

2018 Call for Entries



Presented by the International Live Events Association - Minneapolis-St. Paul Chapter



The International Live Events Association (ILEA) – Minneapolis-St. Paul Chapter launched the Minnesota Star Awards to recognize outstanding professionals in the special event industry for all of the events they create, plan, manage and execute each year.

2018 Minnesota Star Awards

Who can enter the awards?

Anyone who has produced events (or components of events) within the region represented by the ILEA Minneapolis-St. Paul Chapter **or** who works in this region, but produces events in other locations is eligible to enter.

ILEA membership is not a requirement to enter most categories.

Why should I enter the ILEA Minnesota Star Award?

By entering the ILEA Minnesota Star Awards, you are able to demonstrate the caliber of work that you and your company are doing! This is your opportunity to show people what you can do and what makes you stand apart from your competition. Imagine being able to tell your clients that your company is “award winning!”

Who judges the awards?

The Minnesota Star Awards are judged by ILEA event professionals from other Chapters throughout the world. All entries are first reviewed against the rules by an auditor. Once the auditor has determined that all criteria has been met, all qualifying entries are sent to another ILEA chapter for judging.

The results are returned directly to the auditor, who supplies the information about the winning entries to the award production company.

In order to maintain fairness in the judging, *the Minnesota Star Awards submission must be entirely anonymous.* No mention of names or company names of the submitting company(ies) are allowed *anywhere* in the entry (including but not limited to in your answers/text, photos, or anywhere on collateral or supporting documents).

process has been aligned with the [ILEA Esprits](#), making submitting to both easier. (Remember to save a separate copy of your answers in a Word document to reference.)

Be sure to follow all the rules and **submit your entry by 11:59 pm CST, Sunday, March 4, 2018.**

Then [plan to attend](#) the ceremony on Saturday, April 14, 2018 at Mystic Lake Center to see the winners revealed live.

What if I have questions?

If you have questions about the process, or run into problems, please send an email to starawards@ilea-msp.org.

2018 Minnesota Star Awards Rules and Regulations

ELIGIBILITY

1. **Qualifying Entries:** Events submitted for the 2018 Minnesota Star Awards must have occurred between January 1, 2017 and December 31, 2017.
2. **Eligibility:** Entries are open to **all** event professionals for most categories with the exception of the Best ILEA Team Effort, which is only open to ILEA members. To enter as a member you must be listed on <https://member.ileahub.com/> as a member on or before 11:59 pm CST, Sunday, March 4, 2018.
3. **Nominees:** The top three nominees in each category will be notified the week of March 26, 2018.
4. Awards will be presented at the Minnesota Star Awards Ceremony on Saturday, April 14, 2018 at Mystic Lake Center.
5. Questions can be directed to the Awards and Entries Committee by emailing starawards@ilea-msp.org.

REQUIREMENTS OF SUBMITTING AN ENTRY

Entry Submission:

- Each entrant must complete the online submission process including successfully processing entry payment.
- Entrant may submit multiple events in more than one category using the same online application.
- Entrant may enter the same event into more than one category with the exception of the Event Planning categories.
 - **The same event may not be entered in more than one of the six Event Planning categories.**
- Entrant must complete all sections of the online application. Incomplete applications will be disqualified.
- It is strongly recommended that each entry be created in a word processing document to ensure the ability to spell check, check grammar, make edits, etc. Text can then be copied and pasted into the online submission. Make sure to save a copy of the Word document in case there is any difficulty uploading the entry. This copy can also be used as a reference if you go on to enter for an [ILEA Esprit](#) since the Minnesota Star Awards follows a similar format.

Note: Programs such as Microsoft Word contain backend formatting, so that when text is copy/pasted from Word into Cvent, it may increase the character count, even though you cannot see the extra characters. If you would like to draft your entry before entering into Cvent, you may want to consider using **plain text**, in a program such as MS Notepad.

Joint Submissions:

- A joint entry can be entered when up to three individuals or companies were instrumental in the planning of the event. Each individual can be from the same company (i.e. co-chairs of an event), or from separate companies (ie: a client representative and a vendor representative), but EACH entrant must supply an entry fee.
- Joint and Best ILEA Team Effort entries are to be submitted online by one primary entrant, the Team Leader, for the group.

