

STEP 1 Read the detailed entry category descriptions and submittal instructions on the following pages.

SMPS Use Only:
____ Entry Number
____ Payment Received

STEP 2 Complete the entry form, listing all your submissions in all categories. Include one copy of this form with each entry, and one copy of this form with your payment. Please print or type entry form.

Name of Firm _____

Entered By _____ Member Number _____

Address _____

City, State, Zip _____

Phone _____ E-mail _____

ENTRY CATEGORIES

- | | | | |
|--------------------------|------------------------------|---------------------------------|--------------------------|
| 1. Advertising | 7. Feature Writing | 13. Newsletter – Internal* | 19. Trade Show Marketing |
| 2. Annual Report* | 8. Holiday Piece* | 14. Promotional Campaign | 20. Video |
| 3. Book/Monograph* | 9. Internal Communications | 15. Recruitment and Retention | 21. Web Site |
| 4. Brochure* | 10. Magazine* | 16. Social Media | |
| 5. Corporate Identity | 11. Media Relations Campaign | 17. Special Event* | |
| 6. Direct-Mail Campaign* | 12. Newsletter – External* | 18. Specific Project Marketing* | |
- * Print and digital entries in this category may be judged and awarded separately.*

STEP 3 Select category and tally entry fees.

Discounted Entry Fee (Received by 1/9/14): \$75 first entry, \$50 per additional entry
Final Entry Fee (Received by 1/16/14): \$100 first entry, \$75 per additional entry

Category	Description of Entry		Entry Fee*
_____	_____	<input type="checkbox"/> Print <input type="checkbox"/> Digital	\$ _____
_____	_____	<input type="checkbox"/> Print <input type="checkbox"/> Digital	\$ _____
_____	_____	<input type="checkbox"/> Print <input type="checkbox"/> Digital	\$ _____
Coupon Code _____			\$ _____
TOTAL			\$ _____

* If entry will be received after January 9th, please pay final entry fee as designated above. Entries received after January 16th will be disqualified.

STEP 4 Enter payment information.

PAYING BY CHECK

Check enclosed (payable to SMPS Colorado)

PAYING BY CREDIT CARD

VISA MasterCard AMEX

Card # _____ Exp. Date _____

Name as it appears on card _____

Signature Required _____

STEP 5 Send or drop-off entries, payment, and display boards.

SUBMIT ENTRIES & PAYMENT TO:

Jackie Sciarra
KTGY Group
820 16th St #535, Denver, CO 80202

DISCOUNTED ENTRY DEADLINE | JANUARY 9, 2014
FINAL ENTRY DEADLINE | JANUARY 16, 2014

Questions? Contact MEA Chair Jackie Sciarra at 303-389-6013, or jsciarra@ktgy.com.
For more information and to download a copy of this form, visit smpscolorado.org.



ENTRY CATEGORIES

Materials completed between January 2012 and December 2013 will be accepted for the 2014 competition. Failure to comply with submittal requirements can result in disqualification of entry. Jurors' decisions are final. If there is only one entry for a category, an average score of 75% must be obtained in order to receive an award.

Submittal requirements vary depending on category. Read individual category descriptions below for submittal requirement details. There is no limit to the number of categories a firm can enter. Multiple entries receive a discount per entry off the regular entry fee.

Please include one print copy of all materials in the Exhibits/Samples section of the Judging Binder, including digital pieces. Include materials in their original format when possible. Any materials that cannot be placed in a binder (e.g., clothing, hard hats, etc.) must instead be illustrated with a photograph. Please include PDFs of your clarification statement and all exhibits/samples. These digital files should be saved to USB flash drive, CD, or DVD that is Microsoft Windows compatible and place securely in the binder with the printouts. Web-based entries should be included as PDF screen shots. Please test the digital files before submitting your entry.

1. ADVERTISING

An individual advertisement or ad campaign, any size, color or black and white, placed in business, trade, or general-interest publications (print or digital). Can include samples of multiple ads in a series.

