

STAR AWARDS

FESTIVALS • TRADE SHOWS
CONFERENCES • LOGISTICS
ENTERTAINMENT
LIGHTING • WEDDINGS
EVENTS • FESTIVALS • DECOR
TENTS • CATERING

10

Call for Entries

13th Annual Canadian Event Industry Awards



THE CANADIAN EVENT INDUSTRY AWARDS IS OWNED BY CANADIAN EVENT PERSPECTIVE MAGAZINE.

THE AWARDS GALA WILL TAKE PLACE ON MARCH 26, 2010 AT ATLANTIS PAVILIONS IN TORONTO



DEADLINE FOR ENTRY SUBMISSION IS FEBRUARY 1, 2010

★ Do You Award



The CEIA is a national award program that recognizes outstanding achievements in Canadian special events, meeting management, conference planning and exhibition management. The program is open to any Canadian company that has produced an event or qualifying element of an event within the eligibility period. Membership in any particular association is NOT a prerequisite.

Canadian Event Perspective Magazine

Tel: (250) 538-5553 or (204) 416-6800
Email: awards@canadianspecialevents.com
Web: www.canadianspecialevents.com

Produce Winning Events?

Eligibility

Any Canadian-based company that has produced an event or qualifying element of an event between January 1, 2009 and December 31, 2009.





All entries must be received by February 1, 2010. Due to time constraints and publishing deadlines, NO EXTENSIONS will be possible under any circumstances.

Nominees

The CEP Advisory Council will complete the final judging. There is a minimum score required for nomination regardless of the number of entries submitted. If only ONE entry is received in a category it will be judged like any other entry and if it receives a minimum score of 20/25 it will be given the award.

Winners will be announced at the Gala Awards Dinner held on March 26, 2010.

AWARD CATEGORIES & CRITERIA

- 1. Best Opening Event** - Any event for which the purpose is to celebrate an opening, ie. sporting event, a season, building or business. Speak to creativity and originality of the event concept and development.
- 2. Best Multiple Day Incentive Program** - To enter this category the entrant must have been ultimately responsible for the execution of the overall incentive program. Single events produced as part of a program are not applicable. Speak to the originality of components.
- 3. 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 is not sufficient. Include event budget and critical path or proof of production components and how you managed them. Please include examples of marketing collateral.
- 4. Best Trade Show Booth** - Entrant must be responsible for both design and construction. Include clear pictures, your objective statement and a list of construction materials. Speak to the creativity, functionality and flow.
- 5. Best Use of Tenting** - Will be judged on the degree of unique design as well as risk management, integration of tent design with the theme and how challenges and obstacles of installation were overcome. Include copies of permits if applicable.
- 6. Best Sporting Event** - Entrant must be responsible for producing the event, not just marketing it. Include logistical processes (ie: registration and volunteer management).
- 7. 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.
- 8. Best Buffet Table Design** - Refers to the design and installation of the buffet decor and display. Speak to the creativity of the design.
- 9. Best Table Center** - Entrant must be responsible for creation and installation of piece. Show design process and explain theme integration concepts.
- 10. 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.
- 11. 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 compliment the event theme. Video footage must be included with all entries. (See video requirements on How to Enter page)
- 12. Best Use of Lighting** - Must be entered by the company directly responsible for the lighting design and execution.
- 13. Best Achievement and Technical Support** - Must be entered by the company directly responsible for the technical support of the event. Can include achievement in rigging, staging, AV support, sound design, power distribution, etc.
-  **14. Best Wedding under 75K**- This is NOT a decor 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 to chair covers; all items invoiced.
-  **15. Best Wedding over 75K**- See above description for Category 14.
- 16. Best Event Produced for a Charitable Organization** - Refers to the event production only, funds raised and marketing are not judged.
- 17. Best Fund Raising Event (includes fund raising)** - Refers to all areas of the event, including the dollars raised and media exposure generated. Include cost summaries, objectives, marketing materials and plan as well as proof of targets reached.
- 18. Best Media Event (with no charitable component)** - Any event that has been produced with the main purpose to generate media. NO charitable component permitted. You must prove all media exposure - do not just state it.
- 19. Best Corporate Team Building Event** - Refers to an event designed for the purpose of teaching, training, recreating or bonding members of a corporation or organization. Give specific examples of how these objectives were met.
- 20. Best Public Entertainment Event** - The event must be open to the public. Private events or corporate events do NOT qualify. Proof of the entertainment value, how the event was designed to attract the audience, public event issues such as security, visibility, signage, family facilities (if applicable) must be included. Also explain the 'wow' factor to answer whether or not this event was 'Entertaining'. Entry must include a video (see video requirements on How to Enter page) and speak to public appeal. Suitability for target audience must be proved.
- 21. 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.
-  **22. Best Event Produced for a Corporation by an IN HOUSE Team or Planner** - Entrant must show proof of all production elements including budget and reference letter from superior proving event was successful. Entry must include a video. (see video requirements on How to Enter page)
-  **23. Best Event Produced for a Corporation by a Third party independent planner** - Description as for category 22.

