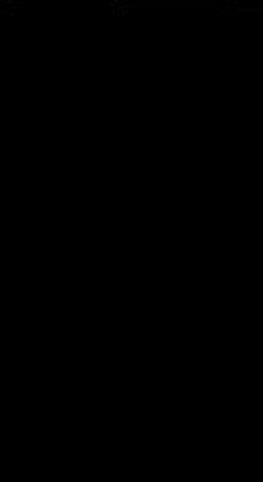
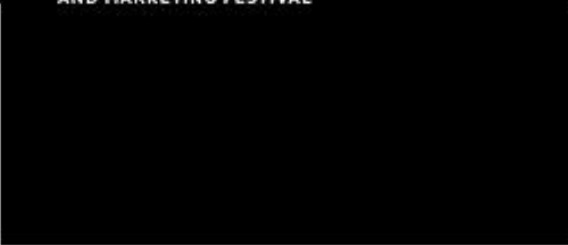




WHITE SQUARE

8TH INTERNATIONAL
ADVERTISING
AND MARKETING FESTIVAL





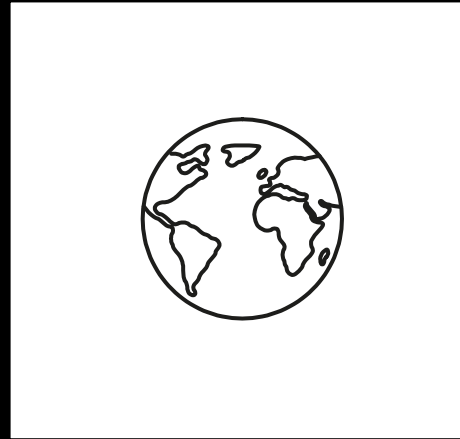
«White Square »

is the festival of creativity, one of the major events in marketing and advertising industry of Eastern Europe, annually held in Belarus.

On April 14-16 in Minsk it will be held for the eighth time, at cultural and business centre "House of Moscow" (Minsk, Kommunisticheskaya str, 86).

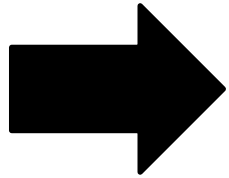


Corporate identity of the festival annually changes
emphasizing current challenges of time.



LEVEL UP!

is what festival's slogan says this year offering all the participants to
reach a higher level of professional thinking.

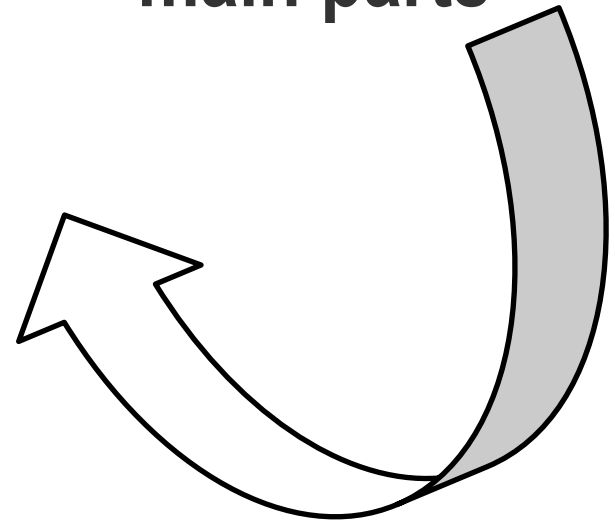


Promoting creativity
White Square is still
business-oriented.



- ❑ **Competition of entries**
- ❑ **Business forum for the exchange of experience and innovations in the industry of marketing and communications.**

