



ENTRY APPLICATION FORM

(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

EVENT PLANNING

Best Event for a Corporation or Association

- Budget over \$25k **NEW**
- Budget \$10k-\$25k **NEW**

Best Social Event

- Budget over \$25k **NEW**
- Budget \$10k-\$25k **NEW**

- Best Event on a Shoestring (under \$10k)
- Best Public Fair or Festival **NEW**
- Most Creative Venue
- Logistical Achievement in Planning

EVENT DESIGN

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

EVENT CUISINE

- Best Plated Menu
- Best Buffet / Reception Menu
- Best Menu on a Shoestring (under \$25⁺⁺/person)
- Best Cake Presentation

ENTERTAINMENT

- Best Entertainment Production
- Best Entertainment Production on a Shoestring (under \$10k)
- 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



20TH ANNUAL AWARDS NIGHT Rules for Entry

The Allie Awards recognize outstanding examples of quality and creativity in Atlanta's event industry and demonstrate how working together for a common good can promote excellence in event design, planning and production.

This prestigious awards competition strives for the highest degree of excellence in event planning, design, cuisine, entertainment, technical production and enhancements, and in doing so, has raised the standards and quality of Atlanta's event industry. Events of nearly every type and size will have the opportunity to be recognized in up to 25 categories organized into five areas. The Allie Awards have shown how members of that Atlanta event industry are outstanding examples of how event producers can use innovation and creativity to achieve higher goals.

One of the goals of the Allie Awards is to promote the professionalism of the Atlanta event and catering industries. Therefore, to add impact to winning organizations and the industry as a whole, the Allie Awards will send press releases to a variety of media explaining the award and the competition.

Your organization will be recognized for taking part in raising the level of professionalism in the industry while at the same time improving your community.

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

1. Eligibility:

A. **Who Can Enter?** Entrant must meet at least one of the following criteria:

- 1) Entrant's company is located in metropolitan Atlanta, GA
- 2) Entrant is a current member in the Atlanta chapter of ISES
- 3) Entrant is a current member in the Atlanta chapter of NACE.

B. **Event Date:** The event must have occurred between January 1, 2009 and December 31, 2009.

C. **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.

D. **Anonymity.** Entrant's company name, or logo must not appear anywhere in the entry, except on the official entry form and the Awards Night 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.

E. **Entries Registration** will be at the Atlanta History Center during the following times:

- 1) Wednesday February 24, 2010, 9:00 AM to Noon
- 2) Thursday, February 25, 2010, Noon to 4:00 PM

3) Late drop off, Wednesday, March 3, 2010, 9:00 AM to Noon. A late fee of \$25.00 per entry will apply.

F. **Location.** Entries are to be delivered in person to the Allie Awards Committee, Administrative Offices, Atlanta History Center, 130 West Paces Ferry Rd. NW, Atlanta, GA 30305-1366. (Directions: www.atlantahistorycenter.com).

G. **Mailed Entries** – please contact Allison Schultz, Entries Committee, aljonz@mindspring.com . tel. 404-281-9550.

2. Disqualification

A. Entries will be disqualified for failure to comply with the stated rules.

B. We are unable to notify entrants if their entries are disqualified for any reason.

C. Fees for disqualified entries are nonrefundable.

3. Judging and Notification

A. **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.

B. **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.



20TH ANNUAL AWARDS NIGHT Rules for Entry

- C. **Notification:** Up to 3 nominees in each category will be notified on or before March 12, 2010. Awards will be presented at the Allie Awards Night, on April 11, 2010. Transportation and tickets to the ceremony are the sole responsibility of the entrants.
- D. **Entry Retrieval:** All entries may be retrieved at the end of the Allie Awards Night Program. All entries must be signed out and valid identification must be shown. The Allie Awards Night 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 from Allison Schultz until April 23, 2010. Please call Allison at 404.281.9550 to schedule pick-ups. The Allie Awards Night Committee is not responsible for returning any entries, or holding them after April 23, 2010.
4. **The Entry Notebook:** Only complete entries will be accepted for judging.
- A. Entries must be submitted in a plain, black standard-sized, 3-ring binder notebook. Maximum thickness is 1", 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.
- B. **Section 1.** Entry form, payment, Allie Awards Night presentation material.
Note: These items will be removed from the notebook before the notebook is sent for judging. Items will be used at the Allie Awards Night Ceremony in the event your entry is nominated. The following 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:
- 1) 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 Night. 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 not be part of the entry when it is judged.)
 - 2) Check (non-refundable) in the amount of \$50.00 per entry, made payable to "Allie Awards Night" with the entrant name and category noted. (Entries received after February 25, 2010 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 paper clipped.
 - 3) Completed entry form. For Best Team Effort, include one entry form for each participating team member.
- 4) Awards Night Information Sheet. Include the following information in the order below (in a simple font, 20 point type, on plain white paper with no decorations or graphics):
- a. The title of the event (Please be creative.)
 - b. Description of the event, to be used on the Allie Awards Night if your event wins. Maximum 50 words: Include word count in the bottom right margin.
 - c. The name of your company.
 - d. The category you are entering.
- C. **Section 2.** The entry as it will be received and considered by the judges.
- 1) Tab 1: Statement of responsibility for the event. The statement must include:
 - a. The category that you are entering.
 - b. Your responsibility with the event. Maximum length is 100 words; include word count at lower right margin.
 - 2) Tab 2: Event Description as outlined in each award category. Maximum length: 1200 words (Include word count). Minimum 12-point type and 1" margins. Include the following:
 - a. Title of the event.
 - b. A description of the event, addressing the first three bullet points listed in criteria.
 - 3) Tab 3: 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:
 - a. Photographs:
 - i. Maximum size 8"x10".
 - ii. Collages are not acceptable (One picture per page).
 - iii. Each photo counts as one piece of collateral. Photos inserted in the event description portion will count as a portion of the collateral material limitations. Reproductions of identical collateral materials inserted in the written description that also reappear in the collateral materials section will count as one piece of collateral.
 - b. Marketing pieces, i.e., invitation, announcement, menu card, etc.
 - c. Novelty items.
 - d. Linen samples.
 - e. DVD or video, (Allowed only where specified), maximum 3 minutes in length.
 - f. Floor plans and other production documents.

