

The 9th Kepma Cup Acoustic Guitar Competition 2026

Contestant Guide

English Version | Contestant Information

This guide is prepared for all contestants. It helps you quickly understand the competition process, registration methods, video recording requirements, qualification rules, and important notices. Please read it carefully before registering or recording your entry. The latest official announcements shall prevail.

Quick Overview

What to Confirm	Key Information
Competition Name	The 9th Kepma Cup Acoustic Guitar Competition 2026
Theme	Rise Toward the Light, Sound Beyond the Ordinary
Competition Groups	Fingerstyle Group, Singing & Playing Group
Preliminary Round	July 1-August 20
Semifinal Round	September 1-October 15
Final Round	October 28
Final Venue	Bandai Namco Shanghai Base Dream Hall, Shanghai
Official Website	www.kepmaguitar.com
Overseas Registration Email	margot@kepmaguitar.com

1. Which Category Should I Enter?

Category	Suitable For	Entry Format
Fingerstyle Group	Contestants focusing on solo guitar performance, arrangement, technique, and musical expression	Instrumental guitar performance only, with no vocals
Singing & Playing Group	Contestants focusing on self-accompanied singing, song interpretation, and stage presence	Guitar accompaniment with the contestant's own vocal performance

Please choose your category based on the format of your entry. The Fingerstyle Group must not include vocal singing. The Singing & Playing Group requires the contestant to perform both the guitar accompaniment and vocals.

2. Competition Schedule

Stage	Time	What Contestants Need to Do
Preparation	June 1-June 30	Follow official information, confirm your category, prepare your piece, and understand registration and recording requirements

Preliminary Round	July 1-August 20	Record your entry video, publish or submit it as required, and complete the registration form
Semifinal Round	September 1-October 15	Qualified contestants record a new entry according to semifinal rules and submit semifinal materials
Final Round	Morning of October 28	Offline final for the Singing & Playing Group
Final Round	Afternoon of October 28	Offline final for the Fingerstyle Group
Final Dinner	Evening of October 28	Face-to-face communication with artists and judges, followed by dinner

Note: Semifinal qualification numbers and final arrangements are subject to the official list and notices released later.

3. Scoring Criteria

Criterion	Weight	What the Judges Will Look For
Performance Technique	30%	Intonation, rhythm, fingering accuracy, and execution of special techniques such as tapping, slide, and hammer-ons
Musical Expression	40%	Emotional delivery, interpretation, melodic phrasing, dynamic control, and overall impact
Piece Difficulty	15%	Technical difficulty, complexity, and originality of the piece
Stage Presence	15%	Confidence, camera presence, overall visual impression, and interaction

Original works may receive additional credit under the Musical Expression criterion. Contestants submitting original works are encouraged to include a clear introduction and creative background in their registration materials.

4. How to Register for the Preliminary Round

Domestic Online Contestants

1. Visit the Kepma Guitar official website or follow the Kepma Guitar official WeChat account to learn more about the competition and obtain the registration form.
2. Record your preliminary entry video according to the competition requirements.
3. Publish the entry video on the designated platform and add the required competition hashtags.
4. Copy the video link, complete the registration form, and upload or submit it as required.

Domestic Offline Contestants

1. Contact a local Kepma Guitar dealer store for consultation. Offline registration locations can be found on the event page of the Kepma Guitar official website.

2. Record your entry video at the store.
3. The store will publish the video on the designated platform.
4. After receiving the video link from the store, complete the registration form and submit it.

Offline locations will provide a competition guitar, so contestants do not need to prepare their own instrument for recording.

Overseas Contestants

1. Visit the Kepma Guitar official website or follow the Kepma Guitar official WeChat account to learn more about the competition and download the registration form.
2. Record your entry according to the competition requirements.
3. Complete the registration form.
4. Send the registration form and entry video as attachments to the official competition email: margot@kepmaguitar.com.

5. How to Record the Preliminary Entry

All entries must show the contestant on camera and clearly display the full guitar. The face, hands, and any key areas needed for judging the authenticity of the performance must not be blocked.

Item	Requirement
Orientation	Landscape recording
Aspect Ratio	16:9
Resolution	At least 1920 x 1080
Video Format	MP4
Duration	3-5 minutes
Shooting Method	One continuous take; no editing, splicing, or audio/video replacement
Audio	Recording equipment may be used, but no effects may be added
Official Template	The official Kepma vertical video template must be used. The template is 9:16 and may be adjusted using editing software, or contestants may use the official one-click automatic editing tool if provided.
Publishing Requirement	Publish on the officially designated social platform: Douyin
Required Hashtags	When publishing the entry, the required hashtags must be added: #卡马吉他 #Double 拾音器 #2026 卡马杯

Before recording, please check:

- The contestant, guitar, hands, and face are all visible in the frame.
- Lighting is sufficient and the image is not too dark.
- The sound is clear, with no obvious clipping, noise, or distortion.
- The video is one continuous take from beginning to end.
- No audio effects, tuning, mixing, beautification, or post-processing have been added.

- The content of the piece is healthy and contains no inappropriate speech or negative guidance.

Additional notes:

- The automatic editing tool provided in the official attachments is for Windows computers only.
- Contestants may visit the official Kepma Douyin account to view reference videos recorded by previous champions.

6. Preliminary Qualification Rules

During the preliminary round, the Fingerstyle Group and Singing & Playing Group will each select contestants to advance to the semifinal round. According to the official competition notice, the preliminary qualification numbers are:

Category	Number Advancing to Semifinals
Fingerstyle Group	50 contestants
Singing & Playing Group	50 contestants

The qualification list and subsequent semifinal notices shall be based on official announcements.