**The festival
consists of 2
main parts**

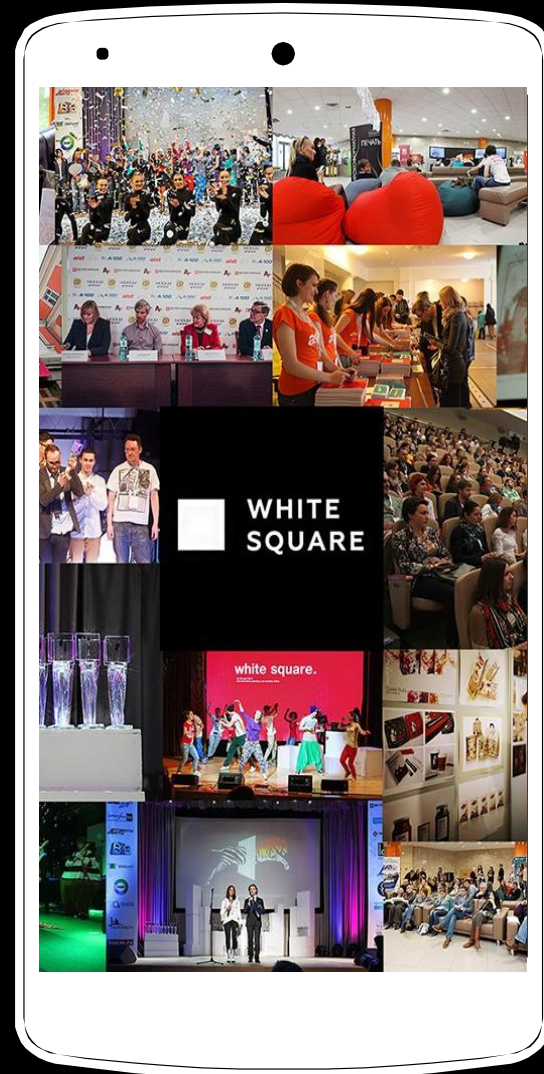


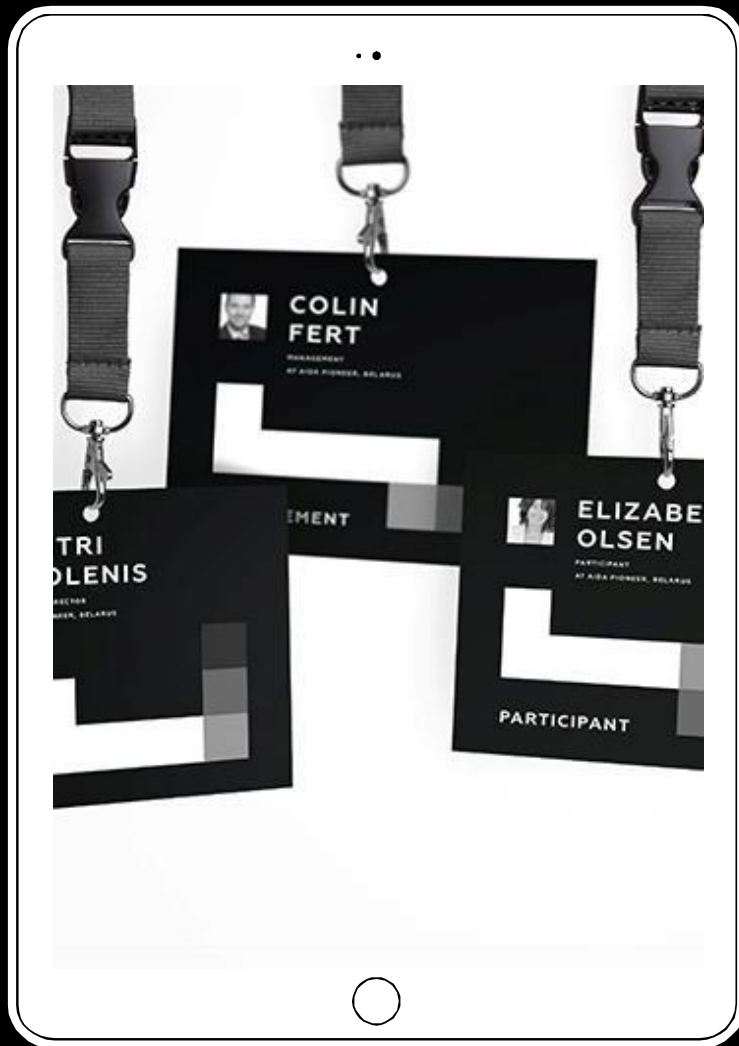
Every year the festival gathers the representatives of more than **25 countries of Europe and the CIS.**

Over **1,000 entries** participate in the contests.

Over **700 accredited delegates** including both international and local clients and brightest representatives of European professional creative community participate in business forum.

Business forum lasts for three days and includes more than 60 different activations: master classes, round tables, workshops, seminars and show-lectures held by leading experts of communication industry from European countries. Educational program is formed so that the participants can have a free and flexible schedule. The program is published on the website long before the festival and enables booking of accreditations in advance.



