



21st ANNUAL AWARDS NIGHT Entry Application

ENTRY APPLICATION FORM

(Use a separate form for each entry – please duplicate as needed)

Company name _____

Contact _____ Phone _____

Email address _____ Fax _____

Address _____

Type of business _____

Are you a current member of the Atlanta Chapter of: ISES NACE

Event name _____

Event date _____ Event contact _____

Client _____ Phone _____

CATEGORIES: CHECK ONLY ONE CATEGORY PER ENTRY

BEST TEAM EFFORT

EVENT PLANNING

Best Event for a Corporation or Association

- Budget over \$25k
- Budget \$10k-\$25k

Best Social Event

- Budget over \$25k
- Budget \$10k-\$25k

Best Event on a Shoestring (under \$10k)

Best Public Fair or Festival

Most Creative Venue

Logistical Achievement in Planning

EVENT DESIGN

Best Floral Design

Best Non-Floral Design

Best Themed Event Décor

Best Tabletop Design

Best Use of Decorative Linens

EVENT CUISINE

Best Plated Menu

Best Buffet / Reception Menu

Best Menu on a Shoestring (under \$25⁺⁺/person)

Best Cake Presentation

ENTERTAINMENT

Best Entertainment Production

Best Entertainment Production on a Shoestring (under \$10k)

Best Themed Entertainment

Most Unique Entertainment

TECHNICAL PRODUCTION

Best Audio-Visual Design

Best Lighting Design

Best Special Effects

Best Tent Installation

Best Use of Rental Equipment

Logistical Achievement – Technical Production

EVENT ENHANCEMENTS

Best Print Piece

Best Use of Media/Technology

Best Event Innovation

Best Event Photography



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The Allie Awards recognize outstanding examples of quality and creativity in Atlanta's event industry and demonstrate how working together for a common good can promote excellence in event design, planning and production.

This prestigious awards competition strives for the highest degree of excellence in event planning, design, cuisine, entertainment, technical production and enhancements, and in doing so, has raised the standards and quality of Atlanta's event industry. Events of nearly every type and size will have the opportunity to be recognized in up to 32 categories organized into five areas. The Allie Awards have shown how members of that Atlanta event industry are outstanding examples of how event producers can use innovation and creativity to achieve higher goals.

One of the goals of the Allie Awards is to promote the professionalism of the Atlanta event and catering industries. Therefore, to add impact to winning organizations and the industry as a whole, the Allie Awards will send press releases to a variety of media explaining the award and the competition.

Your organization will be recognized for taking part in raising the level of professionalism in the industry while at the same time improving your community.

To ensure that your entry is eligible for consideration, it is very important to comply fully and accurately with the following rules for entry:

1. Eligibility

- A. **Who Can Enter?** Entrant must meet at least one of the following criteria:
 - 1) Entrant's company is located in metropolitan Atlanta, GA
 - 2) Entrant is a current member in the Atlanta chapter of ISES
 - 3) Entrant is a current member in the Atlanta chapter of NACE.
- B. **Event Date:** The event must have occurred between January 1, 2010 and December 31, 2010.
- C. **Event Limitations:** A company may submit one** entry per category for which it is eligible to enter. Each event may be entered in a maximum of three different categories for which it is eligible to enter. **As a benefit of membership, ISES and NACE members may enter an additional entry in each category for which they are eligible, per membership held in either ISES or NACE.
- D. **Anonymity:** Entrant's company name, or logo must not appear anywhere in the entry, except on the official entry form. If the entrant's name appears anywhere else in the entry, the judging body is instructed to disqualify the entry from further competition.
- E. **Entries Registration** will be at the Atlanta History Center during the following times:
 - 1) Thursday February 24, 2011, noon – 4:00 PM
 - 2) Late drop off, Thursday, March 3, 2011, 9:00 AM to Noon. A late fee of \$30.00 per entry will apply.

- F. **Location:** Entries are to be delivered in person to the Allie Awards Committee, Administrative Offices, Atlanta History Center, 130 West Paces Ferry Rd. NW, Atlanta, GA 30305-1366. (Directions: www.atlantahistorycenter.com).
- G. **Mailed Entries:** Please contact Allison Schultz, Entries Committee, aschultz@200peachtree.com . tel. 404-281-9550. Plan for mailed entries to arrive 3 days prior to the deadline.

2. Disqualification

- A. Entries will be disqualified for failure to comply with the stated rules.
- B. We are unable to notify entrants if their entries are disqualified for any reason.
- C. Fees for disqualified entries are nonrefundable.