Multiple Submissions:

- If you complete your entry submission and decide to enter another event or category, you must do so using an alternative email address than previously used.
- If you are entering different events into the same category, you must prepare a separate online entry for each event using an alternative email address.
- Whenever possible, do not use alternative names on your application. This risks confusion with the nomination and award production process.

Names/Logos and Disqualification:

- Entrant name and appropriate contact information must be included in **ONLY** registration and payment portion of the submission process.
- Entrant name and company logo **MUST NOT** be included **ANYWHERE** IN your entry submission answers, including all text, support materials, collateral, photos, videos, invitations, invoices, etc., **including in the file names of the files you upload**. If your client is someone other than your own firm or your Additional Entrant's firm, that company's name and/or logo can be included.
- Disqualification will result if entrant(s) name or entrant(s) company's name or logo appear anywhere within the submission text or supporting materials.

SUBMITTING YOUR ENTRY

DEADLINE FOR ENTRY:

Online entries are due by 11:59 p.m. CST on Sunday, February 25, 2018 at a cost of \$65 per entrant.

**An extended submission deadline will be available until 11:59 p.m. CST on Sunday, March 4, 2018 at a cost of \$95 per entrant.*

ONLINE ENTRIES NOT COMPLETED BY 11:59 PM CST on Sunday, March 4, 2018 WILL BE DISQUALIFIED.

Online Entry: General Information:

It is **strongly recommended** that an entry is first created in a word processing document to ensure the ability to spell check, check grammar, character counts, make edits, etc. Text can then be copied and pasted into the online submission. Make sure to save a copy of the Word document in case there is any difficulty uploading the entry.

You will have the opportunity to save your information as you go. It is **strongly recommended** that you click the Save button, located at the bottom of the page, and save your online submission frequently. Once an entry is started, you will have seven (7) days to complete it. ***If the entry is not fully completed and paid for within seven (7) days, any saved information will be discarded and a new entry will need to be started. If you remain idle on a page within the submission for 40 minutes or more, your entry session will expire and you will lose any content you have not saved.***

PROCESS FOR ENTRY

STEP 1: START THE SUBMISSION PROCESS

1. Before inputting any data into the Cvent registration system, it is recommended that you prepare by (1) restarting your computer, (2) using Chrome or Firefox as your internet browser, and (3) clearing your cache & browser history. This should help increase the speed of uploading collateral documents.
2. Visit www.ilea-msp.org and click the ILEA Minnesota Star Awards.
3. Click on the **Enter the ILEA Minnesota Star Awards** button that will open a page with a link for all award categories.
4. Under Invitee Information, enter your name, email and select if you are an ILEA Member or Non-Member and click *Save and Next*. **NOTE: If you are entering the Best ILEA Team Effort category, use the ILEA Affiliation drop down menu to select ILEA Team Effort. If you want to enter any other categories in addition to Best ILEA Team Effort, you must prepare a separate online entry using a unique email address.**
5. Enter your Personal Information and click *Save and Next*.
6. Check the number of categories you wish to enter, then click *Next* and check the box(es) next to the name of the category(ies) you would like to enter to begin the entry process. A new page will open to begin an online entry for all of the categories you have selected. If you wish to enter more than 10 categories, you must prepare a separate online entry using a unique email address.
NOTE: This portion of the entry process should not be anonymous. Please include your real name and contact information. An alternative email may be required if you are entering multiple categories or entries at different times during the submission calendar.

STEP 2: INPUT ENTRY INFORMATION AND RESPONSES

1. Enter the Event Name (100 character limit) and date(s) of the event. Events must have taken place between January 1, 2017 and December 31, 2017.
2. Complete answers for judging criteria.
3. Answer each of the category-specific questions in the space provided using no more than the maximum number of characters indicated for each question. No website links or images are permitted within the entry response field.
4. Review your information and click *Save*.

Note: Submission content criteria explained starting on page 8 of this document.

