

17TH ANNUAL ALLIE AWARDS NITE (2007) RULES FOR ENTERING

To ensure that your entry is eligible for consideration, it is very important to comply fully and accurately with the following rules for entry:

I. Eligibility:

1. **Who Can Enter.** Entrant must meet at least one of the following criteria:
 - a. Entrant's company is located in metropolitan Atlanta, GA
 - b. Entrant is a current member in the Atlanta chapter of ISES
 - c. Entrant is a current member in the Atlanta chapter of NACE
2. **Event Date:** The event must have occurred between January 1 and December 31, 2006.
3. **Event Limitations.** A company may submit one** entry per category for which it is eligible to enter. Each event may be entered in a maximum of three different categories for which it is eligible to enter.

****As a benefit of membership, ISES and NACE members may enter an additional entry in each category for which they are eligible, per membership held in either ISES or NACE.**

4. **Anonymity.** Entrant's company name, or logo must not appear anywhere in the entry, except on the official entry form and the Awards Nite information, items 1 & 2. If the entrant's name appears anywhere else in the entry, the judging body is instructed to disqualify the binder from further competition.
5. **Deadline.** Early Bird Deadline is **Friday February 16, 2007.**
6. **Final Deadline.** Entries received after February 16, 2007 will be accepted if accompanied by a late fee of \$25.00 per entry. The final time of acceptance is **noon on Thursday February 22nd 2007.**
ABSOLUTELY NO EXCEPTIONS!
7. **Location.** Entries are to be delivered to Robin DeFoe, Atlanta History Center, 130 West Paces Ferry Rd. NW, Atlanta, GA 30305-1366. (Directions: www.atlantahistorycenter.com)

II. Disqualification: Entries will be disqualified for failure to comply with the stated rules. We are unable to notify entrants if their entries are disqualified for any reason. Fees for disqualified entries are non-refundable.

III. Judging and Notification:

1. **Judges:** Judges will be selected by the Boards of a sister chapter of ISES and NACE, and will remain completely anonymous throughout the judging process.

2. **Merit:** The nominees and subsequent winners of any given category are based on merit as determined by the panel of judges, and are not based upon the number of entries received in that category. There may not be nominees in every category, regardless of the number of entries received. The judges' decision is final.
3. **Notification:** Up to 3 nominees in each category will be notified on or before March 9, 2007. Awards will be presented at the Allie Awards Nite, on March 25, 2007. Transportation and tickets to the ceremony are the sole responsibility of the entrants.
4. **Entry Retrieval:** All entries may be retrieved at the Allie Awards Nite Program. The Allie Awards Nite Committee is not responsible for the security of entries once they have been signed out. Entries not collected that night will be held for retrieval at Bold American Catering until March 30, 2007. Please call Steve Bales at (678) 302-3258 to schedule pick-ups. The Allie Awards Nite Committee is not responsible for returning any entries, or holding them after March 30, 2007.

IV. The Entry Notebook: Only complete entries will be accepted for judging.

1. Entries must be submitted in a plain, **black** standard-sized, 3 ring binder notebook. Maximum thickness is 1 ½", as needed for collateral. No decoration is allowed on the outside. Decorative paper and tabs may be used inside. Adhesive tabs may not be used. Arrange the notebook to specifically comply with the following format.
2. **Section 1. Entry form, payment, Allie Awards Nite presentation material.**

Note: These items will be removed from the notebook before the notebook is sent for judging. Items a and d are to be used at the Allie Awards Nite Ceremony in the event your entry is nominated. **These four items should all be placed together in a single clear protective sleeve with no decoration or divider tab, in the following order from front to back:**