AWARD CATEGORIES & CRITERIA cont.

24. **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.
25. **Best Cultural Event** - Any event in which the main theme is to represent a culture, celebration, tradition or holiday specific to a nationality or religion (i.e. Chinese New Year). This category is NOT open to CORPORATE THEME events where the theme is a cultural replication.
26. **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. 2000 word maximum allowed in detail section.
27. **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.
28. **Best Theme Decor \$10,000 to \$30,000** - Same as previous.
29. **Best Theme Decor Over \$30,000** - Same as previous.
30. **Most Outstanding 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.
31. **Most Outstanding Event \$100,000 to \$300,000** - See above
32. **Most Outstanding Event Over \$300,000** - See above
33. **Entertainer of the Year** - Include samples of your work; video is mandatory. (See video requirements on next page) Detail type of entertainment and the number and quality of clients and events in 2008. Judging will be based on referral letters, video footage, and quality of entertainment value.
34. **Event Professional of the Year** - This award is given to the person who inspires others to achieve event success, who stands out from the crowd by having made exceptional contributions to the industry over the past year, who creates success stories time and time again and operates their business or career with the highest level of enthusiasm, accomplishment and professional integrity. This individual may be professionally involved in the special event industry in any discipline of planning or producing events or meeting, incentives, involved in event design, décor, technical production, coordination, catering or facility management. This individual will have proven in their submission, that over the preceding 12 months they have shown exemplary performance in their discipline, have contributed to the growth and development of the industry and have gone above and beyond client and peer expectations and have raised the bar for those they work with and for. Please submit a year in review summary, images supporting your entry, a professional headshot, personal bio and 3 letters of reference from colleagues, 2 from clients and one from a superior.



HOW



TO ENTER THE CEIA

ADVICE & RULES FOR PREPARING YOUR ENTRY

This year as a part of our ongoing commitment to sustainable business practices, we are offering you the option of entering 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 or PDF format – NO other formats will be accepted. If you are emailing your entry you must submit a complete document. In other words, put all the parts into one file. Do NOT send one file for the objective, one for the summary. Create one word document and or PDF file. The images and video can be separate. Client letters MUST be included.

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 \$75.00 per single entry or \$150.00 for joint entries (more than one entrant)
8. 100 WORD SUMMARY: A 100 word summary of the event must be included on the last page of your entry.
9. Videos must be edited to no longer than 3 minutes and must be submitted in either MP3 or windows media file.
10. Full payment for each entry must be paid by visa or master card. Use the entry form for credit cards

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. ABSOLUTELY NO PLASTIC SLEEVES EXCEPT ONE FOR THE VIDEO WHICH MUST BE SEALED AT THE TOP.
4. All Videos must be labelled 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 or include a cc on your form.