3. Judging and Notification

- A. **Judges:** Judges will be selected by the Boards of a sister chapter of ISES and NACE, and will remain completely anonymous throughout the judging process.
- B. **Merit:** The nominees and subsequent winners of any given category are based on merit as determined by the panel of judges, and are not based upon the number of entries received in that category. There may not be nominees in every



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category, regardless of the number of entries received. The judges' decision is final.

- C. **Notification:** Up to 3 nominees in each category will be notified on or before March 11, 2011. Awards will be presented at the Allie Awards Night, on April 10, 2011. Transportation and tickets to the ceremony are the sole responsibility of the entrants.
- D. **Entry Return:** Entry CDs will not be returned to entrants.

4. The **NEW** Entry Process

- A. **New Submission Medium:** All entries must be submitted on CD – one per entry. Presentation binders are no longer needed and will not be accepted. Each entry will include:
 - 1) Paper entry form
 - 2) Payment
 - 3) CD of entry content and awards night information.
- B. **Entry Form and Payment**
 - 1) Completed entry form, on paper. For Best Team Effort, include one entry form for each participating team member.
 - 2) Check (non-refundable) in the amount of \$65.00 per entry, made payable to "Allie Awards Night" with the entrant name and category noted. (Entries received after the early deadline must include a total payment of \$95.00.) For Best Team Effort, include payment for each participating team member.
- C. **CD Format:** The CD should be marked with the category and event title. Arrange files on the CD to specifically comply with the following format.
 - 1) The written content to be saved as a single document in either Word doc or pdf format, with the entry title as the file name. This comprises the written portion of the entry and should not include photographs. A plain black 12-pt font, should be used, double-spaced, with no decorations on the page.

- 2) One jpg or gif image which will be used on awards night in case of nomination, with the entry title as the file name. Please use the following guidelines for scanning your photograph: If you have an 8x10, scan it at 100 dpi; for a 5x7, scan at 150 dpi; for a 4x6 print, scan at 200 dpi. This image will not be judged.
- 3) One folder named "Collateral" containing up to twenty files, with appropriate names (e.g. "stage.jpg", "invitation.pdf"). The collateral files must be in one of the following formats: jpg, gif, pdf, doc, xls, mpg. Press coverage, including newspaper and magazine articles, is not permitted. Each collateral file may contain one item only and may include the following items:
 - a. Photographs:
 - i. Collages are not acceptable (one picture per file).
 - ii. Photos may not appear in the written document.
 - b. Marketing pieces, i.e., invitation, announcement, menu card, etc.
 - c. Photos of novelty items.
 - d. Photos of linen samples.
 - e. Video (allowed only where specified), maximum 3 minutes in length.
 - f. Floor plans and other production documents.
 - g. Budget, where required by category, should be added to this folder in addition to the 20 collateral files.

- D. **Written Content:** The following sections should be included. Your company name should not appear anywhere in the written entry.

Page 1: Event title, the category that you are entering, and a short summary of the event.. Maximum 50 words.

Page 2: Statement of responsibility explaining your scope of services. Maximum 100 words.

Page 3+: Event description as outlined in each award category below. Maximum 1200 words.

QUESTIONS?

Allison Schultz, Entries Committee
aschultz@200peachtree.com
tel. 404-281-9550



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BEST TEAM EFFORT

One award for each PAID ELIGIBLE team member

WHO CAN ENTER

Any group of companies or individuals who formed a core event team. The team must include at least four (4) ISES and/or NACE members. Additional team members do not need to be members of ISES or/and NACE nor be located in metropolitan Atlanta. A separate statement of responsibility should be included for each member of the team; however inclusion in the entry does not oblige team members to participate in the competition. Each team member that wishes to participate (and be eligible to receive an Allie should their entry win) must complete an entry form and pay the entry fee. All entry forms and payments must be submitted together along with the entry CD. Separate entry forms or payments will not be accepted.

JUDGING CRITERIA (Total of 100 points)

Description: 1,200 word maximum should address the following: (60 points)

- Description of the overall event and the services provided by the team. (10)
- Goals: What were the client's goals? Were the goals accomplished? (10)
- Objective for the event? How were they accomplished? (10)
- For the services provided by the team, include the following information:
 - a. What were the client's goals and objectives for the services provided and how were they accomplished? (10)
 - b. Challenges: What was the degree of difficulty of the services, and how were any challenges or obstacles overcome? (10)
 - c. Design: How did the design of the services relate to the overall event? (10)

Event Design & WOW Factor (20 points)

- WOW factor: Did the event demonstrate innovative ideas or elements, including, but not limited to technical production and entertainment? (10)
- Event Collateral: Did the entry include event support marketing collateral, i.e. invitations, announcements, etc.? What was the creative value and quality? (10)
**A video up to three minutes in length is allowed as collateral if one of the team members is a videographer, or if a video is allowed for a team member's category. (i.e. entertainment categories.)

