



**9th Annual
Canadian Event Industry Awards**

Star Awards

**Call
for
Entries**

THE CEIA IS OWNED BY CANADIAN EVENT PERSPECTIVE MAGAZINE
AND THE 2006 GALA AWARDS CELEBRATION
WILL BE PRODUCED BY ECLECTIC EVENTS INTERNATIONAL

DEADLINE FOR ENTRY SUBMISSION IS FEBRUARY 1, 2006

★ 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.

Stark Communications & Events Inc.

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Produce Winning Events?

Eligibility

Any Canadian-based company that has produced an event or qualifying element of an event between January 1, 2005 and December 31, 2005.

All entries must be received by February 1, 2006 in order to qualify. Due to publishing deadlines, **NO** extensions will be possible.

Nominees

A minimum of two nominees in each award category will be selected from the entries and The CSEME Advisory Council will complete the final judging.

There is a minimum score required for nomination regardless of the number of entries submitted. Awards will not be presented in categories when less than two entries are received.

Winners will be announced at the Gala Awards Dinner held March 24, 2006, in Toronto

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 handling of logistics and 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 of attendees.
- 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 risk management and 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 budget, 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.
- 12. 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.
- 13. Best Use of Lighting** - Must be entered by the company directly responsible for the lighting design and execution.
- 14. Best Wedding** - This category is for planners who have produced the entire wedding not just portions thereof. Speak to unique and individual creativity and originality.
- 15. Best Event Produced for a Charitable Organization** - Refers to the event production only, funds raised and marketing are not judged.
- 16. 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.
- 17. 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.
- 18. 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.
- 19. 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 and speak to public appeal. Suitability for target audience must be proved.
- 20. 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.
- 21. Best Event Produced for a Corporation** - All events produced for a corporate client. Show proof of all production elements including budget. Entry must include a video.
- 22. 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. Entry must include a video.



AWARD CATEGORIES & CRITERIA cont.

23. **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.
24. **Best Entertainment Event Produced for a Private Individual.**
- All events produced for a private client. Show proof of all production elements including budget. Entry must include an entertainment video.
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. Speak to risk management.
26. **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.
27. **Best Theme Decor \$10,000 to \$30,000** - Same as previous.
28. **Best Theme Decor Over \$30,000** - Same as previous.
29. **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 video. The budget must also include the value of any sponsored components of the event.
30. **Most Outstanding Event \$100,000 to \$300,000** - See above
31. **Most Outstanding Event Over \$300,000** - See above
32. **Entertainer of the Year** - Include samples of your work; video is mandatory. Detail type of entertainment and the number and quality of clients and events in 2005. Judging will be based on referral letters, video footage, and quality of entertainment value.
33. **Producer of the Year** - Producer of the Year is presented to the candidate who has achieved the highest level of success over the past 12 months, as determined by the Advisory Council using materials submitted in the entry package (which must include a video.) This award is presented to the individual/s who have directly produced or coproduced a collection of unique and creative events; have contributed to the overall betterment of the industry; who through the course of his or her career has demonstrated outstanding professionalism and who maintains exemplary standing in his or her business community. Entries must include an itemized list of work completed over the past year with referral/thank you letters verifying level of involvement. In addition include any other reference letters, descriptions of recent work, a letter to the judges explaining your qualifications for this award, other accolades and professional accomplishments, contributions to the industry, i.e., mentoring, or association involvement. Video footage is required.



THERE IS NO
GREATER
MEASURE OF
SUCCESS
THAN THE
APPLAUSE
OF THOSE
WHO DO
THE SAME.

HOW TO ENTER THE CEIA



STEP BY STEP GUIDE TO PREPARING YOUR ENTRY

The first thing you need to do is get organized, so gather together all of the materials that will go into your entry package. Do not leave items (i.e. reference letters) to the last minute. Your entry reflects your company. Think of the judges as if they were clients; your entry package should include all requested information and be as clear and concise as if you were responding to a Request for Proposal. If you were to miss elements you would not get hired for the event. Trust us, it is worth the work when you are able to use a "nomination" and/or "win" to market your company.

