

SXMA Terms & Conditions 2026



§1

General Information

1. SXMA 2026, the Organizer of the contest, is a Sx Tech EU GMBH company headquartered at Level 8, Linkstraße 2, Potsdamer Platz, Berlin 10785. The company is registered in the Register of Entrepreneurs of the German Court Register under number HRB 2584 19 B6, with registration files maintained by the District Court of Berlin.
2. Acting as both the "Administrator" and "Organizer," Sx Tech EU fulfills its obligations as a personal data administrator under Article 12, Section 1 of the General Data Protection Regulation (GDPR), ensuring compliance with all applicable laws. This information is shared to maintain transparency for all contest participants.
3. The Administrator has provided the following contact details for communication regarding the processing of personal data: hello@sxtech.eu and Level 8, Linkstraße 2, Potsdamer Platz, Berlin 10785.
4. The Administrator is organizing a contest called "SXMA Gala Awards" to recognize and reward the best solutions, activities, companies, and individuals that offer specialized solutions, innovative strategies, performance, or expert guidance in the field of marketing, media, entertainment, and PR within the adult industry and high-risk merchant industry.
5. To ensure transparency of the contest rules and to provide fair information about the Organizer, the rules, terms, and conditions associated with the contest are outlined in the following document.

SXMA Terms & Conditions 2026



§2

Definitions

Administrator / Organizer – Sx Tech EU GMBH (details as specified in §1 sec. 1 above).

Contest – a multi-stage process intended to recognize the most innovative and forward-thinking entities in each contest category, as determined through the public nominating and voting selection of Finalists. This process aims to identify entities that have demonstrated exceptional problem-solving skills, introduced groundbreaking solutions, and contributed significantly to advancing the industry, following the criteria defined in the Terms and Conditions.

An exception from public voting is one special category, “Jury Choice Award,” where the Jury a group of industry experts appointed by the Organizer, who play a critical role in selecting the Contest Winners based on the criteria outlined in the Terms and Conditions – will choose the winning team or person.

Internet Users – individuals who visit the Contest Website and are not part of the Jury, participating in regular nominating and voting. These users participate in the public voting process by giving their vote via <https://sxma.sxttech.eu>, ensuring that the voting remains authentic and credible.

Participant – an entrepreneur, whether a natural person, legal entity, content creator, media house, agency, or organizational unit with legal capacity, who has entered or been nominated for the Contest and meets the participation requirements outlined in these Terms and Conditions.

Finalist – a Contest Participant chosen as one of the top 10 companies in their respective category, thanks to gathering the highest number of votes in the online public nominating stage, and therefore submitted to Stage 2 – Public Voting.

Award – a prize given to the best Participant in each category of the SXMA, which includes a statuette and the title of Winner.

Contest Website – the website (<https://sxma.sxttech.eu>) specifically created for the purpose of the Contest.

Terms and Conditions (T&C) – this document.

SXMA Terms & Conditions 2026



§3

Entry into the Contest

1. Companies in the adult industry and high-risk merchant industry, with services and products currently available online in the global market, are eligible to participate in the Contest.
2. The Organizer reserves the right to request proof that services are still available and active. Failure to provide proof may result in disqualification.
3. Entries for the Contest, after the final public nominations phase (March 10th, 2026), will be calculated and communicated to nominees from March 15, 2026, to April 8, 2026. To participate in public voting, nominated companies must complete all required applications delivered by the Contest Organizer and available on the official website, and accept the Terms and Conditions.
4. Once the initial application form has been submitted and the T&C accepted, the Organizer will provide the Participant with a link to promotional onboarding materials for voting support.
5. By participating in the Contest, Participants consent to the Organizer using their names and trademarks (logos) on the Contest website and in all promotional and advertising materials related to the Contest, both during its duration and for up to five years after its conclusion.

SXMA Terms & Conditions 2026



§4

Personal Data Processing

If a Participant submits personal data, the Organizer will act as the data controller in compliance with applicable data protection laws. This data will be used exclusively for organizing and managing the Contest, as well as for the Organizer's promotional and marketing purposes, subject to the Participant's consent through acceptance of the Terms and Conditions.