STEP 3: UPLOAD COLLATERAL and SUPPORTING DOCUMENTS

EACH file must not exceed 10MB Accepted files include .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls

NOTE: NO entrant, company name or logo may appear in the file names or digital files.

TIP/RECOMMENDED BROWSER: Because you will be uploading many documents with your submission, we recommend that you restart/reboot your computer prior to uploading your collateral if you have not recently done this. After that, we recommend you use Google Chrome or Firefox as your browser when uploading the collateral. (We do not recommend using Internet Explorer or Microsoft Edge to upload collateral.) Cvent also recommends that you clear the browsing history and empty the cache on your computer before uploading your collateral. Large sized files may be subject to longer uploading time.

1. **Two (2) Event Photos** (Required) at high resolution, usually around 2MB per image, and 300dpi. Click *Browse* to find the photo you wish to upload from your computer. Repeat the process for the second event photo. You will not be able to proceed without uploading two (2) photos.

NOTE: These photos may be used for marketing purposes if the entry is nominated. If you wish, you may re-upload the same photos in the event collateral section as long as they do not have your companies' logo or information on them.

2. **Budget** (Required for Best Event Design/Décor, and Best Event Planning Wedding categories only)
A detailed budget listing the retail value of all items used, including donated, sponsored and inventory items and excluding any preferred supplier rates and discounts **MUST** be included. Failure to disclose the full **RETAIL** market value for the products and/or services utilized will result in a disqualification. Click *Browse* to find the file you wish to upload from your computer. *Maximum Number of Budget Files: One (1)*

3. **Management Collateral**

Consists of the documents necessary for the pre-planning and production of events, and supports the event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. A multipage piece such as a timeline or production schedule will each be considered one piece. Click *Browse* to find the file you wish to upload from your computer. Repeat the process until all Management Collateral you wish to provide has been uploaded.

Maximum Number of Management Collateral Files: Five (5). EACH file must not exceed 10 MB.

Accepted files include .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls

4. **Event Collateral**

Consists of the visuals/collateral/products that are used to create look, feel and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item. A multipage piece such as a menu or program will each be considered one piece. Click *Browse* to find the file you wish to upload from your computer. Repeat the process until all Event Collateral you wish to provide has been uploaded. *Maximum Number of Event Collateral Files: Ten (10). EACH file must not exceed 10 MB.*

Accepted files include .jpg, .jpeg, .bmp, .png, .pdf, .doc.

5. **Multi-Media Collateral**

All categories are allowed (but not required) to submit one video or PowerPoint file not to exceed 5 minutes, 250 MB.

EXCEPTION: Event Filmmaking requires a video or PowerPoint: not to exceed 10 minutes, 500 MB.

PowerPoint with a file size up to 10 MB can be submitted within the Cvent registration. Click *Browse* to find the PPT you wish to upload from your computer. Accepted files include .ppt and .pptx.

Videos and 10-250 MB PowerPoint can be submitted separately as follows:

1. Upload your video file to DropBox (See instructions at "Save Your Work in Dropbox": <https://www.dropbox.com/guide/business/set-up/save-your-work-in-dropbox>).
2. Acceptable video file formats include .mov, .wmv and ppt.
3. Click share to open the DropBox generated link to your video.
3. Email the link to starawards@ilea-msp.org and include:

Email Subject: Category Name – Video File Uploaded

Email Body: DropBox Video Link, Category Name, Entrant Name, Phone Number, Name of the Event, and Event Date

TIP: Do not copy and paste the link to your DropBox URL. Use the generated link provided by DropBox for your uploaded item.

6. Review your information and click *Save and Next* to continue on the entry process.

STEP 4: ADD ADDITIONAL ENTRANT(S)

1. If you are entering a Single entry, click *Save and Next*.
2. If you are entering a Joint or ILEA Team Effort entry:
 - a. Click Add Entrant
 - b. Enter the contact information for the Additional Entrant, including the Event and Category that each Additional Entrant is affiliated with, click *Save*
 - c. Click *Save and Next* after you have entered the contact information for all Additional Entrants

Joint Entry: A joint entry can be entered when two or three individuals were instrumental in the planning or execution of the event. Each entrant can be from the same company (i.e. co-chairs of an event) or from separate companies (i.e. a client representative and a vendor representative. Entrants are not required to be ILEA members.