 - a. **CD** with a scanned photo (JPEG file) that you feel best represents the event. This image will be shown, if nominated, at the Allie Awards Nite. Please use the following guidelines for scanning your photograph: If you have an 8x10, scan it at 100 dpi; for a 5x7, scan at 150 dpi; for a 4x6 print, scan at 200 dpi. On the CD be sure to identify your company name, and the category that you are entering. (CD will be not be part of the entry when it is judged.)
 - b. **Check** (non-refundable) in the amount of \$50.00 per entry, made payable to "Allie Awards Nite" with the entrant name and category noted. (Entries received after February 16 must include a total payment of \$75.00.) For Best Team Effort, include payment for each participating team member. Checks should not be inserted into envelopes, stapled or paperclipped.
 - c. **Completed entry form.** For Best Team Effort, include one entry form for each participating team member.
 - d. Awards Nite Information Sheet. Include the following information in the order below (in a simple font, 20 point type, on plain white paper with no decorations graphics):
 - i. The title of the event (be creative)

- ii. Description of the event, to be used on the Allie Awards Nite if your event wins.
Maximum 50 words: include word count in the bottom right margin.
- iii. The Name of your company.
- iv. The category you are entering.

3. Section 2. The entry as it will be received and considered by the judges.

- a. **Page 1: Statement of responsibility for the event.** The statement must include:
 - i. The Category that you are entering.
 - ii. Your responsibility with the event. Maximum length is 100 words; include word count at lower right margin.
- b. **Pages 2 - 3: Event Description as outlined in each award category.** Maximum length: Two pages or 1200 words (include word count). Minimum 12-point type and 1" margins. Include the following:
 - i. Title of the event.
 - ii. A description of the event, addressing the first three bullet points listed in criteria.
- c. **Pages 4-13: Collateral Material. Maximum 10 items, each item must be inserted in a plastic sleeve.** Press coverage, including newspaper and magazine articles, is **not** permitted. Collateral may include the following items:
 - i. Photographs:
 - Maximum size 8"x10"
 - Collages are not acceptable
 - Each photo counts as one piece of collateral
 - ii. Marketing pieces, i.e., invitation, announcement, menu card, etc.
 - iii. Novelty item
 - iv. Linen samples
 - v. DVD or video, (allowed only where specified), maximum 3 minutes in length.
 - vi. Floor plans and other production documents

QUESTIONS? Call or write:

Keisha Wilson, Awards Subcommittee Chair
(678) 464-5710 or kwilson@keishawilsonevents.com.

17TH ANNUAL ALLIE AWARDS NITE RULES FOR ENTERING

(Use a separate form for each entry – please duplicate as needed)

Company name _____

Contact _____ Phone _____

Email address _____ Fax _____

Address _____

Type of Business _____

Are you a current member of the Atlanta Chapter of ISES? _____ NACE? _____

Event Name _____

Event Date _____ Event Contact _____

Client _____ Phone _____

CATEGORIES: CHECK ONLY ONE CATEGORY PER ENTRY

_____ **BEST TEAM EFFORT**

All team members must complete the statement of responsibility. To be eligible to receive an Allie, members must complete this entry form, and submit \$50 payment. (\$75 after 2/9/07)

EVENT PLANNING

- _____ Best Corporate Event
- _____ Best Social Event
- _____ Best Event on a Shoestring
- _____ Most Creative Venue
- _____ Logistical Achievement in Planning

EVENT DESIGN

- _____ Best Floral Design
- _____ Best Non-Floral Design
- _____ Best Themed Event Decor
- _____ Best Tabletop Design
- _____ Best Use of Decorative Linens

EVENT CUISINE

- _____ Best Plated Menu
- _____ Best Buffet / Reception Menu
- _____ Best Menu on a Shoestring
- _____ Best Cake Presentation

ENTERTAINMENT

- _____ Best Entertainment Production
- _____ Best Entertainment Production on a Shoestring
- _____ Best Themed Entertainment
- _____ Most Unique Entertainment

TECHNICAL PRODUCTION

- _____ Best Audio-Visual Design
- _____ Best Lighting Design
- _____ Best Special Effects
- _____ Best Tent Installation
- _____ Best Use of Rental Equipment
- _____ Logistical Achievement - Technical Production

EVENT ENHANCEMENTS

- _____ Best Print Piece
- _____ Best Use of Media/Technology
- _____ Best Event Innovation
- _____ Best Event Photography

Use a separate form for each entry.
Please duplicate as needed.

