



2011 IFEA / Haas & Wilkerson Pinnacle Awards Competition Call for Entries

Gain the recognition your event deserves...

Each year, the International Festivals & Events Association recognizes outstanding accomplishments and top quality creative, promotional, operational and community outreach programs and materials produced by festivals and events around the world, with the Haas & Wilkerson Pinnacle Awards Competition.

This prestigious awards competition strives for the highest degree of excellence in festival and event promotions and operations, and in doing so, has raised the standards and quality of the festivals & events industry to new levels. From events large or small, cities, festivals, chambers, universities, parks & recreation departments, vendors & suppliers, and everything in between, events and promotions of nearly every type and size will have the opportunity to be recognized, as entries are categorized into organizations with similar sized budgets. From best Event Poster, T-Shirt, Hat, Promotional Brochure, Website, TV Promotion and Social Media site to best Volunteer Program, Environmental Program, Sponsor Follow-Up Report and Media Relations Campaign, there's a place for almost every element of your event to be recognized. The IFEA / Haas & Wilkerson Pinnacle Awards have provided many outstanding examples of how event producers can use innovation and creativity to achieve a higher level of success.

One of the goals of the IFEA is to promote the professionalism of our members and the festivals and events industry as a whole. Therefore, to add further impact to the winning organizations, the IFEA will provide your organization with a press release template for you to distribute to your media list explaining the award and the competition. Your organization will be recognized for taking part in raising the level of professionalism throughout the industry, while at the same time improving your community.

So what are you waiting for, gather your items, fill out the entry form, and send them off to be judged against the best of the best, in the festivals and events industry. Then get ready to hear your organization's name announced at the 56th Annual IFEA Convention & Expo this October 3-5, 2011, in Fort Worth, Texas, U.S.A.



HAAS & WILKERSON
INSURANCE

THE CONTEST

DEADLINES

- **EARLY BIRD ENTRY DEADLINE: 5:00 p.m. (MST), MONDAY, JUNE 20, 2011**
 - Entries received on or prior to June 20, 2011 will receive the Member early bird rate of \$30 per entry or \$50 per Grand Pinnacle entry or the Non-Member early bird rate of \$60 per entry or \$100 per Grand Pinnacle entry depending on IFEA Membership status.
- **FINAL ENTRY DEADLINE: 5:00 p.m. (MST), MONDAY, JULY 18, 2011**
 - Entries received between Tuesday, June 21, 2011 and Monday, July 18, 2011 will receive the Member final entry rate of \$35 per entry or \$55 per Grand Pinnacle entry; or the Non-Member final entry rate of \$75 per entry or \$150 per Grand Pinnacle entry depending on IFEA Membership status.

ELIGIBILITY

- Entries must have been produced and / or used for the first time between July 20, 2010 and July 18, 2011.
- Entries must be submitted in their original format unless previously approved. For Questions Contact: Nia Hovde, nia@ifea.com.
- Payment in full must be received with entries for entries to be deemed eligible.
- Entries and entry forms must be submitted in English.
- Font size for any written text must not be smaller than 10pt.
- To receive the member rate for Pinnacle entries you must be an IFEA member in good standing.
- Each entry form submitted must be completed in its entirety in order for items to be judged eligible.

IMPORTANT NOTES

- Items submitted are NOT able to be returned.
- Judges will not refer to items in other categories, nor will they transfer items already judged in other categories (the number of entries must equal the number of categories entered).
- A separate entry form must be submitted for each entry (copy as necessary).
- Multiple entries or categories on a single form will not be accepted.
- For all entries, please clip or pin entry form to item. Please do not glue or tape form to item.
- Multiple entries within the same notebook / bound format will not be accepted. Please separate entries.
- Items required to be submitted in a "notebook" should be submitted in some sort of bound format in order to keep the materials together. For example, a 3 ring binder; spiral bound; or a bound publication.
- Please consider the processing of your credit card or the cashing of your check for your Pinnacle entries, notice that your entries were received and processed.
- Entries required to also be submitted on a disk / thumb drive along with printed copy, be sure to label each CD / thumb drive and attach to notebook at front of entry. Submit entry as 1 (one) pdf or Word doc file if possible.
- **NEW:** When submitting your total entries, please also submit on a disk or thumb drive, a high resolution copy of your organization or event logo. Attach to overall payment form.

A HOW TO GUIDE

- A few changes have been made to the Pinnacle Brochure in an effort to help you understand what is needed from each category.
- All categories are listed on the left side of each page
- Any information and requirements needed for each category or group of categories, is listed on the right side of each page.
- Additional information needed for each category, extra from what is listed on the right side, will be listed under the each specific

category on the left (if applicable). This information is unique to that specific category. Be sure to provide any necessary information listed on the right under the requirements in addition to this information listed under the specific category.

THE JUDGES

The judges are recognized professionals in the areas of graphic design, promotions and public relations; broadcast, print and on-line media; and special event planning and management.