QUESTIONS?

Allison Schultz, Entries Committee
aljonz@mindspring.com
tel. 404-281-9550



20TH ANNUAL AWARDS NIGHT Rules for Entry

BEST TEAM EFFORT

One award for each PAID ELIGIBLE team member

WHO CAN ENTER

Any group of companies or individuals who formed a core event team. The team must include at least four (4) ISES and/or NACE members. Additional team members do not need to be members of ISES or/and NACE nor be located in metropolitan Atlanta. 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 the \$50.00 (or \$75.00 late) entry fee. 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)

Description: 1,200 word maximum (12-pt type, 1" margins) should address the following: (60 points)

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

Event Design & WOW Factor (20 points)

- WOW factor: Did the event demonstrate innovative ideas or elements, including, but not limited to technical production and entertainment? (10)
- Event Collateral: Did the entry include event support marketing collateral, i.e. invitations, announcements, etc.? What was the creative value and quality? (10)
**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).

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Binder and collateral conform to rules (10)

EVENT PLANNING

CATEGORIES

- Best Event for a Corporation or Association
 - Budget over \$25k* **NEW**
 - Budget \$10k-\$25k* **NEW**
- Best Social Event
 - Budget over \$25k* **NEW**
 - Budget \$10k-\$25k* **NEW**
- Best Event on a Shoestring (under \$10k)*
- Most Creative Venue - use of a non-traditional event site
- Logistical Achievement in Planning
- Best Public Fair or Festival **NEW**

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)

Description: 1,200 word maximum (12-pt type, 1" margins) should address the following (40 points)

- Description of the event and the services provided (10)
- Goals: What were the client's goals? (10)
- Objectives: What were they and how were they accomplished? (10)
- Event Management: What was the degree of difficulty and how were any challenges or obstacles overcome? (10)

Event Design & WOW Factor (30 points)

- Design: Did the event demonstrate creative dynamics with the theme decor and with the rental related items such as tables, chairs, linens, etc.? (10)
- WOW factor: Did the event demonstrate innovative ideas or elements, including, but not limited to, technical production and entertainment? (10) For the lower budget categories, 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? (10)

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Binder and collateral conform to rules (10)

*All budgeted categories should be accompanied by a budget. Entries in the Best Event with a budget under ** 'On a Shoestring' entries should be for a client, at retail value or discounted retail value, not an in-house or industry event.



20TH ANNUAL AWARDS NIGHT Rules for Entry

EVENT DESIGN

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, table tops, 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)

Description: 1,200 word maximum (12-pt type, 1" margins) should address the following (50 points)

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

Event Design & WOW Factor (30 points)

- Design: Was the design consistent with the event theme? Did it support the event purpose? (10)
- Final product: What was the level of quality in the finished product? (10)
- WOW Factor: Was the design visually exciting or dynamic? (10)

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Binder and collateral conform to rules (10)

EVENT CUISINE

CATEGORIES

- Best Plated Menu
- Best Buffet / Reception Menu
- Best Menu on a Shoestring (under \$25⁺⁺/person - incl. service and sundry items, excl. tax and gratuity)*
- 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)

Description: 1,200 word maximum (12-pt type, 1" margins) should address the following (40 points)

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

Event Design & WOW Factor (40 points)

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

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Binder and collateral conform to rules (10)

*All budgeted categories should be accompanied by a budget. 'On a Shoestring' entries should be for a client, at retail value or discounted retail value, not an in-house or industry event.



20TH ANNUAL AWARDS NIGHT Rules for Entry

ENTERTAINMENT

CATEGORIES

- Best Entertainment Production
- Best Entertainment Production on a Shoestring (under \$25k)*
- Best Themed Entertainment
- Most Unique Entertainment

WHO CAN ENTER

Producers, choreographers, designers of entertainment, and entertainers

JUDGING CRITERIA: (Total 100 points)

Description: 1,200 word maximum (12-pt type, 1" margins) should address the following (40 points)

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

Event Design & WOW Factor (40 points)

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

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Binder and collateral conform to rules (10)

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

*All budgeted categories should be accompanied by a budget. 'On a Shoestring' entries should be for a client, at retail value or discounted retail value, not an in-house or industry event.