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Entry materials on CD conform to rules (10)

EVENT PLANNING

CATEGORIES

- Best Event for a Corporation or Association
 - Budget over \$25k*
 - Budget \$10k-\$25k*
- Best Social Event
 - Budget over \$25k*
 - Budget \$10k-\$25k*
- Best Event on a Shoestring (under \$10k)*
- Most Creative Venue - use of a non-traditional event site
- Logistical Achievement in Planning
- Best Public Fair or Festival

WHO CAN ENTER

Event planners, producers and coordinators; meeting planners; wedding consultants and party planners; facility and venue managers; institutions (educational, cultural and non-profit), circuses and carnivals, sporting events, and concerts, convention and exposition service managers; destination management services, incentive travel companies, and any other entities that provide these types of services for the special events industry.

JUDGING CRITERIA (Total of 100 points)

Description: 1,200 word maximum should address the following (50 points)

- Description of the event and the services provided (10)
- Goals: What were the client's goals? (10)
- Objectives: What were they and how were they accomplished? (10)
- Event Management: What was the degree of difficulty and how were any challenges or obstacles overcome? (20)

Event Design & WOW Factor (30 points)

- Design: Did the event demonstrate creative dynamics with the theme decor and with the rental related items such as tables, chairs, linens, etc.? (10)
- WOW factor: Did the event demonstrate innovative ideas or elements, including, but not limited to, technical production and entertainment? (10) For the lower budget categories, the WOW factor would be "WOW, how did you manage to produce such a great event with this budget?"
- Event Collateral: Did the entry include event support marketing collateral, i.e. invitations, announcements, etc.? What was the creative value and quality? (10)

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Entry materials on CD conform to rules (10)

*All budgeted categories should be accompanied by a budget. Entries in the Best Event with a budget under ** 'On a Shoestring' entries should be for a client, at retail value or discounted retail value, not an in-house or industry event.



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EVENT DESIGN

CATEGORIES

- Best Floral Design
- Best Non-Floral Design: A temporary design, using balloons, and/or other non-floral media
- Best Themed Event Decor
- Best Tabletop Design: Concept combining centerpieces, linens, and place settings
- Best Use of Decorative Linens: Concept combining design and provision of linens for buffets, table tops, and/or chairs, etc.

WHO CAN ENTER

The entity responsible for creating and producing the design, including, but not limited to: Event designers; floral designers, prop, scenery and display designers; balloon artists, artists in other media.

JUDGING CRITERIA (Total of 100 points)

Description: 1,200 word maximum should address the following (50 points)

- Description of the overall event and the design services you provided. (10)
- Goals: What were the client's goals? (10)
- Objectives for your services? (10)
- How were these accomplished? (10)
- Challenges: What was the degree of difficulty of the design and/or installation, and how were any challenges or obstacles overcome? (10)

Event Design & WOW Factor (30 points)

- Design: Was the design consistent with the event theme? Did it support the event purpose? (10)
- Final product: What was the level of quality in the finished product? (10)
- WOW Factor: Was the design visually exciting or dynamic? (10)

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Entry materials on CD conform to rules (10)

EVENT CUISINE

CATEGORIES

- Best Plated Menu
- Best Buffet / Reception Menu
- Best Menu on a Shoestring (under \$25**/person - incl. service and sundry items, excl. tax and gratuity)*
- Best Cake Presentation

WHO CAN ENTER

Caterers, either off-premise or in-house, including specialty bakeries, restaurants, facility operators, hotels, clubs, and any other entities that provide food to the special events industry.

JUDGING CRITERIA (Total 100 points)

Description: 1,200 word maximum should address the following (40 points)

- Description of the overall event and the services you provided. (10)
- Goals: What were the client's goals? (10)
- Objectives for your services? How were these accomplished? (10)
- Challenges: What was the degree of difficulty for your service, and how were any challenges or obstacles overcome? (10)

Event Design & WOW Factor (40 points)

- Was the food presentation multifaceted? (10)
- Did the event demonstrate exemplary culinary skills and presentation? (10)
- Did the presentation enhance and complement the theme of the event? (10)
- WOW Factor: (10) For 'Best Event on A Shoestring' entries, the WOW factor would be "WOW, how did you manage to produce such a great menu with this budget?"

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Entry materials on CD conform to rules (10)

*All budgeted categories should be accompanied by a budget. 'On a Shoestring' entries should be for a client, at retail value or discounted retail value, not an in-house or industry event.