SCORING SYSTEM

- Some categories in the Pinnacle Awards will be judged using a point system for each individual entry. Each entry is scored separately. Scores will not be combined.
- A possible total of 100 points may be awarded to each entry.
- Be sure to answer and include all necessary information for each entry. If a required element within an entry is not applicable to your event, please state so within your entry to avoid being marked down on points.
- The scoring system is not applicable to TV, Radio, Multimedia, Print & some Merchandising categories.
- We are unable to provide you with the points awarded for each of your entries.
- Failure to meet all requirements or answer / provide all necessary information will result in a deduction of points.

THE WINNERS

- All finalists for the IFEA / Haas & Wilkerson Pinnacle Awards will be notified by email the 3rd week of August, 2011. Notification will go to the primary IFEA Member in addition to the contact listed on the Awards entry form.
- The 2011 IFEA / Haas & Wilkerson Pinnacle Award winners will be announced at the 56th Annual IFEA Convention & Expo, October 3-5, 2011, in Fort Worth, Texas, U.S.A.
- If you are not present at the Awards Presentation to accept your award(s), they will be mailed to you after the Annual Convention. Expect 3-4 weeks for delivery.
- Organizations submitting entries for the Grand Pinnacle category must register at least one person for the 56th Annual IFEA Convention & Expo this October 3-5, 2011, in Fort Worth, Texas, U.S.A. or arrange for a representative to accept any award won on your behalf.
- Gold, Silver and Bronze winning entries will be on display during the 56th Annual IFEA Convention & Expo.

RELEASE & USAGE

- By submitting your entry to the IFEA / Haas & Wilkerson Pinnacle Award Competition, you automatically grant the IFEA the right to use any materials and / or photos from your entries for editorial, analytical, promotional or any other purpose without additional compensation or permission. In addition, you acknowledge your entry / isare not returnable. Your entry into the competition is acknowledgement of these terms.

SHIP ENTRIES TO:

IFEA Pinnacle Awards Competition
International Festivals & Events Association
2603 W Eastover Terrace, Boise, ID 83706, USA
Phone: +1-208-433-0950 ext: *814

- Please try to avoid using packing peanuts when shipping your entry.
- For packing tips, go to the Pinnacle Awards Section on www.ifea.com

QUESTIONS?

- Contact: Nia Hovde, Director of Marketing & Communications at Phone: +1-208-433-0950 ext: *814 or Email: nia@ifea.com
- For additional information and FAQ's, go to the Pinnacle Awards Section at www.ifea.com

1) GRAND PINNACLE

ENTRY INFORMATION FOR GRAND PINNACLE:

- Submit entire Grand Pinnacle Entry within one (1) notebook.
- In addition, also submit your entry on a CD or thumb drive. Be sure to Label CD / thumb drive and attach to notebook at front of entry. Submit entry as 1 (one) pdf or Word doc file if possible.
- Please submit your entry in the order listed here.
- Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points.

Judging Criteria for Grand Pinnacle: (10 points)

The Grand Pinnacle Entry will be judged based on the following criteria. Please refer to the Entry Information / Requirements for further details. The following Judging Criteria is applicable to both the individual entry and the overall event.

- Is the entry / event well organized?
- Is the content professional?
- Is the message clear?
- Is the entry / event designed and laid out well?
- Is the event creative and / or unique?
- Does the entry relay the image of the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Does the entry match the purpose / mission for the event?
- Have all requirements been met?

Entry Requirements for Grand Pinnacle:

1. Introductory Information for Grand Pinnacle: (20 points)

Within a maximum of 4 pages (total), provide an overview of your event, stating your event's:

- Purpose / Mission
- History
- Overall Revenue and Expense Budget
- Attendance
- Staffing Numbers and Positions
- Volunteer Count & Demographics
- Event Dates
- Types of Activities Included Under the Festival / Event Umbrella
- Founding / Incorporation Date and Management System (i.e.: 501©3 non-profit staff & volunteer board; city managed; profit-making partnership, etc.)

2. Supporting Questions for Grand Pinnacle: (10 points)

Please answer the following questions. (Maximum of 1 page per question)

- What did you do to update / change the event from the year before? Were your updates / changes successful?
 - If the event is a new event, please answer the following question instead:
 - o "What challenges / obstacles did you foresee / encounter in creating the event, and how did you handle them?"
- Please provide measurable results / examples for question (a).
- What makes the event stand out as an internationally recognized event?
- Why should the event win the IFEA / Haas & Wilkerson Grand Pinnacle Award?

3. Additional Requirements (40 points) and Supporting Materials (20 points) for Grand Pinnacle:

• **Additional Requirements:** Include a detailed overview of each of the areas listed below (a-h) for your festival / event, using no more than 2 pages for each area.

- o Make each area a separate tab in your notebook in order for the judges to clearly identify them.
- o If your event does not include one or more of the areas listed below, please provide an overview as to why your event does not include that element, or what you provide instead, so as not to lose points.

- Promotional & Marketing Campaign
- Media Outreach
- Merchandise Program
- Sponsor Program
- Volunteer Program
- Community Outreach Programs
- Website / Multi-Media Programs
- Descriptions of any other Special Programs

• **Supporting Materials:** Provide supporting materials for any of the areas listed above within that area. Please limit your supporting materials to a maximum of 10 examples for each area (a-h).

