ILEA Texas Star Awards Entry Guide

CATEGORIES:

The Texas Star Award categories are extensively reviewed and updated each year to ensure the most relevant elements of events and the creative events industry are captured. The Texas Star Awards offer 36 diverse categories for events professionals.

ENTRY TYPES:

· **Single Entry:** An entry type for a single entrant. Single entries can be submitted into any TSA category except the Best Team Effort Categories.

· **Joint Entry:** An entry type that can be entered when two event professionals were instrumental in the implementation of an event. Each entrant can be from the same or separate companies. Joint submissions can be entered into any category except the Best ILEA Team Effort Categories. Each ILEA entrant must pay the $50.00 USD (or $75.00 late submission) entry fee.

· **Team Entry:** A team category consists of 3 or more team members who participated in planning and executing the event. Team submissions can only be entered in the Best Team Effort Categories. Each entrant must pay the $50.00 USD (or $75.00 late submission) entry fee.

BUDGET:

Any category name that includes a monetary element will require a budget. A budget template for each category is available in the Texas Star Awards online portal. The template must be used in the TSA Awards submission.

CRITERIA:

Event Professionals can submit any of their events that occurred between **November 1, 2015** and **October 31, 2016** into the 2017 Texas Star Awards competition. Choose a category that best fits your event(s).

THE 2017 TEXAS STAR AWARD CATEGORIES

· **BEST EVENT PHOTOGRAPHY**

This category honors excellence in event photography. Eligible entrants are photographers or event planning professionals who produced photographs for a business-related purpose(s).

Order	Entrant Questions	Max Characters
1	**OVERVIEW:** Provide a general overview of the event, and the products or services you delivered. The description should include the purpose, location, setting, the total number of guests/attendees, and the duration of the event.	6000
2	**OBJECTIVES**: Outline the event's purpose and how you fulfilled it or the client's objective(s) and how you met the objective(s).	6000
3	**CREATIVE PROCESS:** Identify unique, innovative, creative and challenging qualities of the event or the services or products you provided.	6000
4	**EXECUTION:** Describe the logistical execution of the event or of your products or services. Include all phases of the production management process (Development, Pre-Production, Production and Post-Production) that apply and address the steps taken to ensure risk management control.	6000

Management Collateral: Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.

Maximum Number of Management collateral Files: 10.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls.   Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item (including pictures in inspiration boards). A multipage piece such as a menu or program will each be considered one piece.
Maximum Number of Event Collateral Files: 20.
Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf,.doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.
Limit: 1, no longer than 5-minute video/PowerPoint File per entry.
Accepted file types include: .mov, .wmv, ppt.   File may not exceed 250 MB

· **BEST EVENT FILMMAKING (VIDEOGRAPHY)**

This category honors excellence in event filmmaking (videography). Eligible entrants are videographers or event professionals who produced a video(s) for a business-related purpose(s).

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1	**OVERVIEW:** Provide a general overview of the event, and the products or services you delivered. The description should include the purpose, location, setting, the total number of guests/attendees, and the duration of the event.	6000
2	**OBJECTIVES**: Outline the event's purpose and how you fulfilled it or the client's objective(s) and how you met the objective(s).	6000
3	**CREATIVE PROCESS:** Identify unique, innovative, creative and challenging qualities of the event or the services or products you provided.	6000
4	**EXECUTION:** Describe the logistical execution of the event or of your products or services. Include all phases of the production management process (Development, Pre-Production, Production and Post-Production) that apply and address the steps taken to ensure risk management control.	6000

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Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. **This upload is required for Best Event Filmmaking and Technical Production entries and is optional for all other categories.**
Limit: 1, no longer than 10-minute video/PowerPoint File per entry.
Accepted file types include: .mov, .wmv, ppt. File may not exceed 250 MB

· **BEST TECHNICAL PRODUCTION**

This category honors excellence in special event technical, design or execution services. Eligible items include but are not limited to lighting, audio visual, multi-media, staging and special effects.