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ENTERTAINMENT

CATEGORIES

- Best Entertainment Production
- Best Entertainment Production on a Shoestring (under \$25k)*
- Best Themed Entertainment
- Most Unique Entertainment

WHO CAN ENTER

Producers, choreographers, designers of entertainment, and entertainers

JUDGING CRITERIA: (Total 100 points)

Description: 1,200 word maximum should address the following (40 points)

- Description of the overall event and the services you provided (10)
- Goals: What were the client's goals? (10)
- Objectives for your services? How were these accomplished? (10)
- Challenges: What was the degree of difficulty and how were any challenges or obstacles overcome? (10)

Event Design & WOW Factor (40 points)

- Production: Was the entertainment production multifaceted? Was the production consistent with the event theme? (10)
- Rate the level of logistical difficulty. (10)
- Collateral: Did the collateral provided give a good visual (and/or Audio-Visual) representation of the entertainment production? (10)
- WOW Factor: (10) For 'Best Entertainment Production on a Shoestring' entries, the WOW factor would be "WOW, how did you manage to produce such a great event with this budget?"

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Entry materials on CD conform to rules (10)

For all Entertainment categories, a video up to three minutes in length is acceptable, and counts as one piece of collateral.

*All budgeted categories should be accompanied by a budget. 'On a Shoestring' entries should be for a client, at retail value or discounted retail value, not an in-house or industry event.

TECHNICAL PRODUCTION

CATEGORIES

- Best Audio-Visual Design
- Best Lighting Design
- Best Special Effects
- Best Tent Installation
- Best Use of Rental Equipment
- Logistical Achievement – Technical Production

WHO CAN ENTER

Companies providing staffing, rental equipment, tenting, lasers, lighting, special effects, pyrotechnics, audio-visual, transportation, and valet services, and any others providing technical, logistical, or design services for the special events industry.

JUDGING CRITERIA: (Total 100 points)

Description: 1,200 word maximum should address the following (40 points)

- Description of the overall event and the services you provided (10)
- Goals: What were the client's goals? (10)
- Objectives for your services? How were these accomplished? (10)
- Challenges: What was the degree of difficulty in providing your services, and how were any challenges or obstacles overcome? (10)

Event Design & WOW Factor (40 points)

- Design / Production: Was the design/production consistent with the event theme? (10)
- Rate the degree of difficulty of the technical production. (10)
- Collateral material: Does the collateral provided illustrate the value of the design to the overall event? (10)
- WOW Factor: (10)

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Entry materials on CD conform to rules (10)

For the 'Technical Production' category, a video up to three minutes in length is acceptable, and counts as one piece of collateral.



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EVENT ENHANCEMENTS

CATEGORIES

- Best Print Piece (Includes invitations, menu cards, programs, flyers, etc.)
- Best Use of Media / Technology (Alternative methods of communications or marketing, excluding print media, includes but is not limited to, websites, CD's, DVD's, etc.)
- Best Event Innovation (Includes, but is not limited to, a novelty item, a new idea or unique approach to a problem or need, a new product or service, a new design for an event element, etc.)
- Best Event Photography

WHO CAN ENTER

Graphic designers, photographers, producers and designers of event collateral, including advertising, promotional pieces, invitations, announcements, signage, and novelties.

JUDGING CRITERIA for NON-PHOTOGRAPHY (Total 100 points)

Description: 1,200 word maximum should address the following (40 points)

- Description of the overall event and the services you provided (10)
- Goals: What were the client's goals? (10)
- Objectives for your services? How were these accomplished? (10)
- Challenges: What was the degree of difficulty in providing your services, and how were any challenges or obstacles overcome? (10)

Event Design & WOW Factor (40 points)

- Design: Was the design consistent with the event theme and purpose? (20 points)
- Collateral: Did the collateral provided give a good representation of the item and its value to the overall event? (10)
- WOW Factor: (10)

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Entry materials on CD conform to rules (10)

For 'Best Use of Media / Technology' and 'Best Event Innovation', a video up to three minute in length is acceptable, and counts as one piece of collateral.