Additional Notes:

- Be sure to answer and provide information for every section and area listed in the entry requirements. Failure to provide information for each section / element will result in a deduction of points.
- Display boards are no longer required with the Grand Pinnacle entry. Your entry will solely be judged on the contents of the notebook submission.
- This entry is separate from all other categories and divisions. Judges will not refer to, or transfer items from other categories.
- Organizations submitting entries for the Grand Pinnacle category must register at least one person for the 56th Annual IFEA Convention & Expo, October 3-5, 2011, in Fort Worth, Texas, U.S.A. or arrange for a representative to accept any award your behalf.

CATEGORIES

Television & Radio

- 2) **BEST TV PROMOTION**
(Ad Spot or PSA)
- 3) **BEST FULL LENGTH TV PROMOTION**
(Local Promotion)
- 4) **BEST FULL LENGTH TV PROGRAM**
(National Promotion / Syndication)
- 5) **BEST EVENT VIDEO**
(For Sale)
- 6) **BEST RADIO PROMOTION**
(Ad Spot or PSA)

ENTRY INFORMATION / REQUIREMENTS FOR CATEGORIES 2-6:

- Submit television entries in basic DVD format.
- Please do not submit Blu-Ray Disks.
- Submit Radio entries on a CD.
- For Radio entries, submit an audio file burned to a regular audio CD (Not on a DVD, or as MP3 files) i.e.: a .wav file.
- Label DVD / CD and attach entry form to case.
- Only one video / radio spot per DVD.
- These are standalone items and no written information is required.
- Make all DVD's / CD's set to Auto Play.

Judging Criteria for Categories 2-6:

- Does the entry relay the image of the event? Is the item creative and / or unique? Is the message clear? Is the item organized? What is the "Usability" factor? What is the overall impression?

Multimedia

- 7) **BEST EVENT WEBSITE**
(Submit web address only – list on entry form.)
- 8) **BEST ORGANIZATION WEBSITE**
(Submit web address only– list on entry form.)
- 9) **BEST EVENT / ORGANIZATION E-NEWSLETTER**
(Submit three consecutive issues on a CD or thumb drive.)
- 10) **BEST MISCELLANEOUS MULTIMEDIA**
(If possible, submit in format used. Or, submit printed format.) (Includes, but is not limited to items such as: Screen Savers, Live Web-casts, Electronic Billboards, Phone Application, etc.)
- 11) **BEST SOCIAL MEDIA SITE**
(Submit Social Media Site Address – list on entry form.)

ENTRY INFORMATION / REQUIREMENTS FOR CATEGORIES 7-11:

- For categories 7 & 8, website will be reviewed online by judges.
 - Be sure to make the website link go to exactly where you wish the judges to go first.
- Refer to any additional entry information listed next to each category.
- These are standalone items and no written information is required.

Judging Criteria for Categories 7-11:

- Does the entry / item relay the image of the event? Is the item creative and / or unique? Is the message clear? Is the entry / item organized? What is the "Usability" factor? What is the overall impression?

CATEGORIES

Bound / Multiple Page Entries

12) BEST EVENT PROGRAM

(Interior 3 or less colors)

13) BEST EVENT PROGRAM

(Interior 4 or more colors)

14) BEST NEWSPAPER INSERT / SUPPLEMENT

(Submit entry in original format if possible.)

15) BEST PROMOTIONAL BROCHURE

(3 or less colors)

16) BEST PROMOTIONAL BROCHURE

(4 or more colors)

17) BEST EVENT / ORGANIZATION NEWSLETTER

(Submit three consecutive issues.)

18) BEST MISCELLANEOUS PRINTED MATERIALS

(Includes but not limited to: direct mail pieces, cookbooks, annual reports, etc. - One item per entry.)

ENTRY INFORMATION / REQUIREMENTS FOR CATEGORIES 12-18:

- These are stand alone items and no written information is required.
- Submit categories 12-18 with the entry form securely paper clipped to the back.
- Do not mount on display board.

Judging Criteria for Categories 12-18:

- Does the entry relay the image of the event? Is the item creative and / or unique? Is the item designed / laid out well? Is the message clear? Is the item organized? Is the item usable / functional? What is the overall impression?

Single Page Entries

19) BEST PROMOTIONAL POSTER

(Not for Sale) (Do not mount. Submit in poster tube.)

20) BEST COMMEMORATIVE POSTER

(For Sale) (Do not mount. Submit in poster tube.)

21) BEST COVER DESIGN

(Submit cover only.)

22) BEST SINGLE NEWSPAPER DISPLAY AD

(Submit entry in original format if possible.)

23) BEST SINGLE MAGAZINE DISPLAY AD

24) BEST AD SERIES

(Submit a maximum of 5.) (May be mounted on poster board together or individually.)

25) BEST EVENT PHOTOGRAPH

(Photo Dimensions: 8 inches x 10 inches)

26) BEST MISCELLANEOUS PRINTED MATERIALS

(Includes but not limited to fliers, maps, etc.) (Only one item per entry.)

27) BEST OUTDOOR BILLBOARD

(Submit photo or print out of billboard.)