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2	**OBJECTIVES**: Outline the event's purpose and how you fulfilled it or the client's objective(s) and how you met the objective(s).	6000
3	**CREATIVE PROCESS:** Identify unique, innovative, creative and challenging qualities of the event or the services or products you provided.	6000
4	**EXECUTION:** Describe the logistical execution of the event or of your products or services. Include all phases of the production management process (Development, Pre-Production, Production and Post-Production) that apply and address the steps taken to ensure risk management control.	6000

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Maximum Number of Event Collateral Files: 20.
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Limit: 1, no longer than 5-minute video/PowerPoint File per entry.
Accepted file types include: .mov, .wmv, ppt. File may not exceed 250 MB

· **BEST CATERED EVENT**

The best catered event category honors culinary excellence in catering: either on or off-premise. Eligible entrants include caterers, specialty bakeries, restaurants, facility operators, hotels, or any other entity that provides food and beverage to an event

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2	**OBJECTIVES**: Outline the event's purpose and how you fulfilled it or the client's objective(s) and how you met the objective(s).	6000
3	**CREATIVE PROCESS:** Identify unique, innovative, creative and challenging qualities of the event or the services or products you provided.	6000
4	**EXECUTION:** Describe the logistical execution of the event or of your products or services. Include all phases of the production management process (Development, Pre-Production, Production and Post-Production) that apply and address the steps taken to ensure risk management control.	6000

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· **BEST PUBLIC EVENT**

This category honors excellence in planning and implementing public events. Eligible entrants include public event planning professionals or other entities that provide these types of public event services. Events in this category may include, but are not limited to, street fairs, festivals, trade-shows, concerts, sporting events.

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1	**OVERVIEW:** Provide a general overview of the event, and the products or services you delivered. The description should include the purpose, location, setting, the total number of guests/attendees, and the duration of the event.	6000

2	**OBJECTIVES**: Outline the event's purpose and how you fulfilled it or the client's objective(s) and how you met the objective(s).		6000
3	**CREATIVE PROCESS:** Identify unique, innovative, creative and challenging qualities of the event or the services or products you provided.		6000
4	**EXECUTION:** Describe the logistical execution of the event or of your products or services. Include all phases of the production management process (Development, Pre-Production, Production and Post-Production) that apply and address the steps taken to ensure risk management control.		6000

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·   **BEST CORPORATE EVENT CATEGORIES**

Best Corporate Event (Under $75,000)
Best Corporate Event ($75,000 - $150,000)
Best Corporate Event (Over $150,000)

The best corporate event categories honor excellence in the planning and execution of a corporate event. Eligible entrants include corporate event planning professionals, facility or venue managers, producers and managers of events for corporations. Events in this category may include, but are not limited to, company celebrations, and employee or client appreciation celebrations etc. **Events entered in corporate categories may not be cross entered in social, non-profit or wedding categories.**

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2	**OBJECTIVES**: Outline the event's purpose and how you fulfilled it or the client's objective(s) and how you met the objective(s).	6000
3	**CREATIVE PROCESS:** Identify unique, innovative, creative and challenging qualities of the event or the services or products you provided.	6000
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BEST EVENT FOR A NON-PROFIT ORGANIZATION CATEGORIES

Best Event for a Non-Profit Organization (Under $75,000)
Best Event for a Non-Profit Organization ($75,000 - $150,000)
Best Event for a Non-Profit Organization (Over $150,000)

These categories are open to event professionals and other entities that provide not for profit event and development planning services. Events in this category may include but are not limited to, fundraisers, association and donor events. Events entered in this category may not be cross entered in corporate, social or wedding categories.

