



2010 EMERALD CITY APPLAUSE AWARDS

OFFICIAL ENTRY FORM

OFFICIAL USE ONLY
ENTRY NUMBER: _____

◆ ENTRANT INFORMATION

CONTACT NAME _____

COMPANY NAME _____
NAME TO APPEAR ON AWARD _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____

EMAIL _____

SIGNATURE: _____

I certify I am the person responsible for the event or service for which this award entry is begin submitted.

◆ EVENT INFORMATION

EVENT TITLE _____

CLIENT COMPANY NAME _____

CLIENT CONTACT NAME* _____

CLIENT PHONE _____

CLIENT EMAIL _____

**NOTE: If you are a nominee, this person may be contacted to verify your entry if you have not included a client referral letter. Entry forms without this information will be disqualified.*

◆ ENTRY FEE INFORMATION

Entry fee is **\$50** if received by **4pm Sept 10, 2010.**

Late delivery option fee is: **\$75** if received by **4pm Sept 24, 2010**

Please enclose a separate entry form for EACH entry. Please make checks payable to ISES Seattle.

CREDIT CARD INFORMATION:

NAME _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

CREDIT CARD # _____ 3-4 DIGIT CODE _____

SIGNATURE: _____

◆ BINDER & DELIVERY INFORMATION

Every event entered MUST be submitted in its own separate 3-ring binder! Send your entry to: ECAA c/o Pedersen's Event Rentals 4500 4th Avenue South Seattle, WA 98134. Hand-delivered entries will be accepted until 4 p.m. on that date. (Late-delivery option: The fee is \$75 if the entry is received by Sept. 24, 2010 by 4 p.m.) PLEASE NOTE: 3-ring binder and awards not picked up at the ECAA or the following Seattle ISES Chapter meeting become the property of ISES Seattle.

In the 3-ring binder DO NOT make any reference to YOUR NAME OR YOUR COMPANY NAME - Names and/or logos should not be included in any text, support materials, or collateral. Entries including entrants names and/or logos may be disqualified. On documents such as budgets, timelines & reference letters, please black out your company name if necessary.

The ONLY place for your name and company name is on 1) the application form and 2) USB or CD

OFFICIAL RULES - PLEASE READ CAREFULLY.

BE CAREFUL; FAILURE TO FOLLOW THESE RULES MEANS THE JUDGES WILL DEDUCT POINTS FROM, OR EVEN DISQUALIFY, YOUR ENTRY!

- ◆ To qualify for the 2010 ECAA Awards, the event must have taken place between **Aug. 2, 2009**, and **Aug. 1, 2010**. Events that take place after **Aug. 1, 2010**, can be submitted for the 2011 ECAA Awards.
- ◆ To be eligible to enter the ECAA, entrants must be event/hospitality professionals associated with a Washington State based event/hospitality company. The event being entered must occur within the United States.
- ◆ A company or individual may enter an event in more than one category. A separate 3-ring binder, photos, entry form, fee and description that fits the category MUST be submitted with each entry.
- ◆ ENTRIES MUST BE SUBMITTED IN PLAIN, 3-ring binders, approximately 12 inches tall and 10 inches wide. **PHOTOS, DVDs, CDs AND USB STICKS MUST BE SECURED IN SLEEVES.** Do not tuck items into binder pocket. Oversize binders or containers WILL BE DISCARDED before judging.
- ◆ The categories entered must correspond directly with the work that was done. For example, if you enter Best Floral Design, you must be the designer, not the contractor. A joint entry is possible, but *ISES Seattle ECAA Steering Committee* reserves the right to verify responsibility.
- ◆ **Arial, Times, or Times New Roman font must be used, no smaller than 10 point.**

ENTRY QUESTIONS

These Three Questions must be answered for each entry. In no more than 1,000 words, please tell us:

- 1 What were the objectives of this event, and how were they met?**
- 2 What challenges arose and how were they overcome?**
- 3 How was the event unique, distinctive and well executed? Give specific examples.**

Outline and answer these questions on a separate sheet of paper. Do not exceed 1,000 words total for all three questions. Include word count at bottom right of page.

EACH ENTRY MUST INCLUDE, IN THIS ORDER:

- 1) A check and a photocopy of the check for all entries.
- 2) A completed official entry form.
- 3) A USB memory stick or CD for digital photos and logo to use at awards reception. (Secured as specified above.)
- 4) A cover page with event title and a 100-word overview of the event or service (note word count at bottom right of page).
- 5) Answers to the Three Questions (1,000 words total maximum).
- 6) A description of the event (1,000 words maximum).
- 7) At least two or more photos - no larger than 8.5 x 11.
- 8) A client referral letter, and / or client contact information.

ADDITIONAL INFORMATION

In September, members of the *ISES Seattle ECAA Steering Committee* will review all entries using the Three Questions as criteria to select nominees in each category. Judges will be from allied associations and will review the nominees to select the winner in each category. All decisions are final.

PLEASE NOTE: Each entry is \$50 if received by **Sept. 10, 2010**. (Late-delivery option: the fee is \$75 if the entry is received by **Sept. 24, 2010 by 4 p.m.**) Checks may be made payable to ISES Seattle. Please enclose a separate check for each entry. To pay by credit card, please write the credit card number, including expiration date, on the entry form.

The nominees in each category will be notified after **October 4, 2010**.

Awards will be presented at The Emerald City Applause Awards on **October 20, 2010** at Sodo Park.

Admission to the awards ceremony is the sole responsibility of the contest nominees.