Best ILEA Team Effort will require you to enter the Additional Entrant information. A team consists of three or more ILEA members who participated in planning and executing the event. All entrants must be ILEA members and listed on ILEAhub.com on or before March 4, 2018.

STEP 5: REVIEW YOUR ENTRY

When you arrive at the Event Summary page, you will have the opportunity to edit your answers by clicking the (Edit) link next to each heading. Double-check no entrant names, company names and logos appear in the entry (including the collateral) as this is the #1 reason entrants are disqualified each year. Once you have paid for your entry, you cannot make any changes nor can you cancel your entry.

STEP 6: PAYMENT

1. The system will automatically calculate the fees due based on the number of entrants/team members that were entered.
 - a. Single Entry: The entry fee is \$65.00 if submitted at or before 11:59 p.m. CST on *Sunday, February 25, 2018. Extended deadline is \$95.00 if submitted between 12:00 a.m. CST on Monday, February 26, 2018 and 11:59 p.m. CST on Sunday, March 4, 2018.*
 - b. Joint and ILEA Team Effort Entries: Each entrant must pay \$65.00 entry fee if submitted at or before 11:59 p.m. CST on *Sunday, February 25, 2018. Extended deadline is \$95.00 if submitted between 12:00 a.m. CST on Monday, February 26, 2018 and 11:59 p.m. CST on Sunday, March 4, 2018.*
2. All entries must include a credit card payment. Payment will be processed upon submission of your entry. No other form of payment will be accepted.
3. Only one credit card payment is permitted when submitting a Joint or ILEA Team Effort entry that MUST cover the fees for all entrants/team members.
4. Enter your credit card information. You must COMPLETELY fill out the credit card payment information. The billing address MUST match the billing address on file with the credit card company or your payment will be denied.
5. Review all of your information and click *Finish* to complete your entry and submit it for judging. You will not be able to modify your entry once it is paid for and submitted.

STEP 7: ENTRY CONFIRMATION

1. A confirmation message will appear confirming that your entry was successfully submitted. We recommend that you print this confirmation for your records.
2. An email confirmation will also be sent confirming that the entry was received. Please keep this email for your records.
3. Nominees: The top three nominees in each category will be notified the week of March 26, 2018.
4. Non-nominees will be informed shortly there-after.
5. Awards will be presented at the Minnesota Star Awards ceremony on Saturday, April 14, 2018 at Mystic Lake Center.
6. Questions can be directed to the Awards and Entries Committee by emailing starawards@ilea-msp.org

2018 MINNESOTA STAR AWARDS ENTRY CATEGORIES

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Catering

Best Catered Event

Category Description:

The best catered event honors overall excellence in catering either on or off-premise. Did your team pull together to execute an amazing catered event in the face of logistical challenges? Did your chef design a first of its kind menu that wowed your client? No matter the catering situation, you excelled through planning, preparation, execution and/or presentation. Eligible entrants include caterers, restaurants, hotels, facility operators or any other entities that provides food and beverage to an event.

Best Culinary Innovation and/or Solution

Category Description:

The best culinary innovation honors excellence and creativity in providing a unique culinary technique, product or presentation for an event. Submissions in this category could include but are not limited to: a specialty item such as a wedding cake, a signature new menu item (food and/or beverage), the fresh presentation of standard items, or an entire menu uniquely designed for one event.

Entry Criteria:

Event Name and date(s) of the event.

1. Preview – 3,000 max characters, including spaces and hard returns.

- Provide a general overview of the event and the products or services you provided for the event. If your work is nominated, this will be used as the description in marketing materials. (Keep it short and sweet like a movie preview used to hook your audience.)

2. Objectives and/or Goals – 3,000 max characters, including spaces and hard returns.

- Succinctly outline the client's objective(s), goal(s) and/or overall purpose for the event. (This should be written either in short answer or bullet point format.)