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1	**OVERVIEW:** Provide a general overview of the event, and the products or services you delivered. The description should include the purpose, location, setting, the total number of guests/attendees, and the duration of the event.	6000
2	**OBJECTIVES**: Outline the event's purpose and how you fulfilled it or the client's objective(s) and how you met the objective(s).	6000
3	**CREATIVE PROCESS:** Identify unique, innovative, creative and challenging qualities of the event or the services or products you provided.	6000
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· BEST WEDDING CATEGORIES

Best Wedding (under $75,000)
Best Wedding ($75,000 - $150,000)
Best Wedding (over $150,000)

This category recognizes excellence in wedding planning services. Eligible entrants include wedding planning professionals and other entities that provide wedding planning services. Events in this category are limited to Weddings only and day of wedding events only.

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1	**OVERVIEW:** Provide a general overview of the event, and the products or services you delivered. The description should include the purpose, location, setting, the total number of guests/attendees, and the duration of the event.	6000

Order	Entrant Questions	Max Characters
2	**OBJECTIVES**: Outline the event's purpose and how you fulfilled it or the client's objective(s) and how you met the objective(s).	6000
3	**CREATIVE PROCESS:** Identify unique, innovative, creative and challenging qualities of the event or the services or products you provided.	6000
4	**EXECUTION:** Describe the logistical execution of the event or of your products or services. Include all phases of the production management process (Development, Pre-Production, Production and Post-Production) that apply and address the steps taken to ensure risk management control.	6000

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·   **BEST SOCIAL EVENT CATEGORIES**

Best Social Event (non-wedding) (Under $25,000)
Best Social Event (non-wedding) ($25,000 - $75,000)
Best Social Event (non-wedding) (Over $ 75,000)

These categories recognize excellence in planning private occasions. Eligible entrants include consultants, event professionals, facility managers other entities that provide social event experiences. Events in this category include but are not limited to bar/bat mitzvahs, personal celebrations, Milestone birthdays etc. NOTE: Weddings are not eligible in this category; see Best Wedding Category. **Events entered in social categories may not be cross entered in corporate, non-profit or wedding categories.**

Order	Entrant Questions	Max Characters
1	**OVERVIEW:** Provide a general overview of the event, and the products or services you delivered. The description should include the purpose, location, setting, the total number of guests/attendees, and the duration of the event.	6000
2	**OBJECTIVES**: Outline the event's purpose and how you fulfilled it or the client's objective(s) and how you met the objective(s).	6000
3	**CREATIVE PROCESS:** Identify unique, innovative, creative and challenging qualities of the event or the services or products you provided.	6000
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· **BEST MEETING/CONFERENCE PROGRAM CATEGORIES**

Best Meeting/Conference Program (Under $250,000)
Best Meeting/Conference Program (Over $250,000)

These categories honor excellence in meeting/conference programs. Eligible entrants include meeting and conference planning professionals, destination management companies or other entities that provide these types of meeting/conference services for single or multi-day programs. *The entry should include BOTH a meeting and special event component.

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2	**OBJECTIVES**: Outline the event's purpose and how you fulfilled it or the client's objective(s) and how you met the objective(s).	6000
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· **BEST MARKETING/DESIGN COLLATERAL CATEGORIES**

Best Marketing/Design Collateral (Under $25,000)
Best Marketing/Design Collateral (Over $25,000)

These categories honor excellence in marketing/design. Eligible entrants include producers and designers of event marketing collateral. Eligible collateral includes advertising, promotional pieces, invitations, event signage, social media campaigns, websites, e-invitations, media lounges etc.

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2	**OBJECTIVES**: Outline the event's purpose and how you fulfilled it or the client's objective(s) and how you met the objective(s).	6000
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·   **BEST ENTERTAINMENT PRODUCTION CATEGORIES**

Best Entertainment Production (Under $25,000)
Best Entertainment Production ($25,000 - $75,000)
Best Entertainment Production (Over $75,000)

These categories honor excellence in entertainment production. Eligible entrants include entertainment producer, choreographer, designer, event professional or the performers of event entertainment.

