



WHAT IS IT?

In its inaugural year, the BC Event Industry Awards is a regional awards program recognizing outstanding achievements in special events, meeting management, conference planning and exhibition management. The program is open to any British Columbia based company that has produced an event or qualifying element of an event within the eligibility period or any company which has produced an event in the province of BC within the eligibility period. This is a public competition and is open to any individual or company which fulfills the qualifications.

The 2009 BCEA qualifying period is between September 1, 2008 and August 31, 2009. All entries must be received by October 2nd, 2009. No late entries permitted.

Winners will be presented at the CSEME09 Vancouver Industry Bash on October 21, 2009 at Rocky Mountaineer Station under the Air Star Event Dome.

Winners will also automatically move on to the NATIONAL Star Awards as nominees and will not need to re enter the program. The 13th Annual Star Awards Gala is scheduled for March 26th in Toronto. ***** *Only BCEA winners whose events fall into the national Star Awards eligibility period (January 31, 2009 - December 31, 2009) will be eligible for automatic nomination as a finalist for the Star Awards. BCEA winners whose events took place between September 1, 2008 and December 31, 2008 will not be eligible for entry into the 2009 Star Awards.*

AWARD CATEGORIES & CRITERIA

Best Trade Show - Consumer event, trade and expositions are acceptable. To enter this category your company must be responsible for producing and managing the event. Decorating or sales only are not sufficient. Include event budget and critical path or proof of production components and how you managed them. Please include examples of marketing collateral.

Best Sporting Event - Entrant must be responsible for producing the entire event, not just marketing it. Include logistical processes (ie: registration and volunteer management if applicable).

Best Food Presentation (Buffet or Plated) – Entrant must be the caterer - not the client - unless they are one and the same. Include photos of presentation and surrounding area (context use only). Speak to the event, theme, integration and colour/texture consideration.

Best Catered Event – Entrant must be the caterer, not the planner unless they are one and the same. Include use of photos and themes. Speak to the design of the menu and creativity of food presentation.

Best Entertainment Production - Refers to an event where the entertainment is the primary focus. Can be choreographed stage show or customized entertainment production / program designed to complement the event theme. A MAXIMUM of 3 MINUTES of Video footage must be included with all entries.

Best Achievement in Technical Support – Must be entered by the company directly responsible for the technical support of the event. An event planner cannot enter this category unless they actually designed the technical elements. Can include achievements in rigging, lighting staging, AV support, sound design, power distribution, etc.

Best Wedding - This is NOT a décor category but designed for wedding planners /producers. The wedding planner must have been responsible for all aspects of the planning and budgets must include all line items and event components from catering and invitations to transportation and chair covers (all items invoiced).



Best Charity or Cause Related Event – Refers to an event designed and produced for or by a Not for Profit or was designed to raise awareness of or further a cause. Include materials and marketing plans if applicable as well as proof of targets reached.

Best Corporate Team Building Event - Refers to an event designed for the purpose of teaching, training, reacquainting or bonding members of a corporation or organization. Give specific examples of how these objectives were met.

Outstanding Logistical Achievement - Please state objectives and challenges clearly and explain how these were successfully overcome. Judging based on unique problem solving and degree of challenges overcome.

Best Festival (must be open to the public) - Refers to all festivals produced for a specific city, district, province, community or public celebration. Corporate or privately held festivals are not permitted to apply. Include event budgets, marketing materials (if applicable) and proof of production elements. Show risk management and identify how logistical needs for attendees and event were met.

Best Conference - Must include a full description of the entire program, including all functions. TIPS: Include the audience, goals and objectives and how those were reached. Demonstrate the mission statement for the conference and identify key elements of production including (if applicable): housing, transportation, events, program, collateral material (if you produced it), logistical challenges, scheduling issues overcome. Outline your objectives in point form and demonstrate that those objectives were met using real facts and figures..

Best Theme Decor Under \$10,000 - This is for DECOR only and does not include entertainment or catering. Include clear pictures, budgets, and proof that you designed and installed the decor. This must also include the value of any sponsored components of the decor.

Best Theme Decor Over \$10,000- Same as previous.

Most Outstanding Event Under \$100,000 - Either corporate or private, this is any kind of event. The event budget must be within the specified dollar values and must reflect the retail amount that was billed to the client. For food & beverage functions, only include catering as part of your total budget if you contracted the caterer. Include your role in the project, prove your challenges and solutions and include photos and a mandatory video (see video requirements on next page). The budget must also include the value of any sponsored components of the event.

Most Outstanding Event Over \$100,000 - See above

BC Entertainer of the Year - Include samples of your work; video is mandatory. Maximum 3 minutes and NOT promo showing audience reactions or interviews, it must include a sample of a performance. Detail type of entertainment and the number and quality of clients and events in 2008/2009. Judging will be based on referral letters, video footage, and quality of entertainment value. This is NOT a lifetime achievement award; it is for one years work.

HOW TO PREPARE YOUR ENTRY

This year as a part of our ongoing commitment to sustainable business practices, you may enter one of two ways; either by hard copy or digitally. You may now enter your events and programs via email. Here's how to simply and effectively prepare your entry.