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. A company or individual may enter the same event in more than one category, but you must include all elements in each entry. Judges will not take photos or descriptions from one entry and apply them to another entry.

All photos, CDs and videotapes must be secured in sleeves. Do not use pockets. If items fall out they may cause your entry to lose valuable points.

Please note the CEIA must receive your entry in our office by February 1, 2006. Please contact your courier service or investigate mail service to ensure the time required to arrive at the offices on Salt Spring Island, BC. Entries become the property of the Canadian Event Industry Awards and will not be returned under any circumstances.

Unless you are submitting for Producer 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, and points may be deducted for not following the criteria.

A **DUOTANG**: Every category you enter must be submitted in its own clean duotang. **NO 3-RING BINDERS WILL BE ACCEPTED**. There should be nothing referencing your event on the outside of the duotang. All photos/forms/written descriptions must be easily removable from the duotang. Do not glue photos to pages, use photo sleeve pages. Do not tuck items into pockets. You do not need section dividers, but must include a table of contents with all items in the following order:

1. **ENTRY FORM**: Fill out the entry form. A separate entry form and photocopy of the entry form must accompany each entry and be placed at the front of each duotang. (That is two copies of the entry form per entry/duotang). Please enclose \$75.00 Canadian per entry. Cheque or money order made payable to Canadian Event Industry Awards.
2. **REFERENCE LETTER**: You must include a 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, that you met the requirements of the job and that they were satisfied with your work.
3. **OBJECTIVE STATEMENT**: Explain the event or event element objectives and how they were met. Include how you identified that the objectives 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. 1000 word maximum.
4. **1000 WORD DESCRIPTION OF THE EVENT**: Tailor your description to the category you are entering. For example, do not enter the same description for Best Decor as for Best Wedding. Concise is the operative word. Please refrain from overstating the obvious and write your description clearly, speaking to the facts. Flowery wording and romancing of details do not help in the judging process. Let your photos speak to the feel and magic of your event. Describe the process involved in the design, planning and execution of the event and why these elements were challenging. Maximum 1000 words.
5. **PHOTOS**: You must include one hard copy 5x7 photo (no photocopies or digital files) that will be used for display across Canada - so choose a good one! There must be a minimum of 2 additional photographic images included in your entry. colour photocopies are acceptable providing one also submits images on a CD in jpeg format, scanned at a minimum of 300 dpi. Additional photographic images will be given weight by the judges and will help to communicate your event. Photocopies sent without two digital images or two original prints will disqualify your entry.
7. **VIDEO FOOTAGE**: In all categories videos or DVDs may be submitted in addition to the photo requirements, not in place of. This is mandatory for the following categories: Producer of the Year, Best Public Entertainment Event, Best Entertainment Production, Best Festival, Entertainer of the Year and all "Most Outstanding" categories. All videos must be edited down to 5 minutes and must be in NTSC VHS format or in a DVD format that plays on all machines. If producing a DVD, please ensure that it works in both a DVD player and on a computer. Please clearly label the video and video jacket with your company or individual name and event name. You must include a copy of the videotape or DVD with each applicable entry.
8. **SUPPORTING MATERIALS**: Include any supporting materials such as flyers or media clippings.
9. **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.**

MANDATORY

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CEIA 2005 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 entry is \$75.00 Canadian funds. All cheques are made payable to Canadian Event Industry Awards.

Signature _____ Date _____

PRINT OUT AND MAIL TO:

THE CANADIAN EVENT INDUSTRY AWARDS

2203-115 Fulford Ganges Road, Salt Spring Island BC, V8K 2T9

Tel: (250) 538- 5553 Fax: (250) 538-5554 Email: info@canadianspecialevents.com

www.canadianspecialevents.com

TERMS & CONDITIONS All events must have taken place between January 1, 2005 and December 31, 2005

- 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 9th 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.

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