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1	**OVERVIEW:** Provide a general overview of the event, and the products or services you delivered. The description should include the purpose, location, setting, the total number of guests/attendees, and the duration of the event.	6000
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Maximum Number of Management collateral Files: 10.
Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls.   Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item (including pictures in inspiration boards). A multipage piece such as a menu or program will each be considered one piece.
Maximum Number of Event Collateral Files: 20.
Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf,.doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.
Limit: 1, no longer than 5-minute video/PowerPoint File per entry.
Accepted file types include: .mov, .wmv, ppt. File may not exceed 250 MB

·   **BEST EVENT DESIGN/DÉCOR CATEGORIES**

Best Event Design/Décor (Under $25,000)
Best Event Design/Décor ($25,000 - $75,000)
Best Event Design/Décor (Over $75,000)

These categories recognizes excellence in event design. The Event Design/Décor categories are open to any event professional whose products or services contribute   to the look and feel of an event. Design/Décor products or services include, but are not limited to theme décor, floral/plant design, props, scenery, display design, draping, furniture, linens, rentals.

Order	Entrant Questions	Max Characters
1	**OVERVIEW:** Provide a general overview of the event, and the products or services you delivered. The description should include the purpose, location, setting, the total number of guests/attendees, and the duration of the event.	6000
2	**OBJECTIVES**: Outline the event's purpose and how you fulfilled it or the client's objective(s) and how you met the objective(s).	6000
3	**CREATIVE PROCESS:** Identify unique, innovative, creative and challenging qualities of the event or the services or products you provided.	6000
4	**EXECUTION:** Describe the logistical execution of the event or of your products or services. Include all phases of the production management process (Development, Pre-Production, Production and Post-Production) that apply and address the steps taken to ensure risk management control.	6000

Management Collateral: Consists of documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.
Maximum Number of Management collateral Files: 10.
Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls.   Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item (including pictures in inspiration boards). A multipage piece such as a menu or program will each be considered one piece.
Maximum Number of Event Collateral Files: 20.
Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf,.doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.
Limit: 1, no longer than 5-minute video/PowerPoint File per entry.
Accepted file types include: .mov, .wmv, ppt. File may not exceed 250 MB

·   **BEST ILEA TEAM EFFORT CATEGORIES**

Best Team Effort (Under $75,000)
Best Team Effort ($75,000 - $150,000)
Best Team Effort (Over $150,000)

These categories honor a team of ILEA event professionals who successfully worked together to produce a memorable **NON-ILEA** event in 2015/2016. A minimum of three ILEA members are needed to qualify for this category and Only ONE online entry is allowed for each event. A team leader must be chosen and is responsible for the team's entry. For question 5, each team member must supply their answer to the team leader who will include it in the team's entry.

Order	Entrant Questions	Max Characters
1	**OVERVIEW:** Provide a general overview of the event, and the products or services you delivered. The description should include the purpose, location, setting, the total number of guests/attendees, and the duration of the event.	6000
2	**OBJECTIVES**: Outline the event's purpose and how you fulfilled it or the client's objective(s) and how you met the objective(s).	6000
3	**CREATIVE PROCESS:** Identify unique, innovative, creative and challenging qualities of the event or the services or products you provided.	6000
4	**EXECUTION:** Describe the logistical execution of the event or of your products or services. Include all phases of the production management process (Development, Pre-Production, Production and Post-Production) that apply and address the steps taken to ensure risk management control.	6000
5	**TEAM:** Describe each team member's role and contribution, including your own, of your	6000

	event. List as Team Member 1, Team Member 2, etc. (max characters: 500 per team member)	
6	**TEAM:** Team Role Continued: (If needed) Describe each team member's role and contribution to your event. (max characters: 500 per team member)	6000

Management Collateral: Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.
Maximum Number of Management collateral Files: 10.
Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls.   Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item (including pictures in inspiration boards). A multipage piece such as a menu or program will each be considered one piece.
Maximum Number of Event Collateral Files: 20.
Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf,.doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.
Limit: 1, no longer than 5-minute video/PowerPoint File per entry.
Accepted file types include: .mov, .wmv, ppt. File may not exceed 250 MB

BEFORE BEGINNING AN ENTRY:

Step 1: Review and select a category:

The Texas Star Awards offer multiple categories that represent the different disciplines within the events industry. Identify the category that best fits your event or event component. All category criteria is listed under the **"Rules Tab"** on the Texas Star Awards website

Step 2: Decide your entry type

ENTRY TYPES:

- **Single Entry:** Single entries can be submitted into any TSA category except the Best ILEA Team Effort Category.

