

2025 Minnesota Star Awards Rules & Regulations





INTERNATIONAL
LIVE EVENTS ASSOCIATION
MINNEAPOLIS-ST. PAUL CHAPTER

The International Live Events Association (ILEA) – Minneapolis-St. Paul Chapter launched the Minnesota Star Awards in 2005 to recognize outstanding professionals in the special event industry for the events they create, plan, manage and execute each year.

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.

Who judges the awards?

The Minnesota Star Awards are judged by ILEA event professionals from other Chapters worldwide. 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. To maintain fairness in the judging, **the Minnesota Star Awards submission must be 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, or on collateral or supporting documents). However, should it be necessary to include company names or

logos in event photos due to the nature of the event design or submission (i.e. corporate event or marketing collateral, etc.) this will be allowed.

Be sure to follow all the rules and **submit your entry by 11:59 pm CST, Friday, January 31, 2025.**

Then plan to attend the ceremony to see the winners revealed live on **March 21, 2025 at the Four Seasons Hotel in Minneapolis**. More live event details will be announced in February/March.

What if I have questions?

If you have questions about the process or have problems, please email starawards@ilea-msp.org.

SUBMISSION DEADLINE
January 31, 2025

AWARDS PRESENTED
March 21, 2025

2025 Minnesota Star Awards // Rules & Regulations

Qualifying Entries: Events submitted for the 2025 Minnesota Star Awards must have occurred between **January 1, 2024 and December 31, 2024**.

Eligibility: Entries are open to all event professionals for most categories except the Best ILEA Team Effort, which is only open to ILEA members. To enter as a member, you must be listed on the [ILEA Hub Member Directory](#) as a member on or before 11:59 pm CST, Friday, January 31, 2025. ILEA Membership is associated with an individual, not with a company/organization.

Nominees: The top three nominees in each category will be notified by March 3, 2025.

Awards: Awards will be presented at the Minnesota Star Awards Ceremony on Friday, March 21, 2025 at Four Seasons Hotel Minneapolis.

Questions: Please direct questions to the Awards and Entries Committee by emailing starawards@ilea-msp.org.

Entry Submission:

- ★ Each entrant must complete the online submission form, including successfully processing the entry payment.
- ★ An entry fee will be applied for each submission.
- ★ Entrants may submit multiple events in more than one category.
- ★ Entrants may enter the same event into more than one category except the 'Event Planning' categories. **Note:** The same event may not be entered in more than one of the five Event Planning categories.
- ★ Entrants must complete all sections of the online submission form. 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 form. Make sure to save a copy of the word processing document in case there is any difficulty uploading the entry.

Joint Submissions:

- ★ A joint entry can be submitted when more than one individual or company was 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:

- ★ The online submission form allows you to submit one entry at a time. You must complete a form for each entry.
- ★ Whenever possible, do not use alternative names on your application. This risks confusion with the nomination and award production process.

Names/Logos and Disqualification:

- ★ **Overall, the entrant's identity must remain anonymous and not be revealed in the submission processes except for:**
 - Listing your name in the submission form where it's noted
 - Leaving names or logos that happen to be captured in photo or video where you need to use visuals to illustrate the event
 - *However*, if there is audio revealing your name, you must submit the video without audio.
- ★ Entrant name and company logo **MUST NOT** be included in your entry submission answers, including text collateral, invitations, invoices, any documents or .pdfs etc. **including in the file names of the uploaded files. You must redact, blur, or hide your identity in the documentation submitted.**
- ★ Disqualification will result if the entrant(s) name or entrant(s) company's name or logo appears within the submission text or supporting documents.
- ★ When in doubt, redact the information and remain as anonymous as possible.

