Packing and Shipping Tips For Your
IFEA/Haas & Wilkerson Pinnacle Award Entries

As you're putting the final touches on your Pinnacle entries and getting ready to ship them to the IFEA World Headquarters for judging, don't forget one even more important detail . . . a little TLC when shipping your entries!

At the IFEA office, we've seen entries shipped and packaged every which way – some arrive in great condition, others unfortunately do not. An important rule of thumb when shipping your entries: You may think they look like they'll arrive exactly how you put them in the box . . . but we can guarantee you – they do not arrive the way you intended! For this reason, and to make sure your entries arrive in the condition you'd like them to be judged, take note of the following list of helpful DO's and DON'TS when packing and shipping your entries:

DO:

- **DO** enter the IFEA/Haas & Wilkerson Pinnacle Awards Competition!
- **DO** securely fasten your entry form to each item.
- **DO** make sure the category number and category name are on each entry form, incase your form wiggles loose!
- **DO** shake your item around a little to see if anything falls off . . . or out! Seriously! If things fall out with a little shaking . . guaranteed even more will fall out in transit or prior to the judging process.
- **DO** place heavy items on the bottom of the box . . and lighter items on the top. (Self explanatory!)
- **DO** protect any items from getting broken, i.e. – merchandise. It's helpful to place breakable items in a separate box within your main box or wrapped in bubble wrap.
- **DO** place printed materials (i.e., Event Programs, Newspaper Inserts etc) in some sort of protective envelope (okay to group together in same protective envelope for shipping). Loose paper entries tend to get squashed/wrinkled/torn in the shipping process.
- **DO** place printed materials that are mounted on poster board (i.e. – Cover Design, Magazine Ad, Event Photograph etc) – in a flat shaped box as opposed to mixing them with other entries. Helps to keep them flat and avoids them bending during shipping.
- **DO** send your posters in a poster tube. Don't fold them or include them loose with other entries as they always get damaged. Poster tubes are a great way to protect you poster and have it look great on judging day.
- **DO** use a box that is large enough to fit your entries. If the box seems a bit too small for your entries . . don't try to make it work by "taping up the gap!" – guaranteed your box will have shrunk by the time it arrives to the IFEA office and you're entries will have suffered. If you need to use another box or a bigger one – use one!
- **DO** use BUBBLE WRAP! It's never done an entry wrong yet!
- **DO** use a traceable method for shipping your Pinnacle entries, i.e.: UPS, FedEx, etc. You're putting so much effort into getting your entries ready – make sure they arrive at the desired destination!
- **DO** include an OVERALL entry form listing all your entries with your payment, in addition to a duplicate copy of each individual entry form. Please place this in an envelop at the top of your box . . where it's easy to find.

DON'T

- **DON'T** use packing peanuts . . . mainly because we don't like them and they make a huge mess!!!
- **DON'T** ship a box that is only half full of entries. Wrap your entries in bubble wrap so they take up the entire box. If there's space in a box for things to bounce around . . they will!
- **DON'T** wrap your entries up like a gift . . . although it looks nice, the judges don't see your pretty wrapping, just the IFEA Staff . . and we have no influence on the judges decisions!
- **DON'T hesitate to contact Nia Hovde, Director of Marketing at nia@ifea.com or +1-208-433-0950 ext: 3, if you have any questions about the Pinnacle Awards or how to ship things!**

We know you put so much effort in to creating your Pinnacle entries. Take a moment before you ship them to make sure they're packed securely, so they arrive in the same condition you sent them and can be displayed for the judges as you intended them!