- **Joint Entry:** An entry type that can be entered when two individuals or companies were instrumental in the implementation of an event. Each entrant can be from the same or separate companies. Joint submissions can be entered into any category except the Best I LEA Team Effort Category. Each entrant must pay the $50.00 USD (or $75.00 for the extended deadline) entry fee.

- **Team Entry**: A team category consists of 3 or more ILEA team members who participated in planning and executing an event. Team submissions can only be entered in the Best ILEA Team Effort Categories. Each ILEA entrant must pay the $50.00 USD (or $75.00 late submission) entry fee.

Step 3: For Joint/Team Entries
- Entrants will need their joint and team members contact information, (For TEAM entries you will need everyone's ILEA member IDs). Be sure to gather this information before beginning an entry.
- All entrants-single, joint, and team -must be a member in good standing of an meetings or events industry association (such as ILEA, NACE, MPI, SWP. STEP, etc) or before **May 14, 2016**. Non-ILEA members included in a Team Effort entry, will be omitted from the entry without refunds.
- Only one payment is permitted per joint/team entry.

Step 4: Begin a New Entry
- Select the left menu **Add New Entry** tab.
- Through the online awards system, entrants are able to begin multiple entries, save and return to finish or edit entries, pay for entries as completed or pay for multiple entries all together.

TAB 1- ENTRANT(S) INFORMATION

The Entrant(s) Information tab requires that entrants enter their complete contact information. The Texas Star Awards system operates through OmniCONTESTS, ILEA's awards vendor, and not the ILEA database. The entrant page will only be seen by the Award Administrator.

Step 1: Add an Entry Title and Select a Category
- Verify that you've entered the correct category by reviewing the category description.
- Complete category descriptions can be found on the "Rules Tab" tab of Texas Star Awards website.

Step 2: Complete the Entrant form.
- This information should be that of the award entrant.
- To find an ILEA member ID, contact the ILEA Member or ILEA Headquarters at www.ileahub.com
- The Entrant(s) Information must be fully completed before moving to the next award entry tab.

Step 3: Once your entry form is completed, click SAVE on the page.
- Single entrants can proceed to the next entry tab.
- For joint and team entries, scroll to the bottom of the entrant information tab to complete your ILEA team members contact forms.

*ENTRANTS WON'T BE ABLE TO PROCEED TO THE EVENT OVERVIEW TAB UNTIL ALL ENTRANT(S) INFORMATION IS COMPLETE.

TAB 2- EVENT OVERVIEW
The event and entrant information obtained from the Event Overview tab is for nomination and Texas Star Award recipient purposes only. Texas Star Award judges will not see the event overview tab as part of their judging content. The Event Overview page will only be seen by ILEA Staff and can include an entrant's name, company name and logo. You can navigate the rest of the entry at this point, but you won't be able to submit the entry without completing the all of the requirements.

Step 1: Complete the general information
- **Event Name:** List the event name to appear in promotional materials (Can be repeated from Entrant(s) Information tab).
- **Client Name:** Will not be listed in promotional materials, but used as a reference to ensure no competition rules were broken.
- **Event Start/End Date**: Only events that have occurred between November 1, 2015 and October 31, 2016 can be submitted into the 2017 Texas Star Awards Competition. The start and end dates can be the same. Verify that you've chosen a correct date in the awards system.
- **General Event Overview:** Describe the event and highlight its best features. The event description will be used in Texas Star Award promotional materials and should be written in third person.