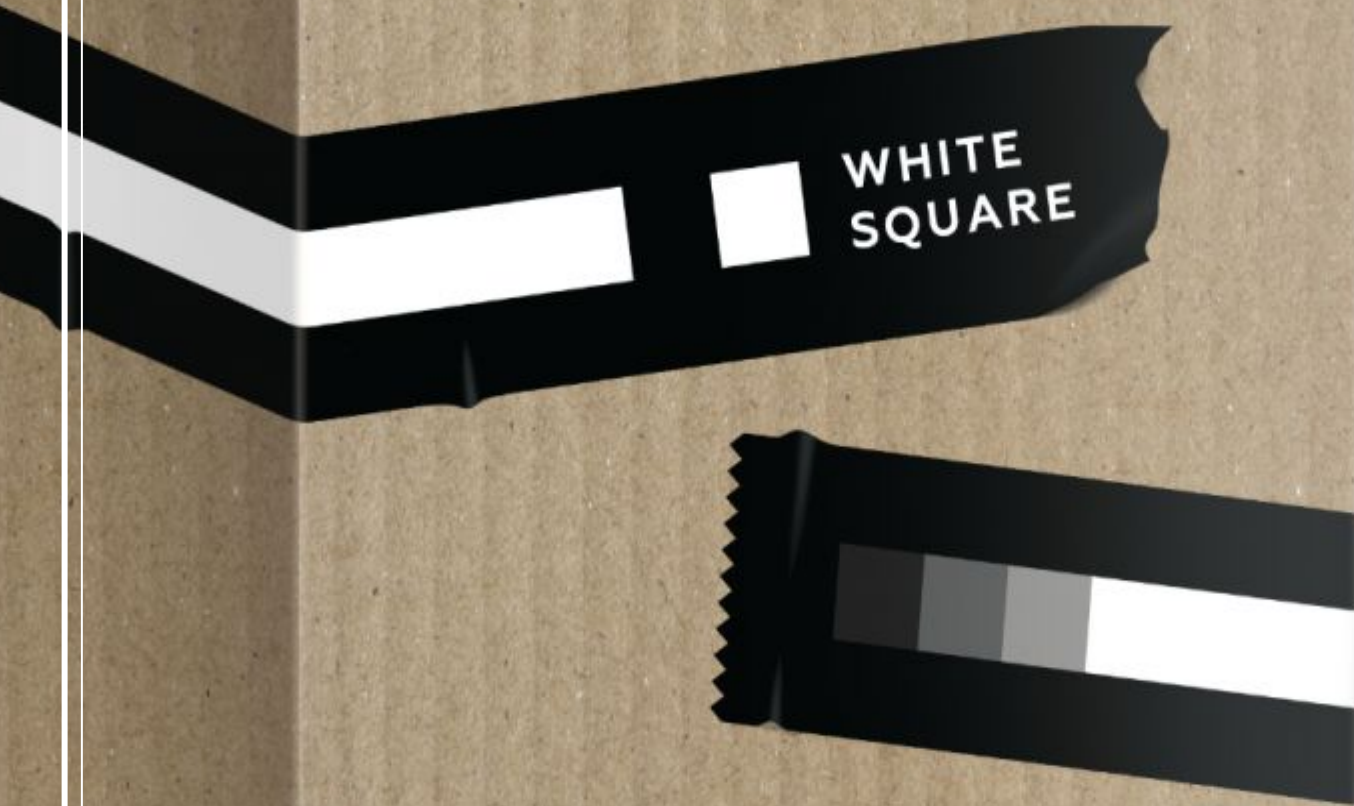


The entries are being submitted during three months before the judging starts. At the early stages significant financial bonuses for participants are provided. Information regarding jury cast, contests and nominations, the rules of entry submission can be found on other pages of the website.

The culmination of the Festival is **Gala Award ceremony** held in best European traditions with the participation of VIP persons from creative community, show program and demonstration of winning entries.



Promoting the winning agencies, winning entries are published on the leading industrial online resources of Europe (more than 30) as well as on the resources of Belarus, Russia, Ukraine and other CIS countries.



Festival Program annually includes pleasant surprises, sightseeing tours around Minsk and prize draws among all the participants.



Special part is evening program of the festival. It provides theme parties and show programs, drinks from famous Belarusian brands and dishes of national Belarusian cuisine, giving a chance to establish useful business connections informally.

White Square is included into creativity ratings of Association of Advertising Organizations of Belarus, All-Ukrainian Advertising Coalition, Association of Communication Agencies of Russia in marketing and branding segments, rating of Central Asian countries and Azerbaijan.

To participate in the Festival and get accreditation, please fill in the application form and e-mail it via info@adfest.by or register on the website and fill in accreditation form. In response you will be get the documents for participation.

The cost of accreditation for one person is:

270 USD + VAT

Regular participants are provided with discounts.



Над презентацией работали:

Ади Алина

Латышенок Ирина

Медведская Анастасия