2. ANNUAL REPORT*

A print or digital publication containing a company's annual highlights and financial results.

3. BOOK/MONOGRAPH*

A complete, original printed or digital publication that addresses an issue of relevance to the A/E/C industry or features the work of a firm. The publication must have an unlimited shelf life and be professionally produced for mass distribution. A monograph is a single-authored, one-time publication on a specific, often limited subject.

4. BROCHURE*

A print or digital publication describing your firm's general capabilities. A brochure has a limited shelf life, as a firm's capabilities, staff, and projects change over time.

5. CORPORATE IDENTITY

A consistent graphic image applied to your firm's print and/or digital collateral materials. In your Exhibits/Samples section, be sure to include a before-and-after representative sampling of materials that

convey your firm's corporate identity. May include logo application such as letterhead, business cards, brochures, newsletters, and note cards. If available, the corporate identity manual or graphics standards should be included.

6. DIRECT-MAIL CAMPAIGN*

Marketing materials designed to reach a specific target audience through a print or digital campaign. A direct-mail campaign may include form letters, pamphlets, postcards, emails, and announcements. In your Exhibits/Samples section, include all the pieces in a series of mailings.

7. FEATURE WRITING

An article or white paper published in print or online, written by a member of the firm, to meet a public relations objective.

8. HOLIDAY PIECE*

A print or digital piece produced for one-time use to promote a generally recognized holiday; examples include but are not limited to a greeting card, party invitation, client appreciation gift, or calendar.

9. INTERNAL COMMUNICATIONS

Any communications vehicle intended for an employee audience, including but

not limited to a recognition program, awards program, intranet, internal Web site, or communications associated with mergers, acquisitions, or new business-line initiatives. *NOTE: Employee newsletters should be entered in the Newsletter-Internal category.*

10. MAGAZINE*

A printed or digital serial publication or periodical in editorial format that presents one or more points of view. In your Exhibits/Samples section, include one copy each of printouts of the three most recent issues.

11. MEDIA RELATIONS CAMPAIGN

A strategic communications effort that uses media relations tactics and outreach—including but not limited to media releases, feature articles, backgrounders, opinion/editorial (op-ed) pieces, editorial meetings—to achieve a specific marketing, business development, or corporate image goal. This category focuses solely on outreach and success with the media and may include print and/or electronic components. In your Exhibits/Samples section, include one copy of your media relations plan that outlines goals and objectives. Samples of placements and other results must be included in the binder.

* Print and digital entries in this category may be judged and awarded separately.

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12. NEWSLETTER—EXTERNAL*

An external, client-focused publication designed in a newsletter format and produced via print or digital media. In your Exhibits/Samples section, include one copy each of the last three issues of the newsletter.

13. NEWSLETTER—INTERNAL*

An internal, employee-focused publication designed in a newsletter format and produced via print or digital media. In your Exhibits/Samples section, include one copy each of the last three issues of the newsletter. *NOTE: If the newsletter is being used for employee retention purposes, enter it in the Recruitment and Retention category.*

14. PROMOTIONAL CAMPAIGN

A comprehensive, multi-tactic campaign that takes place over an extended period of time to promote a specific company message, event, program, or project. The campaign must include a combination of tactics and media—print, digital, or multimedia—and implementation strategies. In your Exhibits/Samples section, include one copy of your promotional plan describing campaign focus and objectives. Submit one copy of any collateral pieces and multimedia aspects of the program. If media relations was part of the campaign, please submit one copy of releases/media kits/features developed and a list of results. Include photographs of any materials (e.g., trade show display) that do not fit in the binder.

15. RECRUITMENT AND RETENTION

A program designed to recruit potential and retain current employees through print and/or electronic communications, including but not limited to ads, brochures, form letters, pamphlets, postcards, announcements, and email promotions.