Step 2: Upload Representative Images
- Follow the instructions on the top of the Event Overview tab to upload two representative images.
- Upload two images that best represent your event entry.
- Include descriptions of your photos in 80 words or less.
- These photos are for marketing purposes. They are not included in your entry, do not count against your collateral uploads, and will not be seen by the judges. You can re-upload these photos in your event collateral section.

Step 3: Check the Statement of Entrant(s)
- Check the box provided to verify that the two chosen representative images can be used for Texas Star Award promotional purposes.
- You will not be able to submit your award entry without completing all of the steps on this page.
- Click **SAVE** and continue to the Entry Questions tab.

TAB 3- ENTRY QUESTIONS
To ensure that the competition remains completely anonymous, NO entrant name, entrant company name or logo, may appear in your entry on the **ENTRY QUESTIONS, ENTRY COLLATERAL & ENTRY BUDGET** tabs. Violating this rule will

result in an entry being disqualified. See the left menu Entry Guide & DQ tab for further information.
Exceptions:

- If an entrant is an employee of the client's company (i.e. a corporate planner), the entrant is permitted to use their client logo only. No image of the entrant or reference to the entrant as an employee is permitted.

Step 1: Agree to the entrant rule.

- Check the box to verify you understand the entrant name, company name and logo rule.
- Entrant names, company names and logos appearing in an entry are the #1 reason entrants are disqualified each year**.**

Step 2: Answer each question provided.

- No website links or images are permitted within the entry question tab.
- All questions must include a response in order to submit your entry.
- 6000 characters are approximately 3000 words.
- Question responses can be written in a word program and copied to the Esprit system, however, the system automatically truncates once the 6000 character limit is reached. Verify that your text responses are complete and correct.
- Click **SAVE** and continue to the Entry Collateral tab.

TAB 4- ENTRY COLLATERAL

The Entry Collateral page is the best way to showcase your event. Use the opportunity to display and highlight your event through images and video. **Reminder: NO Entrant name or images, entrant company name or logo, may appear in any part of the entry collateral tab, including file names or digital files.**

Step 1: Review image upload instructions.

- Review the steps on how to upload and describe your collateral.

Step 2: Review the description of acceptable management collateral documents.

- Management collateral consists of the documents necessary for the pre-planning and production of events. Management collateral supports the event's development, pre-production, and post- production. Examples include: floor plans, timelines, contingency plans, production schedules,   insurance riders, renderings, BEOs.
- Event photographs must be uploaded individually and each is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.
- Story boards, collages, and inspiration boards are not permitted.

Step 3: Upload your management collateral pieces

- In 60 characters, define each upload in collateral description area.
- Maximum number of management collateral files: 10.
- Exceeding the 10 file uploads in Management Collateral Section will result in an entry being disqualified. A multipage piece such as a menu or program will each be considered one piece. ==*(Keep in mind that collages of photos – each photo will count as 1 upload)*==
- Accepted file types include: jpg, jpeg, bmp, png, pdf, gif, xlsx.
- Each file may not exceed 20 MB.

Step 4: Review the description of acceptable event collateral documents.

- Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples   include photographs, invitations, menu cards, nametags and signage, Each photo is considered one item.
- A multipage piece such as a menu or program will each be considered one piece.
- Story boards, collages, and inspiration boards are not permitted.

Step 5: Upload event collateral pieces

- In 60 characters, define each upload in collateral description area.
- Maximum number of management collateral files: 20.
- Exceeding the 20 file uploads will result in an entry being disqualified. A multipage piece such as a menu or program will each be considered one piece

- Accepted file types include: jpg, jpeg, bmp, png, pdf, gif, xlsx.
- Each file may not exceed 20 MB.

Step 6: Review the description of acceptable multi-media files.
- Multi-media collateral consists of content that captures the essence of the event and helps show the story of the event to the judges.
- Multi-media collateral is only **REQUIRED** for Best Event Videography and Best Technical Production and optional for all other categories.
- Entrants not submitting in the Best Event Videography or Best Technical Production categories continue to Step 7 below for multi-media instructions.
- Best Event Videography and Best Technical Production entrants continue to Step 8 below for multi-media instructions.