BEST TEAM EFFORT

1 AWARD FOR EACH ELIGIBLE TEAM MEMBER

WHO CAN ENTER:

Any group of companies or individuals who formed a core event team. Teams must include four or more ISES and/or NACE members. Further team members do not have to be members of ISES and/or NACE. A separate statement of responsibility should be included for each member of the team, however inclusion in the entry does not oblige team members to participate in the competition. Each team member that wishes to participate (and be eligible to receive an Allie in the event their entry wins) must complete an entry form and pay a \$50.00 (or \$75.00 late) entry fee. The entry forms and statements must be combined by a designated team member into the required notebook, and the rest of the entry must be completed as described in the rules. All entry forms and statements must be submitted together. Separate entry forms, statements, or payment will not be accepted.

JUDGING CRITERIA: (Total of 100 points)

Your two-page description should address the first three bullet points.

- Description of the overall event and the services provided by the team. (15 points)
- Goals and Objectives: What were the client's goals and objectives for the event? How were they accomplished? (15 points)
- For the services provided by the team, include the following information:
 - a. What were the client's goals and objectives for the services provided and how were they accomplished? (10 points)
 - b. Challenges: What was the degree of difficulty of the services, and how were any challenges or obstacles overcome? (10 points)
 - c. Design: How did the design of the services relate to the overall event? (10 points)

In addition judges will award points based on the following criteria:

- WOW factor: Did the event demonstrate innovative ideas or elements, including, but not limited to technical production and entertainment? (15 points)
- Event Collateral: Did the entry include event support marketing collateral, i.e. invitations, announcements, etc.? What was the creative value and quality? (15 points)
** A DVD or videotape up to three minutes in length is allowed as collateral if one of the team members is a videographer, or if a video is allowed for a team member's category. (i.e.: entertainment categories).

The collection committee will award the following points:

- Entry: (10 points)
 - a. Form completed and check included (3 points)
 - b. Binder and collateral conform to rules (7 points)

EVENT PLANNING

5 AWARDS

CATEGORIES:

- Best Corporate Event**
- Best Social Event**
- Best Event On A Shoestring**
- Most Creative Venue** - Use of a non-traditional event site
- Logistical Achievement in Planning**

WHO CAN ENTER:

Event planners, producers and coordinators; meeting planners; wedding consultants and party planners; facility and venue managers; institutions (educational, cultural and non-profit), circuses and carnivals, sporting events, and concerts, convention and exposition service managers; destination management services, incentive travel companies, and any other entities that provide these types of services for the special events industry.

JUDGING CRITERIA: (Total of 100 points)

Your two-page description should address the first three bullet points:

- Description of the event and the services provided (15 points)
For **'Best Event on A Shoestring' entries**, include an explanation of why this event should be considered in this category. (See also "WOW factor")
- Goals and Objectives: What were the client's goals and objectives? How were these accomplished? (15 points)
- Event Management: What was the degree of difficulty and how were any challenges or obstacles overcome? (15 points)

In addition, judges will award points based on the following criteria:

- Design: Did the event demonstrate creative dynamics with the theme decor and with the rental related items such as tables, chairs, linens, etc.? (15 points)
- WOW factor: Did the event demonstrate innovative ideas or elements, including, but not limited to, technical production and entertainment? (15 points) For **'Best Event on A Shoestring' entries, the WOW factor would be "WOW, how did you manage to produce such a great event with this budget?"**
- Event Collateral: Did the entry include event support marketing collateral, i.e. invitations, announcements, etc.? What was the creative value and quality? (15 points)

The collection committee will award the following points:

- Entry: (10 points)
 - a. Form completed and check included (3 points)
 - b. Binder and collateral conform to rules (7 points)

EVENT DESIGN

5 AWARDS

CATEGORIES:

Best Floral Design

Best Non-Floral Design: A temporary design, using balloons, and/or other non-floral media

Best Themed Event Decor

Best Tabletop Design: Concept combining centerpieces, linens, and place settings

Best Use of Decorative Linens: Concept combining design and provision of linens for buffets, tabletops, and/or chairs, etc.