Preparing Your Entry

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. 500 words 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)

HOW



TO ENTER THE CEIA

ADVICE & RULES FOR PREPARING YOUR ENTRY CONTINUED...

VIDEO FOOTAGE - NEW RULE: EDIT IT TO 3 MINUTES

Submitted video of your event should be in MP3 or windows media file. If producing a DVD, please ensure that it works in both a DVD player and on a computer. PLEASE CHECK IT ... if judges cant play the DVD your 5 points will be deducted. If you are mailing an entry in, 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.

PHOTOS - CRITICAL: You must include one hard copy 5x7 photo which CANNOT be a photocopy and this photo MUST also come digitally on CD or USB clip because it is for display purposes. The file MUST be named with your category name and your company name: eg. BestConference-MyCompany.jpg. Do not call it CEIA photo. PLEASE choose a name which reflects the category you entered; ie. If it is Best Wedding, don't send in a food shot! There must be a minimum of 4 additional photographic images included in your entry and these MAY be colour photocopies. Failure to follow the photo criteria will disqualify your entry.

SUPPORTING MATERIALS: Include any supporting materials such as flyers or media clippings.

PLASTIC SLEEVES - NEW RULE: Plastic sleeves are not permitted any longer due to recycling issues with them. ONLY collateral material can be submitted in plastic sleeves.

DECIDING WHAT TO ENTER: The category you enter must correspond directly to the work that you do. For example, if you enter Best Food Presentation, you must be the caterer not the contractor. If you enter Best Wedding you must be responsible for planning every detail you enter. You cannot submit the entire wedding if you only planned the reception.

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 an entry and just change the title.

COMPANY BIO: Unless you are submitting for Event Professional of the Year or Entertainer of the Year, please do not include a personal or corporate bio or history; remember the submission is for the event, not for your company

DEADLINE: Please note the CEIA must receive your entry in our office by FEBRUARY 1, 2010. Please contact your courier service or investigate mail service to ensure the time required to arrive at the office. All entries become the property of the Canadian Event Industry Awards and will not be returned under any circumstances.

CEIA 2010 ENTRY FORM

This must accompany your entry. Please print out this form - it is not set up for electronic mailing.

Category of Entry _____

Contact Name _____ E-mail _____

Your Company _____

Address _____ City _____

Province _____ Postal Code _____

Phone _____ Fax _____

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 publications to promote the winners, nominees and the CEIA. All information regarding the client that my event was produced for will be kept private. I have read the terms and conditions as outlined below.

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

Each entrant must pay an entry fee of \$75.00 Canadian. If the entry is joint you must submit 75\$ for each entrant listed on the entry form. All cheques are made payable to Canadian Event Industry Awards.

Signature _____ Date _____

Payment on Credit Card _____ Name on Card: _____

Visa/Mastercard# _____ CVC# (3 digit code on back must be included) _____

I agree to allow Canadian Event Perspective Magazine to charge my credit card for _____

Signature _____ Date _____

PRINT OUT AND MAIL TO:
THE CANADIAN EVENT INDUSTRY AWARDS
www.canadianspecialevents.com

208 Belvidere Street, Winnipeg MB R3J2H2
Tel: 204 416 6800 Fax: (250) 538-5554
Email: info@canadianspecialevents.com

TERMS & CONDITIONS *All events must have taken place between January 1, 2009 and December 31, 2009*

- 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)
 - A cheque for the full amount of all entry fees must accompany your entry package.
- If nominated, photographs and descriptions of your work or portions thereof will be displayed at the CEIA nominees viewing at the Canadian Events & Meetings Expo.
 - Budgets and clients are not displayed and are kept confidential. ••Judges decisions are final.
- It is the responsibility of the nominees to cover any cost related to attending the CEIA Gala Awards.
 - Your materials will not be returned to you.

All entries submitted for the 13th Annual CEIA become the property of the Canadian Event Industry Awards and portions there of may be used to promote the event. Please do not ask for the return of entries.

- No late entries will be accepted.