Step 7: Upload multi-media collateral (optional)
- In 2100 characters or less, define your multi-media collateral in the description area.
- Collateral must be uploaded as a video file.
- Accepted file types include: mov, wmv, wma, mp3, mp4
- Limit 1 video, no longer than 5-minute video file per entry.
- File may not exceed 250 MB.

Step 8: Best Event Videography and Best Technical Production- upload multi-media collateral
- In 2100 characters or less, define your multi-media collateral in the description area.
- Collateral must be uploaded as a video file.
- Accepted file types include: mov, wmv, wma, mp3, mp4
- Uploaded videos from youtube, vimeo, vevo etc. cannot contain entrant names, entrant company names, or logos anywhere on the site, including, website extensions and user names.
- Limit 1 video, no longer than 10-minute video file per entry.
- File may not exceed 250 MB

TAB 5- ENTRY BUDGET
Categories that include a monetary value (i.e. Best Corporate Event over $150,000 USD) will require a budget. Reminder: NO Entrant Name, Entrant Company Name, or Logo may appear in the budget tab, including file names or extensions.

Step 1: Determine if your category requires a budget.
- If your budget page shows the verbiage: THIS CATEGORY DOES NOT REQUIRE A BUDGET. PLEASE SKIP AND CONTINUE TO THE AWARD NOMINATION TAB., skip this tab and move to the award nomination tab.
- If your category requires a budget, continue to Step 2

Step 2: Carefully review and identify your budget requirements:
- The budget template provided must be used. Each budget template has its own set of instructions. Read them carefully.
- All budgets must reflect the RETAIL value in US Dollars.
- A category that covers an entire event from concept to completion (Corporate, Social, Non-Profit, Team, Public, Wedding, and Meeting-Conference) requires a whole event budget. Continue to Step 3 for more budget specific requirements.
- A category that covers an event service or element (Design/Décor, Marketing/Design, and Entertainment) requires a budget for services only. Continue to Step 4 for more budget specific requirements.

Step 3: Budget requirements for categories that encompass events from concept to completion.
- Provide the RETAIL value in US Dollars for the ENTIRE event.
- The budget needs to include each event element and every dollar spent.
- Convert donated, sponsored, inventory items, and preferred supplier rates and discounts to the retail market value.
- Failure to disclose the full RETAIL market value for every event element will result in an entry disqualification.

Step 4: Budget requirements for categories that offer an event element or service that supports the event.

- Provide the RETAIL value in US Dollars for the products or services identified in your category.
- Convert donated, sponsored, inventory items, preferred supplier rates and discounts to the retail market value.
- Failure to disclose the RETAIL market value for the products and/or services identified in your category will result in an entry being disqualification.

Step 5: Download and Complete the budget with the budget template provided.
- Follow the directions online to download, complete, save, and upload your budget.
- When saving a budget, verify that the file name doesn't include any entrant details.
- Verify that the correct budget file is uploaded.
- Click **SAVE**.

TAB 6- AWARD NOMINATION INFORMATION

The nomination information tab ensures that each nominee and award recipient's information is listed and pronounced correctly.

Step 1: Include your preferred information for every entrant included in your entry.
- **Preferred Display Name:** This must be the name of the entrant, but can display a preferred name (i.e. Jen instead of Jennifer). This field cannot display a company name.
- **Phonetic Name Spelling:** This step eliminates names being mispronounced in nomination announcements. It is an optional step.
- **Award Engraving:** The entrant name, company name or both are the only items that can be included on the award engraving.

Step 2: Follow the directions on the page to include additional entrant's information.

TAB 7- STATEMENT OF ENTRANTS

The statement of entrants ensures that each entrant understands and complies with the rules of the competition.

Step 1: Carefully review each statement.
- Check the box associated with each statement to acknowledge the rules of the competition.