DESCRIPTION

- ◆ Directly following the Three Questions, insert your 1,000-word (approximately) detailed event description—including the event date and number of guests—or service. Tailor your description to the category you are entering. For example, if you are entering Best Achievement in Technical Production, don't submit the same description you wrote for Best Event Produced for a Social Event.
- ◆ The referral letter should be from the client or vendor who contracted you or your company. It must state that you met the requirements of the job and that the client or vendor was pleased with the work done.
- ◆ All budgets submitted must be in U.S. dollars and retail (the amount the client would normally be billed, including planner's fee or percentage thereof depending on services provided). All categories defined by a budget **MUST** be accompanied by a budgetary breakdown of all aspects of the event or risk disqualification. Budgets must include the retail value of all items used, including donations and inventory.
- ◆ In all categories, videos or DVDS may be may be submitted **IN ADDITION TO** the required photos. Videos/DVDs are **MANDATORY** if you are entering Best Event Entertainment Concept and Execution. All Videos/DVDs submitted **MUST** be edited to run a maximum of 10 minutes and must be in NTSC VHS format. Videos/DVDs must be labeled with the event name and your company name.
- ◆ The USB memory stick or CD should include the following: at least two photos in 300 dpi JPEG or TIFF images, your company logo, and a 100-word overview of the event or service (to be used as a description at the ECAA Awards if you are a nominee)
- ◆ In addition to the text, collateral pieces should be included in your entrees. All collateral material must be contained in clear plastic sleeves. Up to 10 pages of Management Collateral may be included such as a production schedule or script. An additional 10 pages of Primary Collateral may also be included. This includes photographs, fabric swatches, or printed materials.

ENTRY CHECKLIST

BE CAREFUL; FAILURE TO FOLLOW THESE RULES MEANS THE JUDGES WILL DEDUCT POINTS FROM, OR EVEN DISQUALIFY, YOUR ENTRY!

- Did you put your entry in a plain 3-ring binder? No spiral binders.
- Include the name of the category you are entering and the date of the event on the cover of the binder.
- Place each page and/or piece of collateral in a plastic sleeve or laminated covering, including videos and photos.
- Did you include required elements in the proper order? (See Rules on page 2.)
- Did you include a copy of the entry form?
- Did you include at least TWO color photographs in 300 dpi JPEG or TIFF format on CD or USB Flash Drive , plus printouts? (Additional photos and photo copies are welcome and given weight by judges.)
- Did you include client contact information?
- Did you include a budget in categories specifying a budget?
- Did you include the value of inventory and donated items in the final budget figures?
- Does your budget include the planner's fee?
- Did you answer the Three Questions?
- Did you request the appropriate permission from any client representatives for use of images?

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GALA CATEGORIES - PLEASE CHECK ONE:

- 1. BEST OFF-PREMISE CATERED EVENT
- 2. BEST ON PREMISE CATERED EVENT
- 3. BEST VIDEOGRAPHY/PHOTOGRAPHY
- 4. BEST ACHIEVEMENT IN TECHNICAL PRODUCTION
To be entered by any company directly responsible for rigging, staging, audiovisual, power distribution, etc.
- 5. BEST USE OF LIGHTING
- 6. BEST EVENT MARKETING CAMPAIGN
Entries should include complete documentation of event implementation and demonstrate how the campaign served the client's marketing needs.
- 7. BEST DESIGN/DÉCOR
- 8. BEST EVENT SUPPORT SERVICES
This category is for event support services professionals including (but not limited to) tenting, transportation, rentals, linens, furniture, and/or other specialty service.
- 9. BEST EVENT PRODUCTION
- 10. BEST EVENT ENTERTAINMENT CONCEPT AND EXECUTION
- 11. BEST ACHIEVEMENT IN LOGISTICS
Applies to overall challenges faced during pre-production.
- 12. BEST FAIR/FESTIVAL
- 13. BEST FLORAL DESIGN
- 14. BEST NEW, INNOVATIVE ENVIRONMENTAL PRODUCT/TECHNOLOGY
Must provide documentation that the entry was used FOR THE FIRST TIME between Aug.2, 2009, and Aug. 1, 2010. You must now supply the product/service to the industry.

The following categories require budgets. Please refer to Rules Section for more information.

BEST EVENT PRODUCED FOR A CORPORATION

*Refers to a single day or multiple-day events. Include wherever possible the **RETAIL*** budget breakdown for the entire event: invitation, decor, food & beverage, labor, entertainment, sound, lighting, venue, installation, planner's fee, transportation, etc.*

- 15. BUDGET UNDER \$25,000
- 16. BUDGET \$25,001 TO \$100,00
- 17. BUDGET \$100,001 AND ABOVE

BEST EVENT PRODUCED FOR A NONPROFIT ORGANIZATION OR ASSOCIATION

- 18. BUDGET UNDER \$25,000
- 19. BUDGET \$25,001 TO \$100,00
- 20. BUDGET \$100,001 AND ABOVE

BEST EVENT PRODUCED FOR A SOCIAL EVENT

*Do not enter weddings or corporate events here; enter in Weddings or Corporate categories. Include the **RETAIL*** value of invitation, decor, food & beverage, labor, entertainment, sound, lighting, venue, installation, planner's fee, transportation, etc.*

- 21. BUDGET UNDER \$25,000
- 22. BUDGET \$25,001 TO \$100,00
- 23. BUDGET \$100,001 AND ABOVE

BEST WEDDING

*Category refers to ceremony and reception only, not multiple-day events. Budgets must include **RETAIL*** value of food & beverage, venue, decor, floral, entertainment, lighting, invitations, labor and installation costs. Do not include bridal party clothing, rings or honeymoon.*

- 24. BUDGET UNDER \$25,000
- 25. BUDGET \$25,001 TO \$100,00
- 26. BUDGET \$100,001 AND ABOVE

**RETAIL refers to the amount that the client would normally be billed, including the planner's fee or percentage thereof based on services provided.*