

THUNDERBOLTS

AD-MAD SHOW RULEBOOK

Fest	Tech Fest 2026
Organized by	NM Institute of Engineering and Technology
Date	11 October 2026
Event Time	3:00 PM – 5:00 PM
Venue	MBA Block Seminar Hall

This rulebook provides the eligibility, registration requirements, event format, rules, participant requirements, evaluation process, time limits, restrictions and common FAQs for participants of Ad-Mad Show 2026.

1. Eligibility

- **Students from other colleges are eligible to participate.**
- Students from different colleges **cannot form one team**; all members of a team must belong to the **same college**.
- Students from different courses/branches of the same college may participate together, subject to the registration requirements.
- A student may be a member of **only one team**.

2. Team Size

- Each team must have **3–4 members**.
- Maximum number of teams: **15**.
- After registration, team-member changes will be allowed **only in genuine/emergency cases**, subject to approval by the organizers. Team Registration will be accepted subject to the registration limit.

3. Registration Requirements

- Registration will be conducted **online**.
- The following details are required during registration:
 - Team name
 - Participant names
 - College name
 - Contact number
 - Email ID
 - Team leader details
- Registration fee: **Rs.499 per team**.
- The **last date for registration** will be as announced by the organizers.
- **College ID verification** will be required during registration/check-in.

4. Event Format & Process

Round: Live Add-Mad Show

The event will be conducted in a **single round**. The overall process will be:

- **Registration and attendance verification**
- **Team arrangement**
- **Random chit/topic distribution**
- **Preparation time**
- **Advertisement performance**
- **Judging and scoring**

- **Final result announcement**

Product/topic allocation will be handled through a **random chit system**. Different teams will receive different products/topics. The assigned product/topic will be revealed before the preparation/performance stage as decided by the organizers.

5. Preparation & Performance

- Preparation time: **30 minutes**.
- Performance time: **3–5 minutes per team**.
- Teams may present the advertisement in a **creative format**, while ensuring that the assigned product is clearly promoted.
- The advertisement should clearly communicate the **product and its features/benefits**. Team should use a **creative tagline/slogan** and effective presentation to promote the assigned product.
- **Originality and teamwork are required**.
- **All team members must participate** in the performance.
- Teams must strictly follow the allotted time.

6. Participant Requirements

Participants may arrange the following items as required for their performance:

- Costumes
- Props
- Accessories
- Printed materials
- Other safe performance materials

The organizers will provide/support the following, subject to venue availability:

- Chit/topic
- Stage
- Microphone
- Projector
- Basic technical support
- **Personal props/equipment are allowed** if they are safe and do not damage the venue.
- Use of **microphone, audio, laptop or mobile** may be permitted for the performance, subject to technical feasibility and organizer instructions.

7. Rules & Guidelines

- **Originality** is expected in the advertisement.
- Teams must demonstrate **teamwork**.
- The **assigned product must be promoted** during the performance.
- The prescribed **time limit must be followed**.
- **All team members must participate**.
- Participants must maintain appropriate conduct throughout the event.

8. Content Restrictions

The following content is not permitted:

- **Vulgar or obscene content**
- **Offensive or abusive language**
- **Personal remarks, insults or targeted comments**
- **Religiously offensive content**
- **Politically offensive content**
- Any content or action that violates event rules or disrupts the event.

9. Evaluation / Judging Criteria

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1	Creativity &Originality	30%	New idea,uniqueness & creative concept	30
2	Presentation &Confidence	25%	Voice,confidence,expressions & stage presence	25
3	Advertisement Quality	20%	Clear message & effective selling of product	20
4	Teamwork & Coordination	15%	Proper coordination & participation of team members	15
5	Audience Impact	10%	Entertainment,engagement & overall impact	10

- Failure to follow the rules may affect the team's evaluation and may lead to disqualification where applicable. • **The judges' final decision will be binding.**
- Tie-breaker procedure: **To be announced by the organizers/judges if required.**

10. Submission Requirements

- **No separate pre-event submission is required** unless specifically instructed by the organizers.
- Teams should be prepared with their **script/product concept** and any **music/audio** required for their performance.
- Participant/team details must be correctly provided during registration.

11. Disqualification Criteria

A team may be disqualified for:

- **Misconduct**
- **Vulgar or offensive content**
- **Cheating or unfair practices**
- Use of **unauthorized materials**
- **Failure to follow judges' or organizers' instructions**
- Serious or repeated violation of event rules
- Any other conduct considered inappropriate or disruptive by the organizers/judges.
- **Late reporting** may result in disqualification, subject to the organizers' decision.

12. Important Instructions

- Reporting/check-in time: **1:00 PM – 2:00 PM**. Participants should report **at least one hour before the event**. • **College ID card is compulsory** for verification.
- Participants should carry all personal performance materials they require, while ensuring that all props/equipment are safe.
- Participants must follow the instructions of the event leads, volunteers, organizers and judges.
- Participants are responsible for maintaining discipline and taking care of their belongings.

13. Frequently Asked Questions (FAQs)

Q. Who can participate?

A. Students from NMIET and other colleges can participate, subject to the eligibility and team-formation rules.

Q. Can students from different colleges form one team?

A. No. All members of one team must belong to the same college.

Q. What is the team size?

A. Each team must have 3–5 members.

Q. Can one student participate in more than one team?

A. No. A student can be a member of only one team.

Q. How many teams can participate?

A. A maximum of 15 teams will be accommodated.

Q. How will the product/topic be assigned?

A. Through a random chit system conducted by the organizers.

Q. How much preparation time is given?

A. 30 minutes.

Q. How long can the advertisement performance be?

A. 3–5 minutes per team.

Q. Can we bring props and costumes?

A. Yes. Participants may bring safe personal props, costumes, accessories and other required materials.

Q. Can we use music or a laptop/mobile?

A. Yes, where technically feasible and subject to organizer instructions.

Q. Is a college ID required?

A. Yes. College ID verification is compulsory during check-in/registration.

Q. What is the registration fee?

A. Rs.499 per team.

Q. Is a separate script/PPT submission required?

A. No separate pre-event submission is required unless the organizers specifically announce otherwise.

Q. Who makes the final decision?

A. The judges' final decision will be binding.

Note: Participants are advised to read the complete rulebook carefully and follow all instructions issued by the organizers on the event day.all participants are requested to report on time & maintain proper discipline throughout the event.

"CHASE THE THRILL.CREATE THE IMPACT."