3. Tell The Story – 7,500 max characters, including spaces and hard returns.

- Expand on your preview. Provide descriptive details of services and/or products that were provided. (Include references to collateral materials to enhance the details.)

4. Execution – 7,500 max characters, including spaces and hard returns.

- Describe the logistical execution of the event and/or of your products or services including challenges faced. (Bullet point out all phases of the production management process. Include references to collateral materials to give a clearer picture of your process):
 - Development (proposal phase)
 - Pre-Production (prior to start of the event)
 - Production (during run of the event)
 - Post-Production (after the event)
 - Challenges (describe whether or not there were challenges and the proposed/utilized solutions, if there were any.)
 - Risk Management (acknowledge if there were any potential risks or situations that arose for this event, if so, then detail contingencies that were put in place to reduce or eliminate risk.)

Collateral

- **Management Collateral** – Consists of the documents necessary to support the event's development for pre-planning through post-production. Examples include but are not limited to: floor plans, timelines, contingency plans, production schedules, staffing, health and safety measures, BEOs, special dietary considerations, etc. Each document is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece. Remember, no names.
- **Event Collateral** – Consists of the visuals/products that are used to create the look, feel, and experience. Examples include but are not limited to: photographs, menu cards, and signage. Each photo is considered one item. A multipage piece such as a menu or program will each be considered one piece.
- *Multi-Media Collateral (optional)* – Limit 1, no longer than 5-minute video/PowerPoint. File may not exceed 250 MB.

Event Design/Decor

Best Event Design/Décor

1. Budget under \$25,000*

2. Budget \$25,000 and over*

Categories Description:

These two categories highlight the original design and numerous décor details that combine to create a unique event environment. It recognizes the overall excellence in creating the look and feel of an event from concept through to execution, based on budget. The look or theme of the design/décor may combine the following elements but is not limited to using: props, lighting, rentals, florals, linens, draping, etc. to fulfill the vision for the event and take it to the next level. Tell us about how all the components pulled together into an immersive design experience to create a memorable event.

Best Use of Specialty Decor

Category Description:

It's true, events are often all about the details. Whether you supplied over-the-top floral, a spectacular balloon installation, ice sculptures, custom furniture or décor pieces, or any other specialty décor item, we want to hear about your component.

Entry Criteria:

Event Name and date(s) of the event.

1. Preview – 3,000 max characters, including spaces and hard returns.

- Provide a general overview of the event, and the products or services you provided for the event. If your work is nominated, this will be used as the description in marketing materials. (Keep it short and sweet like a movie preview used to hook your audience.)

2. Objectives and/or Goals – 3,000 max characters, including spaces and hard returns.

- Succinctly outline the client's objective(s), goal(s) and/or overall purpose for the event. (This should be written either in short answer or bullet point format.)

3. Tell The Story – 7,500 max characters, including spaces and hard returns.

- Expand on your preview. Provide descriptive details of services and/or products that were provided. (Include references to collateral materials to enhance the details.)

4. Execution – 7,500 max characters, including spaces and hard returns.

- Describe the logistical execution of the products or services including challenges faced. (Bullet point out all phases of the production management process. Include references to collateral materials to give a clearer picture of your process):
 - Development (proposal phase)
 - Pre-Production (prior to start of the event)
 - Production (during run of the event)
 - Post-Production (after the event)
 - Challenges (describe whether or not there were challenges and the proposed/utilized solutions, if there were any.)
 - Risk Management (acknowledge if there were any potential risks or situations that arose for this event, if so, then detail contingencies that were put in place to reduce or eliminate risk.)

*5. Budget (Required for Design/Décor categories only)

- A detailed budget listing the retail value of all items used, including donated, sponsored and inventory items MUST be included.

Collateral

- **Management Collateral** – Consists of the documents necessary to support the event's development for pre-planning through post-production. Examples include but are not limited to: renderings, floor plans, timelines, contingency plans, production schedules, BEOs, etc. Each document is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece. Remember, no names.
- **Event Collateral** – Consists of the visuals/products that are used to create the look, feel, and experience. Examples include but are not limited to: photographs, printed pieces such as nametags, maps, wrappers, signage, etc. Each photo is considered one item. A multipage piece such as a menu or program will each be considered one piece.
- **Multi-Media Collateral (optional)** – Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Limit 1, no longer than 5-minute video/PowerPoint. File may not exceed 250 MB.