7. Semifinal Rules

Contestants who enter the semifinal round must prepare a new semifinal entry. The semifinal piece must not be the same as the preliminary piece.

Basic semifinal requirements:

- Contestants qualified from each category will participate in the semifinal round.
- Domestic contestants must record the semifinal video using the designated competition guitar as required by the competition.
- Overseas contestants are not required to use a Kepma guitar.
- Recording and publishing requirements for semifinal entries are the same as those for the preliminary round.
- The semifinal piece must not be the same as the preliminary piece.
- Original works must include an introduction and creative background.
- Cover or vocal cover entries must not contain any inappropriate or negative content.

Domestic Online Semifinal Contestants

1. Participate in the guitar relay program to obtain the designated competition product.
2. Record the semifinal video using the designated product.
3. Upload and publish the video.
4. Submit the semifinal registration materials.

Domestic Offline Semifinal Contestants

1. Visit the store to experience the designated competition product.
2. Record the semifinal video at the store.
3. The store will upload and publish the video.
4. Submit the semifinal registration materials.

Overseas Semifinal Contestants

1. Record the semifinal entry independently.
2. Prepare the video source file, registration form, and work introduction.
3. Submit the materials via the official email.
4. The organizing committee will publish the entry in a unified manner.

8. Guitar Relay Program

Domestic online semifinal contestants may obtain the designated competition product through the guitar relay program.

1. Complete the guitar relay registration form.
2. The organizing committee will group contestants and arrange the relay order based on the registration forms.
3. The designated competition product will be shipped to group members in sequence.
4. Each contestant must complete the semifinal video recording within 3 days from the date of courier receipt.
5. After the deadline, the organizing committee will arrange courier pickup.
6. Domestic offline contestants or contestants who have already purchased the designated product do not need to participate in the relay program.

During the relay period, contestants may also participate in the Xiaohongshu sharing activity by posting product photos, text, or videos, with a chance to receive a Kepma professional action ruler gift box.

9. Final Round Rules

The final round will be held offline.

Item	Rule
Date	October 28
Venue	Bandai Namco Shanghai Base Dream Hall, Shanghai
Format	Offline final
Guitar	Contestants must use the competition guitar provided by the organizer

Piece	The final piece must not be the same as the preliminary or semifinal piece
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Final rankings will be determined by on-site scoring from the judges.

Award	Fingerstyle Group	Singing & Playing Group
Champion	1 contestant	1 contestant
Runner-up	1 contestant	1 contestant
Third Place	1 contestant	1 contestant
Global Top 10	7 contestants	7 contestants

10. Copyright and Works

Instrumental Covers and Vocal Covers

- The original author and source must be credited.
- Entries are for learning and exchange purposes only.
- Any disputes arising from copyright issues shall be the contestant's own responsibility.

Original Works

- The work must be the contestant's own original work.
- Submitting an entry is deemed as a declaration of originality.
- A work introduction must be included in the registration or submission materials.
- In the event of plagiarism or infringement, the contestant will be disqualified and shall bear the corresponding responsibility.

Portrait Rights and Use of Submitted Works

After a contestant submits an entry, the organizer may use the work for competition promotion, marketing, media coverage, official social media publishing, competition recap videos, promotional materials, and related communications. The copyright of the entry video remains with the contestant. The organizer receives a non-exclusive promotional usage license, while the contestant retains the right to publish and use the work independently.

11. Actions That Will Lead to Disqualification

Please pay special attention to the following violations:

Prohibited Action	Possible Consequence
Editing or splicing the entry video	Disqualification
Having someone else play or sing on your behalf	Disqualification

Using artificial intelligence to generate the performance	Disqualification
Adding audio effects or optimizing/post-processing the audio	Disqualification
Using another person's video and submitting it as your own	Disqualification
Including inappropriate speech or negative content in the work	Disqualification; serious cases may lead to further responsibility

12. Privacy, Disclaimer, and Applicable Law

- Contestants' personal information will only be used for competition organization, registration verification, schedule notices, and related communication.
- Contact information submitted during registration will only be used for competition notices.
- If the competition schedule is adjusted due to force majeure such as natural disasters, public emergencies, or government actions, the latest official announcement shall prevail.
- Contestants are responsible for their own personal conduct during participation.
- This competition is governed by the laws of the People's Republic of China.
- Overseas contestants are deemed to have agreed to this guide and the relevant terms by participating in the competition.

13. Official Contact Information

Channel	Information
Official WeChat Account	Kepma Guitar
Official Website	www.kepmaguitar.com
Overseas Registration Email	margot@kepmaguitar.com
Competition Inquiries	Please follow the official channels for the latest information

14. Pre-Submission Checklist

Before submitting, please check each item:

- I have confirmed whether I am entering the Fingerstyle Group or Singing & Playing Group.
- My piece meets the requirements of the selected category.
- My entry video shows me on camera and is performed or sung by me.
- The guitar, hands, and face are clearly visible.
- The video is recorded in landscape format, with a 16:9 aspect ratio and resolution of at least 1920 x 1080.

- The video format is MP4.
- The video duration is 3-5 minutes.
- The video is one continuous take, with no editing, splicing, or audio/video replacement.
- No audio effects or post-processing have been applied.
- I have used the official video template and required hashtags as instructed.
- I have completed the registration form and submitted the correct video link or source file.
- If the work is original, I have included the work introduction and creative background.
- If the work is an instrumental or vocal cover, I have credited the original author and source.
- I have followed the official channels so I can receive future notices.

May every contestant bring their own true sound to the stage.