As the data controller, the Organizer complies with Article 12, section 1 of the General Data Protection Regulation (GDPR), Regulation (EU) 2016/679, issued by the European Parliament and Council on April 27, 2016, which governs the protection of personal data and the free movement of such data.

This information is provided to ensure GDPR compliance and to inform all concerned individuals. By submitting personal data, Participants confirm that they have reviewed this information and consent to the described data processing.

SXMA Terms & Conditions 2026



§5 Contest Timeline

The Contest will be conducted in the following stages:

Stage I:

January 18 – March 10, 2026 – entries for public nominations, based on the 12 categories available on the official website of the program.

March 15, 2026 – April 8, 2026 – filling out the profiles' details and verification of the applications by the Organizer.

Stage II (April 8 – May 7, 2026; 12:59 pm CET):

Internet Users' public voting and announcement of the chosen nominees in 11 categories.

Stage III (26.06.2026)

SXMA Gala Awards event and announcement of the Contest Winners of the SXMA during the SXMA Berlin event.

SXMA Terms & Conditions 2026



§6

Stage I – Entry into Contest

Stage I of the Contest includes entries and submissions to the Contest in the following categories described on the Contest Website:

1. BEST SOCIAL MEDIA CAMPAIGN
2. BEST CREATOR PLATFORM COLLABORATION
3. BEST DESIGN (BRAND OR PRODUCT OR WEB)
4. BEST MARKETING AGENCY
5. CREATOR GROWTH ENGINE SOLUTIONS
6. BEST AUDIO CONTENT PRODUCT
7. BEST MEDIA OUTLET
8. BEST PR AGENCY
9. LAUNCH OF THE YEAR
10. BEST COMMUNITY ENGAGEMENT PRODUCT
11. BEST INFLUENCER OR AMBASSADOR CAMPAIGN
12. LAUNCH OF THE YEAR
13. BEST COMMUNITY ENGAGEMENT PRODUCT
14. BEST INFLUENCER OR AMBASSADOR CAMPAIGN

SXMA Terms & Conditions 2026



§6

Stage I – Entry into Contest

1. The Participant can cancel his participation only until April 8st, 2026, 23:59 (11:59 pm), before the online voting starts.
2. The application will be approved by the Organizer only in case all the necessary information is provided by the Participant and the Participant is not disqualified according to the Terms and Conditions.
3. The Organizer is entitled to cancel the application in case the Participant does not meet the requirements for participation mentioned in paragraph 3 of the Terms and Conditions.
4. The Organizer reserves the right to exclude the Participant from the Contest if the application is not completed in full before the online voting starts.
5. Participation fees are detailed in paragraph 12 of the Terms and Conditions.
6. The Organizer reserves the right to discontinue the Contest in the given category if the number of entries is less than 10 (ten).
7. Each entrepreneur (including SXMA Awards) can enter the Contest only in a maximum of 2 categories.

SXMA Terms & Conditions 2026



§7

Stage II – Internet Users' Public Voting

1. During Stage II of the Contest, Internet Users are invited to cast their votes through the Contest Website. Each Internet User possessing an SXMA website account is entitled to cast one vote in each category. IP-based restrictions may also apply for anti-fraud purposes.
2. Participants can share information about their participation in the Contest and encourage their partners and clients to vote for their solution.
3. Information obtained from a person's or company's interaction with the call-to-action social media promotion will be used for providing the service associated with the call-to-action button, as well as for further communication solely connected with SXMA.
4. Each vote cast will remain confidential, and there is no obligation to share it on a personal or company's timeline.
5. Each Participant is solely responsible for all actions taken on their account, as well as any actions taken by applications associated with their account.
6. The use of automated scripting/services, paid mass services, or any other automatic device, program, algorithm, or technology that performs the same action, as well as any kind of third-party automation in the voting process, is strictly prohibited. Such actions will be thoroughly monitored by the Organizer and will result in the removal of the submission and cancellation of participation in the Contest, which will be enforced immediately by the Organizer.
7. Considering that the SXMA Contest evaluates the achievements of providers in Germany by organizing the SXMA in Berlin, where EU standards apply, and taking into account cases of unfair practices, the Organizer reserves the right to disregard votes submitted in large volumes and within a short period from IP addresses outside the European region, in order to maintain the integrity of the voting process and ensure compliance with data protection regulations.
8. If such actions are observed, votes submitted from these IP addresses within a short period will be removed, and the Participant will be notified. If the situation repeats, the Participant will be disqualified from the Contest.
9. The Organizer will only consider votes cast by Internet Users until May 7th, 2026, 14:59 (2:59 pm) in the final summary of the voting.