Creative Services

Best Marketing/Design Collateral

Category Description:

The best marketing and graphic design category honors excellence in the creation and execution of event collateral. Whether **print and/or digital**, design elements may include but are not limited to the use of: logos, advertising, invitations, programs, posters, promotional pieces, packaging, signage, social media, website, unique distribution methods, and anything that both ties into your event, and sets it apart from others'.

Best Event Photography

1. Wedding

2. Non-Wedding

Categories Description:

These two categories highlight photos that tell a story, capturing moments of what it felt like to attend, and visually documenting the details of what the event looked like for years to come. This category honors excellence in event photography whether it is for a wedding, or a business related purpose for a corporate client, non-profit organization or public event.

Best Event Filmmaking (Videography)*

Category Description:

This category celebrates the use of cameras and editing of live footage to tell an event's story in an even more powerful way, to create a shared narrative experience that resonates with an audience and shapes memories. Eligible entrants are videographers or planning professionals who produced a video for business-related purposes. The event that was covered can include but is not limited to corporate, non-profit, association, public, wedding or social event.

Entry Criteria:

Event Name and date(s) of the event.

1. Preview – 3,000 max characters, including spaces and hard returns.

- Provide a general overview of the event, and the products or services you provided for the event. In the case that your work is nominated, this will be used as the description in marketing materials. (Keep it short and sweet like a movie preview used to hook your audience.)

2. Objectives and/or Goals – 3,000 max characters, including spaces and hard returns.

- Succinctly outline the client's objective(s), goal(s) and/or overall purpose for the event. (This should be written either in short answer or bullet point format.)

3. Tell The Story – 7,500 max characters, including spaces and hard returns.

- Expand on your preview. Provide descriptive details of services and/or products that were provided. (Include references to collateral materials to enhance the details.)

4. Execution – 7,500 max characters, including spaces and hard returns.

- Describe the logistical execution of the event and/or of your products or services including challenges faced. (Bullet point out all phases of the production management process. Include references to collateral materials to give a clearer picture of your process):
 - Development (proposal phase)
 - Pre-Production (prior to start of the event)
 - Production (during run of the event)
 - Post-Production (after the event)
 - Challenges (describe whether or not there were challenges and the proposed/utilized solutions, if there were any.)
 - Risk Management (acknowledge if there were any potential risks or situations that arose for this event, if so, then detail contingencies that were put in place to reduce or eliminate risk.)

Collateral

- **Management Collateral** – Consists of the documents necessary to support the event's development for pre-planning through post-production. Examples include but are not limited to: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, timelines, production schedules, statistics, etc. Each document is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece. Remember, no names.
- **Event Collateral** – Consists of the visuals/collateral/products that are used to create the look, feel, and experience. Examples include but are not limited to: photographs (both of the product itself and/or in the setting of/use during the event - invite, website, album, etc.), invitations, printed pieces such as nametags, maps, wrappers, signage, etc. Each photo is considered one item. A multipage piece such as a menu or program will each be considered one piece.
- **Multi-Media Collateral** (optional for Marketing/Design and Photography categories) – Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Limit 1, no longer than 5-minute video/PowerPoint. File may not exceed 250 MB.
- ***Multi-Media Collateral (Required for Filmmaking category)** – Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Limit 1, no longer than 10-minute video/PowerPoint. File may not exceed 500 MB. Acceptable file formats include: .mov, .wmv, pwt.

Support Services

Best Logistics - Non-Tent

Category Description:

Sometimes event coordination goes beyond normal day-to-day business and requires a different level of detailed management. Maybe you orchestrated an event that happened simultaneously in several different locations. Or, maybe you worked on details involving very complicated travel arrangements for a large number of people, or your event involved detailed ground transportation movements and security for VIP's. No matter what—this category honors those events that required obsessive planning to accomplish the event's goals.