Deadline for Standard Submission:

All entries are due by 11:59 p.m. CST on **Friday, January 31, 2025.**

ENTRY FEE:

- Early Bird, entries received by 11:59pm, January 12, 2025: \$95.00
- Standard Submission, entries received by 11:59pm, January 25, 2025: \$125.00
- Extended Entry Fee, entries received by 11:59pm, January 31, 2025: \$145.00



INTERNATIONAL
LIVE EVENTS ASSOCIATION

2025 MINNESOTA STAR AWARDS CATEGORIES

CATERING:

1. Best Catered Event under \$30,000
2. Best Catered Event over \$30,000
3. Best Menu or Beverage Innovation
4. Best Dessert Moment

EVENT DESIGN & DECOR:

5. Best Design & Decor Budget under \$30,000
6. Best Design & Decor Budget over \$30,000
7. Best Use of Specialty Decor or Installation
8. Best Use of Floral

CREATIVE SERVICES:

9. Best Graphic Design Collateral
10. Best Event Photography - Non-Wedding
11. Best Event Photography - Wedding
12. Best Event Videography

SUPPORT SERVICES:

13. Best Logistics
14. Best Use of Audio Visual
15. Best Entertainment Production

EVENT PLANNING:

16. Best Corporate
17. Best Non-profit
18. Best Public
19. Best Social - Non-Wedding
20. Best Wedding

GENERAL:

21. Best Industry Innovation
22. Best Sustainability Effort
23. Best ILEA Team Effort

ENTRY CRITERIA & SPECIFICATIONS

Name of Event. This name will be used in all communication regarding your entry.

Category. See category descriptions beginning on the next page.

Event Start Date and Event End Date. Enter the date of your event. If the event was multiple days, indicate the end date.

Number of Entrants. Select the number of people that you want to associate with this entry. An entry fee will be charged per entrant.

Brief Summary of Event – up to 500 max characters.

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.)

Key Objectives for the Event – up to 3,000 max characters.

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.)

Additional Information – up to 7,500 max characters.

Expand on your preview. What did you do? How did you overcome any challenges? How did your event best reflect the category being submitted? Provide descriptive details of services and/or products that were provided. (Include references to collateral materials to enhance the details.)

Results and Outcomes – up to 7,500 max characters.

What were the results or outcomes? How were the key objectives achieved?

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.

Link to Multi-Media Collateral– Limit 1, no longer than 5-minute video/PowerPoint.

SUBMISSION CATEGORIES

Catering

Best Catered Event Budget under \$30,000

A toast to the culinary artisans who go beyond serving meals to curate unforgettable dining experiences! The best catered event under \$30,000 honors overall excellence in catering where the retail or in-kind value of the event's food and beverage was less than \$30,000. Did your chef design a first of its kind menu that wowed your client? Did your team pull together to execute an amazing catered event in the face of logistical challenges? No matter the catering situation, you excelled through planning, preparation, execution and presentation.

Best Catered Event Budget over \$30,000

A toast to the culinary artisans who go beyond serving meals to curate unforgettable dining experiences! The best catered event over \$30,000 honors overall excellence in catering where the retail or in-kind value of the event's food and beverage was more than \$30,000. Did your chef design a first of its kind menu that wowed your client? Did your team pull together to execute an amazing catered event in the face of logistical challenges? No matter the catering situation, you excelled through planning, preparation, execution and presentation.

Best Menu or Beverage Innovation

Applause, applause, applause, applause for our forward-thinking, envelope pushing, brand new concept creating culinary partners. The best menu or beverage innovation honors excellence and creativity in providing a unique culinary or beverage technique, product or presentation for an event. Submissions in this category could include but are not limited to a new menu item, a signature cocktail or mocktail, an engaging presentation of food or beverage, the creation of an interesting food or beverage display, or an entire menu uniquely designed for one event.

Best Dessert Moment

We're putting a sweet spotlight on the artisans behind the most indulgent, innovative, and visually stunning dessert experiences. The best dessert moment honors excellence and imagination in creating beautiful, delicious desserts. From classic pastries to design-forward wedding cakes, delightful miniature desserts to imaginative confections and beyond, submissions in this category should show the breadth and depth of how a great dessert can elevate any event.

Event Design & Decor

Best Event Design/Decor Budget under \$30,000

We see you, visionaries who transform spaces into immersive experiences. The best design and decor categories celebrate the original design and numerous décor details that combine to create an unforgettable environment. With a careful combination of props, rentals, florals, linens, lighting and more, tell us about how all the components pulled together to develop an unforgettable design experience leading to a memorable event.

Best Event Design/Decor Budget over \$30,000

We see you, visionaries who transform spaces into immersive experiences. The best design and decor categories celebrate the original design and numerous décor details that combine to create an unforgettable environment. With

a careful combination of props, rentals, florals, linens, lighting and more, tell us about how all the components pulled together to develop an unforgettable design experience leading to a memorable event.

