or information received from the Participants, including but not limited to the names and photographs of the Participants for marketing, advertising and publicity purposes in any manner it deems appropriate with no monetary payment.

7.14 Use of any personal data of the Participants in any manner and/or for any purpose it deems fit, and the Participants are deemed to fully consent to the same.

8. There will be a total of three (3) winners. Two (2) runners up will each receive 100,000 AirAsia BIG Points, gifts from sponsors and a trophy. One (1) Grand Winner will receive 200,000 AirAsia BIG Points, gifts from event sponsors, a chance to be featured in Grid Magazine and AirAsia Travel3Sixty inflight publication, vacation package for two (2), a trophy, and the title AirAsia Travel Photographer 2016.
9. Except as otherwise stated in these terms and conditions, the Prize do not include transportation to and from airports, travel insurances, meals, excess baggage allowance, taxes, administration fees, hotel charges, visa application and fees and other costs of personal nature incurred by the winner(s) and/or guest(s) in connection with the use of the Prize and the winner(s) and/or guest(s) shall be solely responsible for any payment of the same which are payable in connection with their use of the Prize.
10. Upon usage of prizes awarded, where applicable, the winner(s) and guest(s) are responsible for obtaining all entry, exit, health or any other governmental requirements and / or other documents required by the country of destination and are required to have all necessary travel documents (including but not limited to valid passports and visas) at the time of departure. The Organizer will not be responsible for any failure of the winner(s) and their guest(s) to fulfil any requirements, terms and conditions for traveling to the country of destination and/or in connection with use of the Prize.
11. The Organizer (including its respective employees, staff and agents) shall not be liable for any loss (including loss of opportunity and consequential loss arising therewith) and/or any damage

suffered by any Participant and/or winner in connection with the Contest or the Prize.

Participant/winner shall hold the organizer, its directors and officers free and harmless from any claim damages, liabilities in connection with the participation in the contest.

12. The winner and winner's guest shall be bound by the terms and conditions of the Prize upon the winner's receipt and/or acceptance of the Prize.
13. The Prize is not exchangeable and/or transferable unless otherwise stated by the respective terms and conditions of each prize. Failure to accept any Prize by any winner when required or as notified to do so by the Organizer shall constitute a rejection of the Prize by the winner and the Organizer reserves the right to award the relevant Prize to another winner.
14. The Organizer reserves its rights to publish and/or display the materials or information received from the Participants, including but not limited to the names and photographs of the Participants for marketing, advertising and publicity purposes in any manner it deems appropriate and use any personal data of the Participants in any manner and/or for any purpose it deems fit, and the Participants are deemed to fully consent to the same with no monetary payment.
15. The Organizer reserves its right to cancel, terminate, amend or suspend the Contest at any time with or without any prior notice and reason. For the avoidance of doubt, cancellation, termination or suspension by the Organizer shall not entitle the Participants to and the Participants shall not initiate any action, proceedings, claim or compensation against the Organizer for any and all losses or damages suffered or incurred as a direct, indirect, incidental and/or consequential result of the act of cancellation, termination or suspension by the Organizer.

16. The terms and conditions of the Contest shall prevail over any inconsistent terms, conditions, provisions or representations contained in any other promotional or advertising materials issued in relation to the Contest.
17. The Organizer reserves its right to vary, delete or add to any of the terms and conditions of the Contest and/or substitute or replace any of the Prizes from time to time without any prior notice or reason.
18. By participating in the Contest, the Participants agree to hold harmless, defend and fully indemnify the Organizer, its directors, employees, personnel, representatives and agents from and against all losses, damages, expenses and all third party actions, proceedings, claims, demands, costs (including without prejudice to the generality of this provision, the legal cost of each other), awards and damages arising as a result of the Participant's entry in the Contest.
19. By participating in the Contest, the Participants are deemed to agree to be bound by the terms and conditions of the Contest upon the submission of their entries for the Contest. The decisions of the Organizer in relation to every aspect of the Contest including but not limited to the types of Prize and the selection of winner shall be deemed final, conclusive and binding and the Organizer will not entertain any complaints in respect thereof under any circumstance.