Best Logistics – Tent/Temporary Structure

Category Description:

When there just isn't the right venue available in the right location, if you build [a tent], they will come. Temporary structures require unique engineering considerations for installation, but they also expand where it's possible to hold an event. Because everything needs to be brought in (heating/cooling, lighting, tables/chairs, etc.) they are a blank canvas of event possibilities. This category honors excellence for the execution of tenting logistics.

Best Technical Production

Category Description:

It takes a well-rehearsed crew under a seasoned technical director to pull off a flawless live production. This category honors excellence in special event technical, design or execution services. Eligible items include but are not limited to lighting, audio visual, multi-media, staging and special effects.

Best Entertainment Production

Category Description:

Whatever the occasion, events are often graced with beautiful, exciting, funny or even emotional performances for the audiences' enjoyment. The category recognizes the best use of entertainment to enhance an event.

Entry Criteria:

Event Name and date(s) of the event.

1. Preview – 3,000 max characters, including spaces and hard returns.

- Provide a general overview of the event, and the products and/or services you provided for the event. If your work is nominated, this will be used as the description in marketing materials. (Keep it short and sweet like a movie preview used to hook your audience.)

2. Objectives and/or Goals – 3,000 max characters, including spaces and hard returns.

- Succinctly outline the client's objective(s), goal(s) and/or overall purpose for the event. (This should be written either in short answer or bullet point format.)

3. Tell The Story – 7,500 max characters, including spaces and hard returns.

- Expand on your preview. Provide descriptive details of services and/or products that were provided. (Include references to collateral materials to enhance the details.)

4. Execution – 7,500 max characters, including spaces and hard returns.

- Describe the logistical execution of the products or services including challenges faced. (Bullet point out all phases of the production management process. Include references to collateral materials to give a clearer picture of your process):
 - Development (proposal phase)
 - Pre-Production (prior to start of the event)
 - Production (during run of the event)
 - Post-Production (after the event)
 - Challenges (describe whether or not there were challenges and the proposed/utilized solutions, if there were any.)
 - Risk Management (acknowledge if there were any potential risks or situations that arose for this event, if so, then detail contingencies that were put in place to reduce or eliminate risk.)

Collateral

- **Management Collateral** – Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, etc. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.
- **Event Collateral** – Consists of the visuals/collateral/products that are used to create the look, feel, and experience. Examples include but are not limited to: photographs, programs, signage, etc. Each photo is considered one item. A multipage piece such as a menu or program will each be considered one piece.
- **Multi-Media Collateral (optional)** – Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Limit 1, no longer than 5-minute video/PowerPoint. File may not exceed 250 MB.

Event Planning

Event Categories:

**The same event can only be entered into one of the six (6) Event Planning categories below. Choose the one that best fits. For example, if you are entering an event in the Best Corporate Event category, the same event cannot also be entered in the Best Non-Profit Event category.*

1. Best Corporate Event

The category honors excellence for the production of a corporate special event, meeting, conference, incentive program, product launch, or other similar auxiliary event.

2. Best Non-profit Event

The category honors excellence for the production of a non-profit event including, but not limited to, fundraisers, institutions, campaigns, kick-off events and/or donor events.

3. Best Public Event

This category recognizes the production of a parade, fair, festival, tradeshow, concert, sporting event, or other public event.

4. Best Social Event (Non Wedding)

This category honors excellence in social event planning for private occasions including, but not limited to, bar/bat mitzvahs, personal celebrations, milestone birthdays, etc.

5. Best Wedding – Budget under \$75,000*

6. Best Wedding – Budget \$75,000 and over*

These categories honor excellence in wedding events.

Entry Criteria:

Event Name and date(s) of the event.

1. Preview – 3,000 max characters, including spaces and hard returns.

- Provide a general overview of the products and/or services you provided for the event. If your work is nominated, this will be used as the description in marketing materials. (Keep it short and sweet like a movie preview used to hook your audience.)

2. Objectives and/or Goals – 3,000 max characters, including spaces and hard returns.

- Succinctly outline the client's objective(s), goal(s) and/or overall purpose for the event. (This should be written either in short answer or bullet point format.)