TECHNICAL PRODUCTION

CATEGORIES

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

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: (Total 100 points)

Description: 1,200 word maximum (12-pt type, 1" margins) should address the following (40 points)

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

Event Design & WOW Factor (40 points)

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

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Binder and collateral conform to rules (10)

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



20TH ANNUAL AWARDS NIGHT Rules for Entry

EVENT ENHANCEMENTS

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 for NON-PHOTOGRAPHY (Total 100 points)

Description: 1,200 word maximum (12-pt type, 1" margins) should address the following (40 points)

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

Event Design & WOW Factor (40 points)

- 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? (10)
- WOW Factor: (10)

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Binder and collateral conform to rules (10)

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

PHOTOGRAPHY JUDGING CRITERIA (Total 100 points)

Description: 1,200 word maximum (12-pt type, 1" margins) should address the following (40 points)

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

Event Design & WOW Factor (40 points)

- Creative Perspective: Do the images reveal the important event elements, including design, production, catering, entertainment, activities, and audio-visuals? (10)
- Technical skill: Rate the images on composition, exposure, and focus. (10)
- Enhancements: If any images are digitally altered, what was the purpose and extent of the changes? (10)
- WOW Factor: Are the images visually exciting? (10)

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Binder and collateral conform to rules (10)



20TH ANNUAL AWARDS NIGHT Rules for Entry

BOB BLAESING, CSEP LIFETIME ACHIEVEMENT AWARD

(Committee Selection – not required annually)

A Lifetime Achievement Award was established in the first year of the Allie Awards to honor individuals in our industry who have made a mark in Atlanta’s events community over their career. Past recipients are event professionals for 20 years or more who are well known for their contributions to the special events industry, in particular to NACE and ISES.

Past Recipients

- 1991 Helen Roberts
- 1992 Mary Jordan
- 1993 Robert Griggs
- 1995 Bob Hansel
- 1996 Klaus Inkamp, CSEP
- 1998 Ron Lazarus and Scott Ardolino
- 1999 Suzanne Stedman
- 2001 Tim Lundy, CSEP
- 2002 Bob Blaesing, CSEP
- 2005 Shelley Pedersen, CPCE
- 2006 Kendall Collier, CPCE
- 2007 Gayle Skelton, CPCE
- 2008 Doc Waldrop
- 2009 Dennis Smith

The title “Lifetime Achievement Award” implies a long period of time, and while honoring longevity is good, the key word is “Achievement.” We chose in 2004 to honor the late Bob Blaesing, CSEP, co-founder of Experience By Design, by renaming the award “The Bob Blaesing, CSEP, Lifetime Achievement Award.” Bob was a visionary whose philosophy exemplifies what we honor with the Lifetime Achievement Award: nurturing those around us through education; pursuit of ethical and professional behavior throughout the industry; and commitment to the growth of Special Events. May his spirit live in those who are honored with this award.

Nominees are put forward by the Allie Awards Night Advisory Committee. Nominated will be individuals who have made an impact in the Atlanta events community over the course of their career, through innovation, dedication and achievement. The winner will be selected by the Allie Awards Night Advisory Committee and presented at the Allie Awards Night.

DALE RIGGINS HUMANITARIAN AWARD

Shepard Convention Services introduced the Dale Riggins Humanitarian Award in 1993 as a tribute to, and in memory of, its valued employee, Dale Riggins, who made great contributions to the special event industry. This Prestigious honor is awarded each year to an individual who donates time, talent, effort and expertise to community services both within our industry and in our community. The recipients of the award are among the most honored luminaries in our industry.

Past Recipients

- 1993 Dale Riggins
- 1994 Tim Lundy, CSEP
- 1995 Tony Conway, CMP
- 1996 Robert Griggs
- 1997 Erik Magnusson
- 1998 Bob Blaesing, CSEP
- 1999 Tina DeRenzis
- 2000 J Wilbur Smith
- 2002 Terry Singleton CSEP
- 2003 Doc Waldrop
- 2005 Dennis Smith
- 2006 Greg Snow
- 2007 Matt Clouser
- 2008 Brenda Maynard
- 2009 Dan Nolan III

Consider for a moment the individuals who truly “make a difference” to those in need and whose effects give the Atlanta special events industry its true impact and high profile. Please take time to nominate someone in our industry whom you feel is worthy of this honor. Nominees should be of high moral and ethical stature and exhibit outstanding professionalism in their service to the special events industry and the community at large. The winner will be selected by the Allie Awards Night Advisory Committee and presented at the Allie Awards Night.

Nominations require a one-page description on why your nominee should be selected based on the description above. Include your contact details.

Please e-mail your nomination by February 25, 2010, to Allison Schultz, Entries Committee, aljonz@mindspring.com tel. 404-281-9550.