SXMA Terms & Conditions 2026



§8

Stage II Public Voting and the Finalists Announcement

1. A maximum of 10 (ten) Participants in each category will enter the Internet Users' public voting process. These Participants will be announced as the Finalists and proceed to the next stage of Public Voting, given that they meet the formal requirements described in §2 of these Terms and Conditions.
2. The Finalists in each category will be highlighted on the Contest's website following the announcement on April 8, 12 pm. The information on the Finalists will also appear on the SXMA website on the same day.

§9 Stage

III – Determining the Results of the Contest – Selection of Winners

1. The selection of Contest Winners is carried out once the voting process is completed.
2. To determine the results of the Contest, the Organizer shall sum up the points given by all public voters.
3. Based on that, the three Finalists with the highest scores in each category will be awarded as follows: the Participant with the third-highest score will receive 3rd place, the second-highest will receive 2nd place, and the Participant with the highest score will be named the Contest Winner for that category.
4. In the case of an equal score obtained by two or more Participants, the Contest Winner is the one who has received the highest number of points in the online voting in that category.
5. The Organizer does not interfere with or modify the scoring.
6. The Organizer's role is limited to the arithmetic calculation.

SXMA Terms & Conditions 2026



§10

Stage IV – Announcement of the Contest Winners

The announcement of the Contest Winners will take place during the Awards Giving Ceremony as part of the SXMA Gala Awards on the date (26.06.2026).

§11

Participation Fees

The section does not apply to individuals and entities directly involved in SX Festival & SX Expo 2026. This means it does not include: confirmed speakers and artists 2026, SX brand ambassadors 2026, registered creators 2026, official partners 2026, or official exhibitors of SX Festival & SX Expo 2026

1. The participation fee is mandatory for any entrepreneur, media house, collective, agency, talent, or company applying to the Contest. By entering, participants agree to pay the participation fee if they receive enough votes to be selected as one of the Finalists (Top 10) in their category, thereby advancing to Stages III and IV of the Contest.
2. The participation fee is 300 EUR for proceeding to the TOP 10 in one Contest category.
3. The participation fee includes promotional activities described in §12 "Prizes for the Finalists and the Winners".
4. The Participant is only obliged to pay the participation fee if selected as a Finalist (one of the TOP 10 companies).
5. The Participant that advanced will receive a draft contract and an invoice from the Organizer. The Participant is obliged to send the signed contract and pay the registration fee within 7 working days of receiving the documents.
6. The Participant cannot withdraw from the Contest or refuse payment of the required fee after the online voting is over and the Finalists have been announced.
7. The participation fee is non-refundable.
8. If the Participant is already an SX Expo 2026 exhibitor, brand ambassador, or strategic partner, they are not obliged to pay the entry fee. Tickets to the SXMA Awards Ceremony are available: 1 per nominated exhibitor.

SXMA Terms & Conditions 2026

§12

Prizes for the Finalists and the Winners

Finalists, provided that they comply with the conditions specified in §12, will receive the following benefits:

- One (1) VIP ticket to the SXMA (this benefit does not apply to the current Exhibitors of the SX Expo)
- One (1) ticket to the Official Afterparty taking place on the 27th of June in Berlin at Sage Beach Club, with the possibility to purchase up to two (2) additional tickets at a reduced price.
- A digital badge confirming FINALIST status + Access to Digital Banner Promo
- Eligibility for the Jury Choice Award, described in §13 “Special Prizes”
- Publication of an article on the SX Expo website (www.sxtech.eu), together with one (1) LinkedIn /Instagram post per category + 1 Newsletter mention (15,000 B2B leads outreach)
- Visibility of the logo on the SXMA (<https://sxma.sxtech.eu/>) for a period of six (6) months starting from the day of filling out the profile.
- Inclusion of the logo in the onsite category animations during the SXMA Awards Ceremony and Party - Main screen.
- Inclusion in the official SXMA press release, distributed to top-tier international media.