3. Tell The Story – 7,500 max characters, including spaces and hard returns.

- Expand on your preview. Provide descriptive details of services and/or products that were provided. (Include references to collateral materials to enhance the details.)

4. Execution – 7,500 max characters, including spaces and hard returns.

- Describe the logistical execution of the products or services including challenges faced. (Bullet point out all phases of the production management process. Include references to collateral materials to give a clearer picture of your process):
 - Development (proposal phase)
 - Pre-Production (prior to start of the event)
 - Production (during run of the event)
 - Post-Production (after the event)
 - Challenges (describe whether or not there were challenges and the proposed/utilized solutions, if there were any.)
 - Risk Management (acknowledge if there were any potential risks or situations that arose for this event, if so, then detail contingencies that were put in place to reduce or eliminate risk.)

*5. Budget (Required for Wedding categories only)

- A detailed budget listing the retail value of all items used, including donated, sponsored and inventory items MUST be included.

Collateral

- **Management Collateral** – Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.
- **Event Collateral** – Consists of the visuals/collateral/products that are used to create the look, feel, and experience. Examples include but are not limited to: photographs, programs, signage, etc. Each photo is considered one item. A multipage piece such as a menu or program will each be considered one piece.
- **Multi-Media Collateral (optional)** – Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Limit 1, no longer than 5-minute video/PowerPoint. File may not exceed 250 MB.

ILEA Team Effort

Category Description:

In most cases, the successful execution of an event involves a team of dedicated professionals that extends well beyond just the primary planner. Your most successful events probably also benefited from the work of many other key ILEA member companies who made the success of your event their mission. This award recognizes a group effort for an entire event or portion of an event that requires a minimum of three team members. The Team Leader is responsible for the entry submission.

REQUIRES EACH ENTRANT TO BE LISTED ON ILEAhub.COM AS AN ILEA MEMBER ON OR BEFORE March 4, 2018.

Guidelines:

In this entry, the participants must only be referred to as ILEA Caterer, ILEA Decorator, ILEA Florist, etc. (or similar descriptions that eliminate specific names).

An entry fee, and a contribution summary must be submitted with the entry for **each** ILEA team member entering this category.

Entry Criteria:

Event Name and date(s) of the event.

1. Preview – 3,000 max characters, including spaces and hard returns.

- Provide a general overview of the products and/or services you provided for the event. If your work is nominated, this will be used as the description in marketing materials. (Keep it short and sweet like a movie preview used to hook your audience.)

2. Objectives and/or Goals – 3,000 max characters, including spaces and hard returns.

- Succinctly outline the client's objective(s), goal(s) and/or overall purpose for the event. (This should be written either in short answer or bullet point format.)

3. Tell The Story – 7,500 max characters, including spaces and hard returns.

- Expand on your preview. Provide descriptive details of services and/or products that were provided. (Include references to collateral materials to enhance the details.)

4. Execution – 7,500 max characters, including spaces and hard returns.

- Describe the logistical execution of the products or services including challenges faced. (Bullet point out all phases of the production management process. Include references to collateral materials to give a clearer picture of your process):
 - Development (proposal phase)
 - Pre-Production (prior to start of the event)
 - Production (during run of the event)
 - Post-Production (after the event)
 - Challenges (describe whether or not there were challenges and the proposed/utilized solutions, if there were any.)
 - Risk Management (acknowledge if there were any potential risks or situations that arose for this event, if so, then detail contingencies that were put in place to reduce or eliminate risk.)

5. Team Member Contribution – 1,000 max characters, including spaces and hard returns **PER TEAM MEMBER**

- Describe EACH ILEA Team Member's role and contribution for this category and answer how the team worked together.

Collateral

- **Management Collateral** – Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.
- **Event Collateral** – Consists of the visuals/collateral/products that are used to create the look, feel, and experience. Examples include but are not limited to: photographs, programs, signage, etc. Each photo is considered one item. A multipage piece such as a menu or program will each be considered one piece.
- **Multi-Media Collateral (optional)** – Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Limit 1, no longer than 5-minute video/PowerPoint. File may not exceed 250 MB.