16. SOCIAL MEDIA

A program that utilizes online social media tools to provide a platform for thought leadership, collaboration, and user interaction. Examples of social media include but are not limited to blogs,

networking sites (e.g., LinkedIn, Facebook), content-sharing sites (e.g., Del.icio.us, YouTube, Flickr), or news sites (e.g., Digg, Reddit).

17. SPECIAL EVENT*

A print or digital piece produced for one-time use to promote a special event including but not limited to an anniversary, new name, office opening, dedication, or ground breaking.

18. SPECIFIC PROJECT MARKETING*

An item or series of items developed in support of winning one specific project. Materials may be print and/or digital and include qualification packages, proposals, PowerPoint presentations, leave-behinds, or other pieces that contributed to the total effort. *Note: You may omit information deemed proprietary. In the clarification statement, please note where you have omitted propriety information.*

19. TRADE SHOW MARKETING

Communication pieces created to promote a firm's attendance at trade show exhibits or used during the trade show to attract booth traffic. Materials may be print and/or digital.

20. VIDEO

A program that utilizes video, podcasts, video/audio, or audio as the primary means of communication. Video programs are filmed communications, with or without audio. Podcasts are a series of audio or video programs, often downloadable for play on portable media players (e.g., iPods, MP3 players). Submit video/podcast on CD, DVD, or USB flash drive. For podcasts, submit two consecutive podcast episodes.

21. WEB SITE

An external, public Web site or mobile site (designed specifically for smartphones or other handheld devices) that either promotes your firm or has been launched by your firm for a specific project. Include the web address in your clarification statement. While judges will visit your site, please print and include in the submittal binder 5–10 pages of your Web site including your home page. Web pages will be viewed using the latest version of Internet Explorer. *NOTE: Internal Web sites or intranets should be submitted under the Internal Communications category.*

** Print and digital entries in this category may be judged and awarded separately.*

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SUBMITTAL REQUIREMENTS

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Please refer to pricing and entry deadlines on the Entry Form to determine the appropriate entry fees for your firm. Entries are due by 5:00 MST on the deadline date.

Materials will not be returned. All entries become the property of SMPS and may be displayed during SMPS and industry educational events as examples of best practices in marketing communications.

Please be sure you submit payment, a display board, and a judging binder for each entry to:

Jackie Sciarra
KTGY Group
820 16th St #535
Denver, CO 80202

Entry materials must be submitted as follows:

PAYMENT

Place one copy of the completed entry form, and a check made out to SMPS Colorado if paying by check, in the front inside pocket of the judging binder. Make sure you check is securely fastened to your entry form.

DISPLAY BOARD

These boards will be the ONLY display of your entry at the actual MEA event; their purpose is to showcase your entry on a level playing field with other entries. These will be used for the People's Choice Award. Entries must be suitable for public viewing and should not contain proprietary information.

Each entry should be submitted on one 20" x 30" (or smaller) black foam core display board.

Board should contain multiple single-sheet representations of your entry and should not contain any electronics, heavy items, or books. Examples include screen shots of a website, individual pages of an annual report, or photographs of a holiday promotional gift.

Each board must contain the name of the submitting firm, the entry category, and a title or brief description of the entry.

JUDGING BINDER

All materials, including entry form and exhibits/samples, must be submitted in one 8.5- x 11-inch, 3-ring, view binder (the binder will have a clear, slip-in pocket on the front cover intended for a cover sheet). A separate binder is required for each entry. (At the conclusion of the competition, the binders will be donated to a school or organization in need.)

All information and materials contained in the binder must be inserted into clear plastic sleeves. For larger items that do not fit into sleeves, use large metal binder clips or rubber bands to attach items (e.g., book, magazine, etc.) to the binder. Any materials that cannot be placed in a binder (e.g., clothing, hard hats, etc.) must be illustrated with a photograph.