28) BEST EVENT INVITATION

(Multiple page invitation accepted in this category.)

29) BEST STREET BANNER

(Submit photo or printouts of banner only.)

ENTRY INFORMATION / REQUIREMENTS FOR CATEGORIES 19-29:

- Submit categories 19-20 rolled up in a poster mailing tube. Do not fold. Do not mount on poster board.
- Submit categories 21-29 each mounted on a single, black display board with a maximum of 2 inch margins.
- Only one entry per board.
- These are standalone items and no written information is required.

Judging Criteria for Categories 19-29:

- Does the item / entry relay the image of the event? Is the item creative and / or unique? Is the item designed / laid out well? Is the message clear? Is the item organized? Is the item usable / functional? What is the overall impression?

Sponsorship / Fundraising

30) BEST SPONSOR SOLICITATION VIDEO

ENTRY INFORMATION / REQUIREMENTS FOR CATEGORY 30

- Please provide a sponsor solicitation video that was actually used to target a specific sponsor. (Okay to substitute name of sponsor for generic name for confidentiality.)
- In addition, please note how the video was provided to the sponsor (i.e.: sent electronically as a link; on a disk as part of a packet, etc.)
- Submit in basic DVD format (please do not submit Blu-Ray disks)
- Label DVD and attach entry form to case
- Make DVD set to auto-play.

Judging Criteria for Category 30:

- Is the item / entry well organized? Is the content professional? Is the message clear? Is the item / entry designed and laid out well? Is the item creative and / or unique? What is the overall impression? Would you recommend or support this opportunity if in a position to do so?

31) BEST SPONSOR SOLICITATION PACKAGE

- Please provide a sponsor solicitation package that was actually used to target a specific sponsor, and as provided to the sponsor. (Okay to substitute name of sponsor for generic name for confidentiality.)

32) BEST SPONSOR FOLLOW-UP REPORT

(Print or Electronic Format accepted.)

- Please provide a sponsor follow-up report that was actually sent to a specific sponsor, and as provided to the sponsor. (Okay to substitute name of sponsor for generic name for confidentiality.)
- Please send exactly in the format and with any other additional materials that were sent with the report, to the sponsor.

ENTRY INFORMATION FOR CATEGORIES 31-32:

For all entries, please provide the following information, in addition to any specific information listed next to each category.

- Submit category 31-32 within one (1) notebook each.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file if possible.

Judging Criteria for Categories 31-32: (20 points)

- Is the item / entry well organized? Is the content professional? Is the message clear? What is the overall impression? Have all supporting materials and measurable results been provided? Have all requirements been met? Would you recommend or support this opportunity if in a position to do so?

Entry Requirements for Categories 31-32:

1. Overview Information: (40 points)

- At the beginning of the notebook, provide a 1-2 page detailed overview explaining:
 - The presentation; its effectiveness; success; and any other necessary explanation.

2. Supporting Materials: (40 points)

- Provide any supporting materials / examples as provided to the sponsor, or as noted next to specific category.

CATEGORIES

Sponsorship / Fundraising

33) BEST NEW FUNDRAISING PROGRAM

(For the benefit of the Festival / Event)

- Description of target audience for the program?
- Purpose of fundraising efforts
- Measurable results

34) BEST SINGLE NEW SPONSORSHIP PROGRAM

(New activity / program within Event created to recruit a sponsor)

- Description of the targeted sponsor for the program.
- Why the sponsor was targeted for the program?
- Explain the synergy between the event and sponsor.

35) BEST OVERALL SPONSORSHIP PROGRAM

(for entire event)

- List of all current sponsors for event and levels of support
- Description of all sponsorship benefit packages available
- Description of sponsor research targeting and sales process process
- Longevity of current sponsors
- Sponsor renewal process & retention rate
- Sponsor service team and plans in place after opening of agreement?
- Copy of Sponsor Agreement Sales Packet / Proposal
- Copy of Sponsorship Follow Up Report
- Sample of Sponsor Agreement

36) BEST SPONSORSHIP PROGRAM FOR INDIVIDUAL SPONSOR

- Description of sponsor
- Level of sponsorship (cash / in-kind)
- Details of sponsor benefit package provided
- Length of sponsorship / partnership
- Program / event sponsored
- Sponsor benefits / appreciation efforts

37) BEST SPONSOR

ENTRY INFORMATION FOR CATEGORIES 33-36:

For all entries, please provide the following information, in addition to any specific information listed next to each category.

- Submit category 33-36 within one (1) notebook each.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file if possible.

Judging Criteria for Categories 33-36: (10 points)

- Is the program / entry well organized? Is the content professional? Is the message clear? Is the program / entry designed and laid out well? Is the program creative and / or unique? What is the overall impression? Have all supporting materials and measurable results been provided? Have all requirements been met? Would you recommend or support this opportunity if in a position to do so?

Entry Requirements for Categories 33-36:

1. Overview Information: (70 points)

Please provide a detailed overview explaining the following, using no more than 2 pages to explain each area:

- Introduction & description of event / program
- Overall effectiveness / success of the program
- Please also provide a response to the additional information required, listed alongside each individual category.