Emailable Entries: Documents must be submitted in Word Format. You may PDF the files for safety to ensure they don't shift, however its not required.

1. The first page is always your Title Page
2. Followed by your entry form.
3. Objective Statement if applicable
4. Event description and related category criteria as outlined in the category requirements listed above (Maximum 1000 words)
5. Agreement /reference letter from client



6. A MINIMUM of 3 images must be attached and or 1 Maximum 3 minute MP3 Video. Images MUST be in JPEG format only.
7. Emailed entries must include a credit card for the entry fees. Fees are \$55.00 per entry . Joint entries require 2 fees per to cover the cost of the 2nd trophy if you win.
8. **100 WORD SUMMARY:** A 100 word summary of the event must be included on the last page of your entry.

Hard Copy Entries:

Hard copy entries are the same as above except the following:

1. A 3 ring binder (preferably eco friendly) must be used. NO duo tangs please.
2. Images (3 min) must be 5x7 and submitted with the package along with a disk containing digital copies in jpg format.
3. ABSOLUTLEY NO PLASTIC SLEEVES EXCEPT ONE FOR THE VIDEO WHICH MUST BE SEALED AT THE TOP.
4. All Videos must be labeled with the category name of the event and your company name.
5. Full payment for each entry must accompany your entry. Cheques made payable to Canadian Event Perspective Magazine

Helpful Hints

REFERENCE LETTERS: Have a reference letter from the client or governing body (the person who contracted you or your company), stating that you, in fact, were responsible for doing the work.

OBJECTIVE STATEMENT: Explain the event or event element objectives and how they were met. You may use point form. Also include an explanation of why you feel the event was outstanding and how it fits into the category. 300 Max.

DESCRIPTION: Tailor your description to the category you are entering. For example, do not enter the same description for Best Decor as for Best Wedding. Flowery wording and romancing of details does not help in the judging process. Describe the process involved in the design, planning and execution of the event and why these elements were challenging. Max 1000 words. (points deducted for overage)

PHOTOS - CRITICAL: PLEASE choose one which reflects the category you entered; ie. If its best wedding don't send in a food shot!

VIDEO FOOTAGE - NEW RULE: EDIT IT TO 3 MINUTES

Submitted video of your event should be in DVD format. If producing a DVD, please ensure that it works in both a DVD player and on a computer. Please clearly label the DVD and DVD case with your company or individual name and event name. You must include a separate copy of the DVD with each applicable entry.

100 WORD SUMMARY: A 100 word summary of the event must be included on a white, 4x6, unlined index card typed in Arial 11 pt font. You must also include your 100 word summary on a CD or floppy disk as a Word document for PC or as a text file for PC. DO NOT GLUE THIS CARD TO ANYTHING. If the description is missing the entry will be disqualified.

JOINT ENTRIES OR MULTIPLE CATEGORIES: A company or individual may enter the same event in more than one category, but you must submit an entirely new package and include all elements in each entry. Judges will not take photos or descriptions from one entry and apply them to another entry. Each entry MUST be complete and tailored to the category. It will work against you if you duplicate and entry and just change the title.



THE ENTRY FORM

This form must accompany your entry in either hard copy or digital format.

Category of Entry _____

Contact Name _____ E-mail _____

Your Company _____

Address _____ City _____ Prov _____ Postal Code _____

Phone _____ Website _____

Date and Location of the event (city and venue) _____

Name of Client or Governing Body Event was Produced for _____

Client's Contact Name _____

I understand that my entries will NOT be returned to me and may be used in print or online promotions of the BCEA or the Star Awards. All information regarding the client that my event was produced for will be kept private and no one except the CEP Office Staff will have access to this information.

I have read the terms and conditions as outlined below.

I am entering number of categories and I am enclosing a cheque for \$ _____

All cheques are made payable to Canadian Event Perspective Magazine

PRINT OUT AND MAIL TO:

THE CANADIAN EVENT INDUSTRY AWARDS

208 Belvedere Street, Winnipeg, MB R3J2H2

Tel: 877 212 3976. Email: info@canadianspecialevents.com

Or if paying by Visa or MC:

Card # _____ Exp _____ 3 Digit CVC Code on Back _____

Name of Cardholder _____

I agree to allow CEP Magazine to charge the following amount on my credit card \$ _____

Signature _____ Date _____

Each entrant must pay an entry fee of \$55.00 Canadian. If the entry is joint, fees are \$55 for each Entrant listed on the entry form.



TERMS AND CONDITIONS

1. All events must have taken place between September 1, 2008 and August 31, 2009
2. A separate package must be submitted for each entry. ••All entries judged by dollar value must include a detailed budget. All budgets must be in retail prices (the total amount the client was billed)
3. The full amount of all entry fees must accompany your entry package.
4. Budgets and clients are not displayed and are kept confidential.
5. Judges decisions are final.
6. It is the responsibility of the nominees to cover any cost related to attending the Awards.
7. Your materials will not be returned to you.