WHO CAN ENTER:

The entity responsible for creating and producing the design, including, but not limited to: Event designers; floral designers, prop, scenery and display designers; balloon artists, artists in other media.

JUDGING CRITERIA: (Total of 100 points)

Your two-page description should address the first three bullet points:

- Description of the overall event and the design services you provided. (15 points)
- Goals and Objectives: What were the client's goals and objectives for your services? How were these accomplished? (15 points)
- Challenges: What was the degree of difficulty of the design and/or installation, and how were any challenges or obstacles overcome? (15 points)

In addition, judges will award points based on the following criteria:

- Design: Was the design consistent with the event theme? Did it support the event purpose? (15 points)
- Final product: What was the level of quality in the finished product? (15 points)
- WOW Factor: Was the design visually exciting or dynamic? (15 points)

The collection committee will award the following points:

- Entry: (10 points)
 - a. Form completed and check included (3 points)
 - b. Binder and collateral conform to rules (7 points)

EVENT CUISINE

4 AWARDS

CATEGORIES:

- Best Plated Menu**
- Best Buffet / Reception Menu**
- Best Menu on A Shoestring**
- Best Cake Presentation**

WHO CAN ENTER:

Caterers, either off-premise or in-house, including specialty bakeries, restaurants, facility operators, hotels, clubs, and any other entities that provide food to the special events industry.

JUDGING CRITERIA: (Total 100 points)

Your two-page description should address the first three bullet points.

- Description of the overall event and the services you provided. (15 points)
For **'Best Menu on A Shoestring'** entries, include an explanation of why this event should be considered in this category. (See also "WOW factor")
- Goals and Objectives: What were the client's goals and objectives for your services? How were these accomplished? (15 points)
- Challenges: What was the degree of difficulty for your service, and how were any challenges or obstacles overcome? (15 points)

In addition, judges will award points based on the following criteria:

- Was the food presentation multifaceted? (10 points)
- Did the event demonstrate exemplary culinary skills and presentation? (10 points)
- Did the presentation enhance and complement the theme of the event? (15 points)
- WOW Factor: (10 points) For **'Best Event on A Shoestring'** entries, the **WOW factor would be "WOW, how did you manage to produce such a great event with this budget?"**

The collection committee will award the following points:

- Entry: (10 points)
 - a. Form completed and check included (3 points)
Binder and collateral conform to rules (7 points)

ENTERTAINMENT

4 AWARDS

CATEGORIES:

- Best Entertainment Production**
- Best Entertainment Production on A Shoestring**
- Best Themed Entertainment**
- Most Unique Entertainment**

WHO CAN ENTER:

Producers, choreographers, designers of entertainment, and entertainers.

JUDGING CRITERIA:

Your two-page description should address the first three bullet points:

- Description of the overall event and the services you provided (15 points)
For **'Best Entertainment on A Shoestring'**, include an explanation of why this event should be considered in this category. (See also "WOW factor")
- Goals and Objectives: What were the client's goals and objectives for entertainment? How were these accomplished? (15 points)
- Challenges: What was the degree of difficulty and how were any challenges or obstacles overcome? (15 points)

In addition, the judges will award points for the following criteria:

- Production: Was the entertainment production multifaceted? Was the production consistent with the event theme? Rate the level of logistical difficulty. (20 points)
- Collateral: Did the collateral provided give a good visual (and/or Audio-Visual) representation of the entertainment production? (15 points)
- WOW Factor: (10 points) For **'Best Event on A Shoestring'** entries, the **WOW factor would be "WOW, how did you manage to produce such a great event with this budget?"**

The collection committee will award the following points:

- Entry: (10 points)
 - a. Form completed and check included (3 points)
 - b. Binder and collateral conform to rules (7 points)

For all Entertainment categories, a DVD or video up to three minutes in length is acceptable, and counts as one piece of collateral.