Best Use of Specialty Decor or Installation

It's true, events are often all about the details. From dramatic ceiling installations to show-stopping chandeliers, wild escort card displays to custom ice pieces, curated lounge vignettes to specialty decor that changes the entire tone of the event, we want to hear about your specific component and how it transformed the celebration.

Best Use of Floral

Textures and colors and dimensions, oh my! Few things can elevate an event like a beautiful floral story can. If you knocked it out of the park with a unique backdrop, created centerpieces that left guests talking, put together a tear-inducing bouquet or developed a brand new concept using unexpected materials, this category is for you.

Creative Services

Best Graphic Design Collateral

Nothing ties a beautiful bow on an event like brilliantly designed collateral (sometimes quite literally). Whether print and/or digital, design elements like monograms, invitations, programs, posters, logos, promotional pieces, packaging, signage and websites, this category honors the creativity and design skills that go into the collateral that keeps an event cohesive.

Best Event Photography - Non-Wedding

With exceptional technical skill, a keen eye for detail, and a unique ability to convey the atmosphere and emotion of an event through their images, this category highlights a photographer's photos that tell the story of the event and captures the moments of what it felt like to attend. It honors excellence in event photography for non-wedding gatherings such as corporate events, festivals, fundraising galas, bar or bat mitzvahs and other social gatherings.

Best Event Photography - Wedding

From breathtaking compositions to candid snapshots that tell the story of an incredibly special day, wedding photographers have the ability to make every click resonate with emotion and meaning. This category highlights the images that tell the story of the wedding, capturing the special moments between a couple and their guests and visually documenting the details of the celebration that can be looked back on for years to come.

Best Event Videography

From stunning visual compositions to seamless storytelling, videographers elevate every event to an immersive and unforgettable experience. This category recognizes the exceptional skill, creativity, and storytelling talents of professionals who capture the essence of events with cinematic brilliance.

Support Services

Best Logistics

Behind every flawless event lies a symphony of precision and coordination, conducted by event professionals who are logistical wizards. From intricate timelines to impeccable coordination, this award recognizes those who turn the intense complexities of indoor and outdoor logistics into a smooth and harmonious event flow.

Best Use of Audio Visual

We love a good architect of AV who can seamlessly integrate sight and sound to elevate events to new heights. This category honors excellence in special event audio visual components, innovative tech design or execution services that demonstrate technical excellence, creativity, and a profound ability to transport audiences into unforgettable realms through cutting-edge technology.

Best Entertainment Production

This one is for the maestros of magic behind unforgettable moments. 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 while captivating audiences, demonstrating innovation in performance art, and bringing a unique and unforgettable flair to celebrations.

Event Planning

Event Categories

From initial concept to flawless execution, we toast those who demonstrate exceptional organizational prowess, creative thinking and an unwavering commitment to crafting unforgettable events.

The same event can only be entered into **one of the five (5)** 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 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 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** This category honors excellence in wedding events.

General

Best Sustainability Effort

New this year, we shine a spotlight on the stewards of the planet. This category honors the champions of eco-conscious events who seamlessly blend innovation with environmental responsibility. From reducing carbon footprints to embracing sustainable practices, developing green systems to educating our community on the importance of these efforts, this award celebrates those who have actively embraced sustainability practices and prioritize the planet without compromising excellence.

Best Industry Innovation

Calling all pioneers of progress! This category recognizes the trailblazers who redefine the landscape through cutting-edge solutions, technologies, trends, practices or services that elevate the event industry. From groundbreaking concepts to inventive methodologies, this award honors those who lead the way in shaping the future of events in 2024.

Best ILEA Team Effort

Teamwork makes the dream work with the "Best ILEA Team Effort" award. This category celebrates the synergy of collective ILEA member talent, recognizing teams that seamlessly combine individual strengths to achieve extraordinary results. From meticulous planning to flawless execution, this award honors teams that exemplify unity, innovation, and a shared commitment to both excellence and community.

REQUIRES EACH ENTRANT TO BE LISTED ON ILEA HUB AS AN ILEA MEMBER ON OR BEFORE 11:59 PM CST, Friday, January 31, 2025.

Guidelines:

- A minimum of **three** entrants is required.
- 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.

What if I have questions?

If you have questions about the process or have problems, please email starawards@ilea-msp.org.