



soolnua
another viewpoint
for meetings & events

Terms & Conditions

It is **FREE** to enter || Entry lines are open May 1st || No NEW entries after July 15th ||
Public voting is open May 1st until August 31st

How to Enter?

Entries must be emailed to icecream@soolnua.com and include:

- Name and location of the ICECREAM store along with a 100-word bio
- 15 second video (landscape orientation) that will motivate people to go to the store & try the signature ICECREAM
- 3 photos in high resolution (landscape orientation), to include:
 - The ICECREAM store front
 - The chief ICECREAM maker
 - The signature ICECREAM

Who can Enter?

- Meetings industry professionals resident in destinations where, they believe, the world's best ICECREAM is available
- MICE road warriors who believe they've found the perfect ICECREAM in India or Italy or Ireland or Indonesia and beyond
- Local Convention Bureaus or Tourist Boards
- ICECREAM producers or individual stores can also send in an entry

Padraic Gilligan
Managing Partner
+353 86 81 13134
padraic@soolnua.com

Patrick Delaney
Managing Partner
+353 86 2423091
patrick@soolnua.com

Aoife McCrum
Marketing & Communications Manager
+353 85 1545335
aoife@soolnua.com

The Voting Process:

There will be three individual leaderboards live on soolnua.com/icecream ranking the Stores, Cities and Countries.

Public Vote 70%: When you vote for your store of choice, the vote will automatically be attributed to the relevant City and Country.

International Panel 30%: Awarded for the overall effectiveness of the entry as a creative & compelling promotion for the destination.

Compiling Store, The City and The Country Index 2016

- A vote for your store will help rank the store itself
- Votes will then be added together from all the entries that are located in one City, this allows us to rank a City.
- Votes will then be added together from all the Cities that are located in one Country, this allows us to rank a Country.