

CALL FOR ENTRIES

Calling all A/E/C marketers! Every two years Kansas City's A/E/C marketing elite come together for an evening of celebration to award the most creative and effective marketing materials. These coveted awards bring recognition to the firms that successfully promote the professional services of their firms in the Kansas City area. The 2012 SMPS Kansas City Excellence Awards will recognize excellence by marketing professionals and celebrate winners in nine categories of exemplary work.

Marketing materials designed, published, and distributed to promote services and firms in the A/E/C industry between January 1, 2010 and December 31, 2011 may be submitted in any of the following entry categories. Each piece may only be entered once. Work produced prior to January 1, 2010 or previous winning entries will not be considered.

All entries will be showcased at the 2012 SMPS Kansas City Excellence Awards ceremony on April 5, 2012 at AIA Kansas City (1801 McGee, Suite 100, Kansas City, Missouri). The outstanding winner in each category will be recognized for their exemplary work. Winners will receive general notification by email prior to the ceremony. Placement will be announced and awards presented at the Awards ceremony.

ENTRY CATEGORIES

Marketer of the Year

An individual with a minimum of one year experience of marketing or business development within the A/E/C industry; who demonstrates leadership, industry knowledge and grace under pressure. This individual should also represent his or her firm's overall mission and values and contribute to the firm's bottom line. *The Marketer of the Year award is an open nomination from the Kansas City chapter only. No entry fee required.*

Advertising

An individual advertisement or ad campaign, any size and any number of colors, placed in business, trade or general-interest publication.

Annual Report/Brochure

A printed publication containing a company's annual highlights and financial results.

OR

A printed publication describing your firm's general capabilities.

Corporate Identity

A consistent graphic image applied to your firm's print and collateral materials.

Newsletter

An external, client-focused publication designed in a newsletter format and produced via print or electronic media.

OR

An internal employee-focused publication designed in a newsletter format and produced via print or electronic media.

Web Site

A web site that either promotes your firm or has been launched by your firm for a specific project.

Specific Project Marketing

An item or series of items developed to support the pursuit of one specific project. Materials may include qualification packages, request for proposal responses, PowerPoint presentations, leave-behinds, or anything else that contributed to the total effort.

Direct Mail

Marketing materials designed to reach a specific target audience through a print or electronic campaign. A direct-mail campaign may include form letters, pamphlets, postcards and announcements.

The Shoestring Award

Any marketing piece that does not fit into any of the above categories.

ENTRY GUIDELINES

Failure to comply with submittal requirements can result in disqualification of entry. Materials completed between January 1, 2010 and December 31, 2011 will be accepted for the 2012 competition.

What to Enter

Entry Categories are as follows (a description of each is attached):

- Marketer of the Year
- Advertising
- Annual Report/Brochure
- Corporate Identity
- Newsletter
- Website
- Specific Project Marketing
- Direct Mail
- The Shoestring Award

How To Enter

All submissions should include:

1. A sample or printout(s) of the piece(s) being entered.
2. **Entry Clarification Statement.** This one page (8.5x11) description should address the following key points to the judges: Audience, Marketing Objectives, Research and Planning, and Tangible Results Achieved.
3. **Entry Form.** The completed Entry Form must be affixed in the upper right-hand corner of the BACK SIDE of the board.
4. **Display Board.** Entries must be displayed on black 3/16" foam/gator board, 20"x20" or 20"x40". The front side of the entry board must include the Entry Clarification Statement (affixed in the lower right-hand corner of the FRONT of the board) along with the piece(s) being entered (include print-friendly copies of electronic entries). The back side of the entry board must include the Entry Form affixed in the upper right-hand corner. All entry pieces must be attached to the board. PLEASE DO NOT ATTACH THREE DIMENSIONAL ITEMS TO THE BOARD. Photographs of three dimensional pieces or entries too large to fit on the board should be submitted instead.
4. **PowerPoint Slide.** Please include a representative PowerPoint slide on a USB drive for each entry. The slides will be showcased at the **Awards Ceremony on April 5, 2011.**

5. **Entry Fee.** Fees should be submitted in an envelope marked "FEES". The cost is:
 - *SMPS Members:* \$100 for first entry; \$50 per additional entry.
 - *Nonmembers:* \$150 for first entry; \$75 per additional entry.

Along with your entry board and required forms, please include all electronic entries on a USB drive. If submitting more than one entry, you may include multiple files. This is for presentation purposes only. Your entry will not be judged from this file. The USB drive should be labeled with your firm name and included in an envelope with your entry fee(s).

The black foam/gator board is not to be manipulated and should be used to showcase the entry piece(s), Entry Clarification Statement, and Entry Form only. If the board is manipulated, the entry will be disqualified.

Non-member submittals will only be accepted from firms operating in the A/E/C industry. Entries will be judged and showcased as entered.

Deadline

All entries (with payment) must be received by 5:00pm March 2, 2012. Late entries and entries that do not follow submission requirements will be disqualified.

Deliver to:

Kerry Koland
Wilson & Company, Inc., Engineers & Architects
800 East 101st Terrace, Suite 200
Kansas City, MO 64131
(816) 701-3105
Kerry.Koland@wilsonco.com

Submittals will not be returned; they will be available for you to take with you following the Awards Ceremony on April 5, 2012. Remaining submittals will be discarded following the Award Ceremony unless Kerry Koland is notified of your desire to pick it up at a later time.

ENTRY FORM

Read detailed submittal instructions on the [Entry Guidelines](http://www.smps-kc.org), or online at www.smps-kc.org.

Complete one entry form listing all your submissions in all categories from one team. If multiple teams enter from the same firm, please complete one entry form per team. Please print or type entry form.

SMPS Members: \$100 for first entry; \$50 per additional entry

Nonmembers: \$150 for first entry; \$75 per additional entry

TITLE OF ENTRY _____

COMPANY NAME _____

ENTERED BY _____ MEMBER NUMBER _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____ E-MAIL _____

Entry Categories (Check appropriate categories):

- Marketer of the Year *(This is an open nomination from the Kansas City chapter only. No entry fee required.)*
- Advertising
- Brochure/Annual Report
- Corporate Identity
- Newsletter – External/Internal (circle one)
- Web Site
- Specific Project Marketing
- Direct Mail
- The Shoestring Award

Please send entries to:

Kerry Koland
Wilson & Company, Inc., Engineers & Architects
800 East 101st Terrace, Suite 200
Kansas City, MO 64131

DEADLINE: March 2, 2011