TECHNICAL PRODUCTION

6 AWARDS

CATEGORIES:

- Best Audio-Visual Design**
- Best Lighting Design**
- Best Special Effects**
- Best Tent Installation**
- Best Use of Rental Equipment**
- Logistical Achievement - Technical**

WHO CAN ENTER

Companies providing staffing, rental equipment, tenting, lasers, lighting, special effects, pyrotechnics, audio-visual, transportation, and valet services, and any others providing technical, logistical, or design services for the special events industry.

JUDGING CRITERIA:

Your two-page description should address the first three bullet points:

- Description of the overall event and the services you provided (10 points)
- Goals and Objectives: What were the client's goals and objectives for your services? How were these accomplished? (10 points)
- Challenges: What was the degree of difficulty in providing your services, and how were any challenges or obstacles overcome? (15 points)

In addition, the judges will award points for the following criteria:

- Design / Production: Was the design/production consistent with the event theme? (15 points)
- Rate the degree of difficulty of the technical production. (15 points)
- Collateral material: Does the collateral provided illustrate the value of the design to the overall event? (10 points)
- WOW Factor: (15 points)

The collection committee will award the following points:

- Entry: (10 points)
 - a. Form completed and check included (3 points)
 - b. Binder and collateral conform to rules (7 points)

For the 'Technical Production' category, a DVD or video up to three minutes in length is acceptable, and counts as one piece of collateral.

EVENT ENHANCEMENTS

5 AWARDS

CATEGORIES:

Best Print Piece (Includes invitations, menu cards, programs, flyers, etc.)

Best Use of Media / Technology (Alternative methods of communications or marketing, excluding print media, includes but is not limited to, websites, CD's, DVD's, etc.)

Best Event Innovation (Includes, but is not limited to, a novelty item, a new idea or unique approach to a problem or need, a new product or service, a new design for an event element, etc.)

Best Event Photography

WHO CAN ENTER:

Graphic designers, photographers, producers and designers of event collateral, including advertising, promotional pieces, invitations, announcements, signage, and novelties

JUDGING CRITERIA:

Your two-page description should address the first three bullet points:

- Description of the overall event and the services you provided (10 points)
- Goals and Objectives: What were the client's goals and objectives for your services? How were these accomplished? (15 points)
- Challenges: What was the degree of difficulty in providing your services, and how were any challenges or obstacles overcome? (15 points)

In addition, the judges will award points for the following criteria:

- Design: Was the design consistent with the event theme and purpose? (20 points)
- Collateral: Did the collateral provided give a good representation of the item and its value to the overall event? (15 points)
- WOW Factor: (15 points)

The collection committee will award the following points:

- Entry: (10 points)
 - a. Form completed and check included (3 points)
 - b. Binder and collateral conform to rules (7 points)

For 'Best Use of Media / Technology' and 'Best Event Innovation', a DVD or video up to three minutes in length is acceptable, and counts as one piece of collateral.

PHOTOGRAPHY JUDGING CRITERIA follows on the next page.

PHOTOGRAPHY JUDGING CRITERIA:

Your two-page description should address the first three bullet points:

- Description of the overall event and the services you provided (10 points)
- Goals and Objectives: What were the client's goals and objectives for your services? How were these accomplished? (15 points)
- Challenges: What was the degree of difficulty in providing your services, and how were any challenges or obstacles overcome? (15 points)

In addition, the judges will award points for the following criteria:

- Creative Perspective: Do the images reveal the important event elements, including design, production, catering, entertainment, activities, and audio-visuals? (15 points)
- Technical skill: Rate the images on composition, exposure, and focus. (15 points)
- Enhancements: If any images are digitally altered, what was the purpose and extent of the changes? (5 points)
- WOW Factor: Are the images visually exciting? (15 points)

The collection committee will award the following points:

- Entry: (10 points)
 - a. Form completed and check included (3 points)
 - b. Binder and collateral conform to rules (7 points)