2. Supporting Question: (10 points)

- What did you do to update / change this program from the year before? Were your updates / changes successful? Please provide measurable results / examples.
 - If the program is a new program, please answer the following question instead.
 - "What challenges / obstacles did you foresee / encounter in creating the program, and how did you handle them?"

3. Supporting Materials: (10 points)

Please also include any necessary supporting materials for the program. Please limit your supporting materials to those actually sent / used with sponsor:

- Printed materials (brochures / programs etc.)
- Promotion / marketing / media materials
- Supporting photographs
- Measurable results

ENTRY INFORMATION FOR CATEGORY 37:

- Submit category 37 within one (1) notebook.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file if possible.

Judging Criteria and Entry Information for Category 37 – (20 points)

- Is the entry well organized? Is the content professional? Is the message clear? What is the overall impression? Have all requirements been met?

Entry Requirements for Category 37:

1. Overview Information: (80 points)

Please provide a detailed overview explaining the following using no more than 2 pages per area:

- About the sponsor
- How the sponsor stands out over all other sponsors
- Quantity and quality of support to event by sponsor
- Length and levels of sponsorship (cash & in-kind)
- Goals and success of relationships for both event and sponsor.

Community Relations

38) BEST ENVIRONMENTAL PROGRAM

- What "Green" initiatives were used (i.e. – recycling; alternative methods of transportation; renewable energy etc.)
- How were these initiatives promoted to the public? Include marketing materials.
- Education programs pertaining to your environmental program (for public, sponsors, volunteers etc.)
- How was environmental program enforced / encouraged, tracked, and staffed?
- Who assisted in your environment program (vendors, volunteers etc.)
- Measurable results – how much was recycled; savings / cost of Environmental program; carbon footprint reduction
- Non-tangible results: education; awareness; involvement etc.

39) BEST VOLUNTEER PROGRAM

- Volunteer demographics (age, gender, individuals, charities, schools etc.)
- Volunteer job descriptions
- Recruitment methods / materials / applications
- Communication methods / materials
- Training guides / programs / handbooks / materials
- Organization & schedule information / materials
- Volunteer perks / benefits
- Appreciation / recognition
- Retention methods
- Measurable results: ratio of volunteers to guests; # of volunteers; # of volunteer hours; # of volunteers in database; estimate of the financial value of your volunteers.

40) BEST EDUCATIONAL PROGRAM

- Provide a detailed description of the education program / curriculum
- Who provided the education and in what setting
- Involvement by local educational institutions and professional education (if any)
- What was the take-away for attendees / participants?

41) BEST EVENT / PROGRAM WITHIN AN EVENT TO BENEFIT A CHARITY

- Why / how was the charity selected?

42) BEST COMMUNITY OUTREACH PROGRAM

- What was the impact of the program on community?

43) BEST NEW PROMOTION

- Description of what was being promoted (merchandise, event, company, entertainment; etc.)
- What makes this promotion different from any other promotions done?
- What makes the promotion unique and creative?

44) BEST EVENT (WITHIN AN EXISTING FESTIVAL)

- What makes the event unique & creative?

45) BEST NEW EVENT

- What makes the event unique & creative?

46) BEST CHILDREN'S PROGRAMMING

- What activities and entertainment were provided?
- What was the main target age group?
- Was there any involvement from local schools?
- What makes the program unique and creative?

47) BEST PUBLIC SAFETY / SECURITY PLAN FOR AN EVENT

- Please submit a detailed documentation of the security plan used at your event.

ENTRY INFORMATION FOR CATEGORIES 38-47:

For all entries, please provide the following information, in addition to any specific information listed next to each category.

- Submit categories 38 - 47 within one (1) notebook each.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file if possible.

Judging Criteria for Categories 38-47: (10 points)

- Is the entry / program well organized? Is the content professional? Is the message clear? Is the entry / program designed and laid out well? Is the program creative and / or unique? What is the overall impression? Have all supporting materials and measurable results been provided? Have all requirements been met?

Entry Requirements for Categories 38-47:

1. Overview Information: (60 points)

Please provide a detailed overview explaining the following, using no more than 2 pages to explain each area:

- Introduction and background of the program / event
- Purpose / objective of the program
- Target audience
- Duration of program (start to finish) and years program has been part of event (if applicable)
- Description of sponsor / charity / volunteer / school / other group involvement with event / program and benefits to each (if applicable)
- Tie-in of program to main event
- Overall effectiveness / success of program
- Overall revenue and expense budget of specific program / event
- Attendance / number of participants
- Measurable results: tangible & intangible
- Please also provide a response to the additional information required, listed alongside each individual category.

2. Supporting Question: (10 points)

- What did you do to update / change this program from the year before? Were your updates / changes successful? Please provide measurable results / examples.
 - If the program is a new program, please answer the following question instead.
- "What challenges / obstacles did you foresee / encounter in creating the program, and how did you handle them?"