To submit digital media on CD and DVD, please use plastic disk sleeves that can be inserted in a three-ring binder so the CD or DVD cannot fall out of the binder. Make sure that the digital media is viewable using a Windows-based platform and test your digital files prior to submitting your entry.

Please refer to the entry categories for specific submittal requirements related to your entry.

Each binder must contain the following items in the following order:

ENTRY FORM

Place one copy of the completed entry form inside the clear cover of the binder. In the payment section, please omit any credit card info and enter "Payment sent to Mandy Redfield" on Card # line. Do not create a cover sheet for the front cover of the binder. You may incorporate a cover sheet on the inside, in front of the table of contents.

TABLE OF CONTENTS

List all information/materials enclosed in the binder.

SECTION 1 | CLARIFICATION STATEMENT

One copy of the clarification statement must accompany each judging binder and follow the order and guidelines listed below. Please provide answers to all questions in the following format: 10-12 pt font size, 1.5 or double spaced. The clarification statement should not exceed two pages (about 600 words). You are encouraged to use bullets to outline your answers, as jurors have limited time to review each submittal. Please print the entry category, firm name, and entry title on each page of the clarification statement in the upper right corner.

1. YOUR FIRM'S MARKETING OBJECTIVE

- a. Goals: Clearly state your marketing goals. What did your firm hope to achieve with the piece or program? How do you intend to measure your results against the goals?
- b. Target Audience: Who was the audience for this piece or program? How many pieces were mailed? Characterize the composition, size, and location of your target audience

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(e.g., 250 CEOs and senior managers of the top 500 leaders of the Colorado high-tech industry).

2. CONTENT OF THE PIECE / PROGRAM

- a. Research, Planning, and Implementation: What market research was conducted prior to the planning of the piece or program? Describe the production and delivery method. Was an outside consulting or graphic design firm used?
- b. Message: What is/are the key message(s) intended for this piece, site, or program?
- c. Distinction: Explain your thought process in making your piece or program stand out from the crowd (i.e., why did you use the media you chose, what differentiates your piece or program, what was your thought process in regards to distinguishing your firm from others)?

3. RESULTS OF THE MARKETING EFFORT

Not including results will diminish your chance of winning.

Below are examples of measurable results you MAY want to include on your clarification statement:

- a. Did your results achieve your marketing goals and how?
- b. How many were mailed? Did you reach the target audience? What was the intended response? What was the response rate?
- c. What actions did the target audience take upon receiving the materials?
- d. What was your breakeven goal for profit/loss and did you achieve it?
- e. Did you meet specific sales goals?
- f. Did you gain new clients?
- g. Did you get the projects you hoped to get?
- h. What was the ROI?

4. BUDGET AND COST DATA

List your:

- a. Budget \$ _____
- b. Actual total cost \$ _____ (i.e., materials, printing, delivery), includes labor

SECTION 2 | EXHIBITS/SAMPLES

Please include one copy of the marketing piece that you are submitting for the judges to review, per your entry category's requirements. Any accompanying CDs or DVDs must be provided in a disk sleeve that can be inserted into the three-ring binder so the disk cannot fall out of the binder. Clearly label the disk with the following information:

- a. Individual's name
- b. Firm name
- c. Category
- d. Contents and format

JUDGING

Judges reserve the right to combine comparable categories on judging day.

You can request copies of the judges' scoring after 2/13/14 from Jackie Sciarra at jsciarra@ktgy.com.

Judges are selected for their expertise in marketing, communication and the design and building industry. Entries in each category are evaluated by a panel of three or more jurors. The judging criteria include five specific areas weighted equally. This includes:

1. **Marketing Objectives** (20%)
2. **Creativity** (20%)
3. **Quality** (20%)
4. **Content** (20%)
5. **Results** (20%)

Each area is weighted on a scale of 1 – 5. A score of "5" is the best and "1" is the worst.

Note: If there is only one entry for a category, an average score of 75% must be obtained in order to receive an award.

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