The Winners, provided that they comply with the conditions specified in §12, will receive the following benefits:

- One (1) VIP ticket to the SXMA (this benefit does not apply to the current Exhibitors of the SX Expo)
- One (1) ticket to the Official Afterparty taking place on the 27th of June in Berlin at Sage Beach Club, with the possibility to purchase up to two (2) additional tickets at a reduced price.
- The official Contest statuette (Award);
- A digital diploma (and also a printed diploma for the current SXMA 2026)
- A digital badge (and also a printed badge for the current SXMA Exhibitors)
- Eligibility for the Jury Grand Choice Award, described in §13 “Special Prizes”;
- An online promotion bundle, including a featured article on Sx Tech EU (www.sxtech.eu), promotion in the newsletter, and visibility across press releases with press release hyperlinks.
- On-site visibility, including placement on the “Meet the Winners” photowall during the Party, as well as on-site Winner animations during the Ceremony;
- Placement on the SXMA Website for a period of one (1) year.
- None of the Prizes, Special Prizes, or benefits described in this §12 may be exchanged for cash or any other material equivalent

SXMA Terms & Conditions 2026



§13

Special Prize

Jury Choice Award

1. The Jury Choice Award is granted to the Finalist that, as the only one in the category, is chosen by the Jury members.
2. There is no Public Voting in this special stage.
3. The recipient of the Choice Award shall receive: a short video interview (1–2 questions) recorded onsite during the SXMA Awards; on-stage recognition during the Awards Giving Ceremony.
4. The Jury Grand Choice Award is granted to the 1 Winner (1st place in a category) that receives the highest total score awarded by the Jury across all categories, provided that they comply with the conditions specified in §11.
5. The Organizer reserves the right to withhold or cancel the Special Prize for Jury Grand Choice Award if the Finalist or Winner does not cooperate in the process of recording the interview, refuses to participate, or otherwise prevents the Organizer from fulfilling the promotional activities associated with the Special Prize. In such cases, the Organizer shall be considered to have duly fulfilled its obligations related to the Special Prize and shall not be required to provide any alternative prize, service, compensation, or equivalent benefit.
6. By accepting the Special Prize involving a video interview, the Finalist or Winner grants the Organizer consent to record, process, publish, and distribute their image, voice, and statements for promotional purposes related to the Contest and the SXMA Awards.
7. This consent applies to all media channels used by the Organizer and does not require additional approval or compensation.

SXMA Terms & Conditions 2026



§ 14

Contest Communication Channels

1. The Internet is the main medium of communication. All information related to the Contest will be published on the Contest Website.
2. The Organizer has the right to publish information regarding the Contest and its results through various media channels, including but not limited to press, radio, television, and outdoor advertising.
3. The Organizer retains the right to publish the Contest results, primarily on the Contest Website. Additionally, the results may appear on the websites of Contest media patrons and entities sponsoring the Organizer, whose logos are featured on the Contest Website. Participants who willingly participate in the Contest also provide their consent to the activities mentioned above conducted by the Organizer.
4. By entering the Contest, the Participant expressly consents to the publication of the Contest results, including the company name and submitted solution, without the need for any additional approval.

SXMA Terms & Conditions 2026



§ 15

Filing and Handling Complaints

1. Any complaints regarding the Contest must be submitted via email to hello@sxtech.eu no later than 7 (seven) days from the date of the announcement of the Contest Winners.
2. The complaint should include the name and email address of the complaining party, as well as the description and reason for the complaint.
3. The Organizer will review the complaints within 7 (seven) days of receiving them. The complaining party will be notified of the complaint's outcome via email.

§ 16

Final Provisions

1. These Terms & Conditions are available at the Organizer's premises and the Contest Website.
2. These Terms & Conditions are applicable starting from the moment they appear on the Contest Website.