3. Supporting Materials: (20 points)

- Please also include any necessary supporting materials for the program - limiting materials to no more than 10 examples in each of the following areas (if applicable):
 - Printed materials (brochures, handbooks, Recruiting materials, evaluation forms, signage, etc.)
 - Promotional / marketing / media materials
 - Merchandise materials (photographs accepted)
 - Information provided to participants / volunteers / sponsors / students / charities etc.
 - Supporting photographs
 - Measurable results.

Media Relations

For effective media campaigns that generated news coverage, instead of paid or donated advertising time.

48) BEST PRESS / MEDIA KIT

- a. Provide actual media kit used to send out for your event.
- b. Target audience / demographics for the media
- c. Target location (communities / cities / states) for media
- d. Types of mediums used for media outreach
- e. Measurable results Indicating:
 - o Number of publications / cities / states targeted
 - o Percent of distribution that covered news
 - o Longevity of media coverage
 - o Increase / decrease in media from previous years.

49) MOST CREATIVE / EFFECTIVE NEWS STUNT

- a. A detailed description of the news stunt.
- b. How did the news stunt fit in to the overall media campaign for your event?
- c. Sponsor / charity involvement (if any) and why.
- d. Was there an increase in media coverage for your event as a result of the stunt?

50) BEST MEDIA RELATIONS CAMPAIGN

- a. A detailed outline of your entire media relations campaign for your event.
- b. Purpose / objective of the media relations campaign
- c. Overall effectiveness of the campaign
- d. Target audience / demographics for the media
- e. Target location (communities / cities / states) for media
- f. Types of mediums used for media outreach
- g. Measurable results indicating:
 - o Number of publications / cities / states targeted
 - o Percent of distribution that covered news
 - o Attendance results based on media outreach / campaign
 - o Income results based on media outreach / campaign
 - o Longevity of media coverage
 - o Increase / decrease in media from previous years.

ENTRY INFORMATION FOR CATEGORIES 48-50:

For all entries, please provide the following information, in addition to any specific information listed next to each category.

- Submit categories 48 - 50 in one (1) notebook each.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file if possible.

Judging Criteria for Categories 48-50: (10 points)

- Is the entry / campaign well organized? Is the content professional? Is the message clear? Is the entry / campaign designed and laid out well? Is the campaign creative and / or unique? What is the overall impression? Have all supporting materials and measurable results been provided? Have all requirements been met?

Entry Requirements for Categories 48-50

1. Overview Information: (60 points)

Please provide a detailed overview explaining the following, using no more than 2 pages to explain each area:

- a. Introduction & background of campaign / event
- b. Please also provide a response to the additional information required, listed alongside each individual category.

2. Supporting Question: (10 points)

What did you do to update / change this promotion from the year before? Were your updates / changes successful? Please provide measurable results / examples.

- If the promotion is a new promotion, please answer the following question instead.
 - o "What challenges / obstacles did you foresee / encounter in creating the promotion, and how did you handle them?"

3. Supporting Materials: (20 points)

Please include any necessary supporting materials for the program. Please limit your supporting materials to no more than 10 examples in each of the following areas (if applicable):

- Printed materials (press releases, news clippings, etc.)
- Promotional materials
- Video / audio documentation (Please limit to 1-2 examples – provide written explanation of further examples)
- Supporting photographs

CATEGORIES

Merchandise

51) BEST T-SHIRT DESIGN

(No collared or long sleeve shirts.)

52) BEST PIN OR BUTTON

(Please mount on poster board with 2 inch margins maximum.)

53) BEST HAT

54) BEST OTHER MERCHANDISE

55) BEST MISCELLANEOUS CLOTHING

56) BEST NEW MERCHANDISE

ENTRY INFORMATION / REQUIREMENTS FOR CATEGORIES 51-56:

- Submit actual merchandise items for categories 51- 56 as is.
- These are standalone items and no written information is required.
- Do not mount merchandise items on poster board – except Best Pin or Button.

Judging Criteria for Categories 51-56:

- Is the item well organized? Is the message clear? Is the item designed and laid out well? Is the item creative and / or unique? Does the item relay the image of the event? Is the item usable? What is the overall appeal? What is the overall impression?

57) BEST OVERALL MERCHANDISING PROGRAM

ENTRY INFORMATION FOR CATEGORY 57:

- Submit category 57 with one (1) notebook.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file if possible.

Judging Criteria for Category 57: (10 points)

- Is the entry / program well organized? Is the content professional? Is the message clear? Is the entry / program designed and laid out well? Is the program creative and / or unique? What is the overall impression? Have all supporting materials and measurable results been provided? Have all requirements been met?

Entry Requirements for Category 57:

1. Overview Information: (60 points)

Please provide a detailed overview explaining the following, using no more than 2 pages to explain each area:

- a. Description of merchandising program
- b. Overall revenue and expense budget for merchandise lines
- c. Target market for merchandise program (population / location)
- d. Marketing efforts tied to merchandise program
- e. Community support in selling / distributing merchandise
- f. Overall effectiveness of merchandise program
- g. Measurable results (Including number / variety of items; outlets selling items, etc.)

2. Supporting Question: (10 points)

What did you do to update / change this program from the year before? Were your updates / changes successful?

Please provide measurable results / examples.