Step 2: Review entry and alternative submit options.
- Review each entry tab and verify that collateral is uploaded correctly, entrant information is complete, and responses to questions are accurate.
- To confirm every entry requirement is met, navigate to the left menu **View/Edit Entries** tab. Find your entry and select the incomplete status. Any entry requirements not met will be listed.
- It is suggested to have someone else, such as a work colleague, review your entry.

Step 3: Review alternative submit entry options.
- Entrants can submit completed entries at any time before the deadlines.
- To finish entries in the future, click SAVE and exit the competition. When logged back in, click on the left menu **View/Edit Entries** tab to return to your entry.
- Once the entry is paid for, it is submitted and can no longer be edited.

Step 4: Instructions to submit your entry.
- **SAVE** your entry.
- Navigate to the left menu **View/Edit Entries** tab.
- Follow the instructions to submit an award entry,

LEFT MENU- VIEW/EDIT ENTRIES TAB

The **View/Edit Entries** tab is intended to help you manage your entries. You can begin multiple entries, save and return to finish or edit entries, pay for completed entries (one at a time) or pay for multiple entries all together.

Step 1: Review your entry one final time
- Once on the **View/Edit Entries** tab, click on the *"Incomplete"* status next to your entry.

- By clicking on the *"Incomplete"* status, entrants will be redirected to an entry checklist which displays any unmet requirements. Click on the links associated with any entry requirement not met. Complete any unmet requirements.
- Only when the entry checklist page displays the message *"Payment Requirement Not Met"* is the entry complete and ready to be paid for and submitted.

Step 2: Entry ready to Submit

- When the entry checklist page only displays the message *"Payment Requirement Not Met"* and the entrant is ready to complete the submission, click on the left menu **SUBMIT** tab.

- When the entry checklist only displays the message "Payment Requirement Not Met" and the rn are ready to submit your entry into the competition, Navigate to the **"PAY NOW"** left menu tab.

LEFT MENU SUBMIT TAB

The SUBMIT tab takes entrants to an entry invoice list. The invoice list displays all incomplete entries.

Step 1: SUBMIT entry(s)

- Once on the "SUBMIT" left menu tab, in the invoice list, check the box next to the entries you intend to pay for and submit. The invoice list displays all entries. Uncheck any boxes that you do not want to pay for/submit.
- Pay by credit card or follow instructions to make payment via check\
- To pay for an entry(s) via credit card continue to Step 2.
- To pay for entry(s) via check continue to Step 3.

Step 2: Pay for entry via credit card

- Ensure the correct entries are selected on the invoice list and click on the **PAY BY CREDIT CARD** button.
- Enter your billing information, confirm that the **Amount Payable** is correct, and input your payment details.
- Select the **PAY NOW** button to complete the transaction and submit your entry.
- Entrants will receive email notifications that payment has been approved and their submission is complete.
- On the left menu **View/Edit Entries** tab, paid entries will display the status **SUBMITTED.**

Step 3: Pay for entry via check

- Check payment submissions must be postmarked **FIVE DAYS BEFORE** the entry deadline(s) – **December 30, 2016** for standard entries and **January 6, 2017** for extended deadline entries.
- Only one check payment is permitted for team and joint entries.
- Pay by check entries will display an *"Incomplete"* status until payment is received and processed.
- Only Credit or Debit Card Payments are accepted
- After the payment is processed, the entry(s) status will be updated to **SUBMITTED** and the entrant will receive email notifications that payment has been approved and their submission is complete.
- Any unpaid or late entries will be omitted from the competition.

Entry Submission Follow-up

Step 1: Return to the left menu View/Edit Entries tab

- Verify that all paid entry(s) display the status, **SUBMITTED.**
- Save a copy of your entry by clicking on the **Print** field in your entry list.
- Delete any incomplete entry(s) you no longer want to submit by clicking on the **Delete** field.

Step 2: Begin a new entry.

- Click on Add New Entry.
- Return to the beginning of this document for instructions on how to complete an entry.