PHOTOGRAPHY JUDGING CRITERIA (Total 100 points)

Description: 1,200 word maximum should address the following (40 points)

- Description of the overall event and the services you provided (10)
- Goals: What were the client's goals? (10)
- Objectives for your services? How were these accomplished? (10)
- Challenges: What was the degree of difficulty in providing your services, and how were any challenges or obstacles overcome? (10)

Event Design & WOW Factor (40 points)

- Creative Perspective: Do the images reveal the important event elements, including design, production, catering, entertainment, activities, and audio-visuals? (10)
- Technical skill: Rate the images on composition, exposure, and focus. (10)
- Enhancements: If any images are digitally altered, what was the purpose and extent of the changes? (10)
- WOW Factor: Are the images visually exciting? (10)

Entry: The collection committee will award the following points (20 points)

- Form completed and check included (10)
- Entry materials on CD conform to rules (10)



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BOB BLAESING, CSEP LIFETIME ACHIEVEMENT AWARD

(Committee Selection – not required annually)

A Lifetime Achievement Award was established in the first year of the Allie Awards to honor individuals in our industry who have made a mark in Atlanta’s events community over their career. Past recipients are event professionals for 20 years or more who are well known for their contributions to the special events industry, in particular to NACE and ISES.

Past Recipients

- 1991 Helen Roberts
- 1992 Mary Jordan
- 1993 Robert Griggs
- 1995 Bob Hansel
- 1996 Klaus Inkamp, CSEP
- 1998 Ron Lazarus and Scott Ardolino
- 1999 Suzanne Stedman
- 2001 Tim Lundy, CSEP
- 2002 Bob Blaesing, CSEP
- 2005 Shelley Pedersen, CPCE
- 2006 Kendall Collier, CPCE
- 2007 Gayle Skelton, CPCE
- 2008 Doc Waldrop
- 2009 Dennis Smith
- 2010 Brenda Maynard

The title “Lifetime Achievement Award” implies a long period of time, and while honoring longevity is good, the key word is “Achievement.” We chose in 2004 to honor the late Bob Blaesing, CSEP, co-founder of Experience By Design, by renaming the award “The Bob Blaesing, CSEP, Lifetime Achievement Award.” Bob was a visionary whose philosophy exemplifies what we honor with the Lifetime Achievement Award: nurturing those around us through education; pursuit of ethical and professional behavior throughout the industry; and commitment to the growth of Special Events. May his spirit live in those who are honored with this award.

Nominees are put forward by the Allie Awards Night Advisory Committee. Nominated will be individuals who have made an impact in the Atlanta events community over the course of their career, through innovation, dedication and achievement. The winner will be selected by the Allie Awards Night Advisory Committee and presented at the Allie Awards Night.

DALE RIGGINS HUMANITARIAN AWARD

Shepard Convention Services introduced the Dale Riggins Humanitarian Award in 1993 as a tribute to, and in memory of, its valued employee, Dale Riggins, who made great contributions to the special event industry. This Prestigious honor is awarded each year to an individual who donates time, talent, effort and expertise to community services both within our industry and in our community. The recipients of the award are among the most honored luminaries in our industry.

Past Recipients

- 1993 Dale Riggins
- 1994 Tim Lundy, CSEP
- 1995 Tony Conway, CMP
- 1996 Robert Griggs
- 1997 Erik Magnusson
- 1998 Bob Blaesing, CSEP
- 1999 Tina DeRenzis
- 2000 J Wilbur Smith
- 2002 Terry Singleton, CSEP
- 2003 Doc Waldrop
- 2005 Dennis Smith
- 2006 Greg Snow
- 2007 Matt Clouser
- 2008 Brenda Maynard
- 2009 Dan Nolan III
- 2010 Margie Deitz

Consider for a moment the individuals who truly “make a difference” to those in need and whose effects give the Atlanta special events industry its true impact and high profile. Please take time to nominate someone in our industry whom you feel is worthy of this honor. Nominees should be of high moral and ethical stature and exhibit outstanding professionalism in their service to the special events industry and the community at large. The winner will be selected by the Allie Awards Night Advisory Committee and presented at the Allie Awards Night.

Nominations require a one-page description on why your nominee should be selected based on the description above. Include your contact details.

Please e-mail your nomination by March 3, 2011, to Allison Schultz, Entries Committee, aschultz@200peachtree.com tel. 404-281-9550.



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TIM LUNDY, CSEP RISING STAR AWARD

At the 20th anniversary of the Allie Awards we remembered the entrepreneurial spirit of the team that created the Allies, in particular its founder Tim Lundy, CSEP. The spirit and intent of this award is designed to honor, recognize, encourage and inspire a young event professional toward his/her greatest potential in the special events industry.

Past Recipients

2010 Michael Shoer

Nominees shall:

- Be within their first five years in the special events industry
- Be actively involved in the Atlanta events industry and association community
- Have exhibited innovation and leadership and made an impact on their company
- Have clear potential to grow into more responsibility in their company, association organizations, and the community at large

Nominations require a one-page description on why your nominee should be selected based on the description above. Include your contact details.

Please e-mail your nomination by March 3, 2011, to Allison Schultz, Entries Committee, aschultz@200peachtree.com tel. 404-281-9550.