- If the program is a new program, please answer the following question instead.
 - *"What challenges / obstacles did you foresee / encounter in creating the program, and how did you handle them?"*

3. Supporting Materials: (20 points)

- Please include a sample selection of actual merchandise items available.
- Also include photographs of all merchandise items available in your merchandise program.

CATEGORIES

For Suppliers or Associations

58) BEST SINGLE DISPLAY AD

59) BEST COMPANY IMAGE PIECES

*(Includes but is not limited to: Letterhead, envelopes, logo, etc).
(One item per entry)*

60) BEST DIRECT MAIL PIECE OR BROCHURE

ENTRY INFORMATION / REQUIREMENTS FOR CATEGORIES 58-60:

- Submit categories 58 – 60 each on a single, black display board (margins 2 inches max).
- Only one entry per board. Only one item per entry.
- They are standalone items and no written information is required.
- Points will be awarded based on the overall Judges Criteria.

Judging Criteria for Categories 58-60:

- Does the item relay the image of the event? Is the item creative and / or unique? Is the item designed / laid out well? Is the message clear? Is the item organized? What is the overall impression?

61) BEST VENDOR / SUPPLIER

ENTRY INFORMATION FOR CATEGORY 61:

- Submit category 61 within one (1) notebook.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file if possible.

Judging Criteria for Category 61: (20 points)

- Is the entry well organized? Is the content professional? Is the message clear? What is the overall impression? Have all requirements been met?

Entry Requirements for Category 61:

1. Overview Information (80 points)

Please provide a detailed overview explaining the following, using no more than 2 pages to explain each area:

- a. Description of vendor / supplier
- b. How the vendor / supplier stands out over all other vendor / suppliers
- c. Quantity and quality of service and support to event by Vendor / Supplier
- d. Length of relationship between vendor and event
- e. Tangible benefits of relationship to both event and vendor.

62) BEST NEW PRODUCT OR SERVICE

ENTRY INFORMATION FOR CATEGORY 62:

- Submit category 62 within one (1) notebook.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file if possible.

Judging Criteria for Category 62: (20 points)

- Is the entry / product well organized? Is the content professional? Is the message clear? Is the entry / product designed and laid out well? Is the product creative and / or unique? What is the overall impression? Have all supporting materials and measurable results been provided? Have all requirements been met?

Entry Requirements for Category 62: (60 points)

1. Overview Information

Please provide a detailed overview explaining the following, using no more than 2 pages to explain each area:

- a. Description of new product or service
- b. Goals & objectives of product or service
- c. Overall effectiveness of product or services
- d. Target market
- e. Measurable results

2. Supporting Materials for Category 62: (20 points)

Please also include samples or photos of new product or service. Please limit your supporting materials to no more than 10 examples.

Educational Institutions Offering Event Management Programs

63) BEST 2 YEAR EVENT MANAGEMENT DEGREE

64) BEST 4 YEAR EVENT MANAGEMENT DEGREE

65) BEST EVENT MANAGEMENT CERTIFICATION PROGRAM

66) BEST ONLINE EVENT MANAGEMENT TRAINING PROGRAM

67) BEST FESTIVAL & EVENT MANAGEMENT MASTERS PROGRAM

68) BEST FESTIVAL & EVENT MANAGEMENT PHD PROGRAM

ENTRY INFORMATION FOR CATEGORIES 63-68:

- Submit categories 63-68 within one (1) notebook each.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file if possible.

Judging Criteria for Categories 63-68: (20 points)

- Is the entry / program well organized? Is the content professional? Is the message clear? Is the entry / program designed and laid out well? Is the program creative and / or unique? What is the overall impression? Have all supporting materials and measurable results been provided? Have all requirements been met?

Entry Requirements for Categories 63-68: (60 points)

1. Overview Information

Please provide a detailed overview explaining the following, using no more than 2 pages to explain each area:

- Purpose / objective
- History
- Overall effectiveness
- Overall revenue and expense budget
- Date program was founded
- Number of staff members & student to staff ratio
- Number of students enrolled / graduated
- Time frame of course
- Tuition costs
- Testing requirements
- Writing requirements for students
- Speaking requirements for students
- Alumni success

2. Supporting Materials for Categories 63-68: (20 points)

Please also include:

- Student recruiting materials; student application materials; marketing materials for program; complete outline and syllabus of course(s); reading requirements list for students; sample testing Materials
- Please limit your supporting materials to no more than 10 examples in each of the above areas.

CATEGORIES



Just For Fun

69) BEST PROMOTION PUBLICIZING AN IFEA / HAAS & WILKERSON PINNACLE AWARD WIN

(No Charge to enter this Category)

ENTRY INFORMATION FOR CATEGORY 69:

- Submit category 69 within one (1) notebook.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file if possible.

Judging Criteria for Category 69: (10 points)

- Is the entry / promotion well organized? Is the content professional? Is the message clear? Is the entry / promotion designed and laid out well? Is the promotion creative and / or unique? What is the overall impression? Have all supporting materials and measurable results been provided? Have all requirements been met?

Entry Requirements for Category 69: (30 points)

1. Overview Information

Please provide a detailed overview explaining the following, using no more than 2 pages to explain each area:

- a. Purpose / objective
- b. Overall effectiveness
- c. Target audience
- d. Types of mediums used for promotion
- e. Measurable results (Indicating number of publications / cities / states targeted)
- f. Measurable results (Indicating percent of distribution that covered news)
- g. Years participated in awards program
- h. Average number of entries submitted / won each year

2. Supporting Questions for Category 69: (30 points)

Please answer the following Questions:

- a. What has winning an IFEA / Haas & Wilkerson Pinnacle Award meant to your event?
- b. How have you used it to your advantage?
- c. How has it enhanced your presence within your community?
- d. How has it increased leverage / funding / sponsorship for your event?

3. Supporting Materials for Category 69: (30 points)

Please also include:

- Measurable results; samples; photos of promotion; media clippings; signage; examples of IFEA / Haas & Wilkerson Pinnacle Winner logo placement
- Please limit your supporting materials to no more than 10 examples in each of the above areas.



ENTRY FORM REQUIREMENTS

- Please submit one overall entry form with total payment - list all entries submitted on this form. (Be sure to complete sections 1 & 4.)
- Please also submit TWO copies of each individual entry form – one to be attached to each individual entry – and one to be submitted with payment and overall entry form. (Complete sections 1, 2, 3 on each entry form.)
- If one organization is entering items for multiple events produced, please submit a separate payment form / overall entry form for each event to allow for proper credit to be given to that event.
- Please be sure to list your organization and event name correctly – as that is how it will appear on any award if won.
- **NEW** - Please submit on a disk or thumbdrive a high resolution copy of your organization or event logo. Only one needed for all entries entered. Attach to payment form.

RELEASE AND USAGE

By submitting your entry to the IFEA / Haas & Wilkerson Pinnacle Awards, you automatically grant the IFEA the right to use any materials from your entries for editorial, analytical, promotional or any other purpose without additional compensation. In addition, you acknowledge your entry / ies are not returnable. Your entry into the competition is acknowledgement of these terms.

Sections 1, 2 and 3 must be completed twice for each entry. One copy attached to each individual entry, and one copy attached to payment form.

1. ENTRANT INFORMATION (Required for each entry) (Tip: Complete Section 1. Then make copies to complete form for each entry.)

Organization: _____ Membership #: _____

Contact Person: _____

Name of Event (if different from organization): _____

Name of Program, Sponsor, Vendor etc. being entered in category: _____

Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

2. BUDGET INFORMATION (Required for each entry)

Organization's Event Expense Budget: (USD, include all cash outflows). Each entry category is divided into the budget categories below. Gold, Silver and Bronze Awards will be given in each budget category unless the number of entries warrants budgets to be combined into over and under \$750,000.

under \$250,000 \$250,000 - \$749,999 \$750,000 - \$1.5 million over \$1.5 million

3. ENTRY INFORMATION (Required for each entry)

Category Name (required): _____ Category Number (required): _____

To help identify your entry – please provide a brief description of entry: (i.e.: black T-shirt with fish; or Photo entitled "Fireworks over Capital") _____

4. PAYMENT INFORMATION

Complete section 4 ONCE. Attach payment for all entries combined.

Entries received with payment by 5:00 p.m. June 20, 2011 (MST) will receive the Member early bird rate of \$30 per entry or \$50 per Grand Pinnacle Entry; or the Non-Member early bird rate of \$60 per entry or \$100 per Grand Pinnacle entry, depending on IFEA Membership Status. Entries received between June 21, 2011 and July 18, 2011 will receive the Member final entry rate of \$35 per entry or \$55 per Grand Pinnacle entry; or the Non-Member final entry rate of \$75 per entry or \$150 per Grand Pinnacle entry, depending on IFEA Membership Status.

	Early Bird Member Rates	Final Entry Member Rates
Grand Pinnacle:	\$50 x _____ = \$ _____	\$55 x _____ = \$ _____
Pinnacle Entries: (Categories 2-68)	\$30 x _____ = \$ _____	\$35 x _____ = \$ _____

	Early Bird Non-Member Rates	Final Entry Non-Member Rates
	\$100 x _____ = \$ _____	\$150 x _____ = \$ _____
	\$60 x _____ = \$ _____	\$75 x _____ = \$ _____

Category #69: (Just for Fun Category) \$ 0 x _____ = \$ _____

Categories Entered: List which categories you are entering and how many of each. This is so we can account for all of your entries when they arrive. (e.g. 1, 2, 2, 3, 5, 7...): _____

TOTAL NUMBER OF ENTRIES: _____ **TOTAL AMOUNT ENCLOSED:** \$ _____

Check (Make checks payable to IFEA) Visa MasterCard American Express

Print Cardholder Name: _____

Signature: _____

Credit Card Number: _____

Expiration Date: _____ CVN Code: _____ (MC / VISA-3 digit code back) (AMX-4 digit code front)

DID YOU REMEMBER TO

- Include your payment for total entries along with 1 overall entry form listing each category number entered
- Include 2 individual entry forms for each item – one with item, one with payment
- Review all rules for entry submission – go to: Pinnacle Awards section at www.ifea.com for more info