

Call for Entries



Sixth Annual Minnesota Star Awards

Friday, March 26, 2010



INTERNATIONAL
SPECIAL EVENTS SOCIETY

MINNEAPOLIS-ST. PAUL CHAPTER

The International Special Events Society (ISES) – 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.

Minnesota Star Awards

Who can enter the awards?

Anyone who has produced events (or components of events) within the region represented by the ISES Minneapolis-St. Paul Chapter *or* who works in this region, but produces events in other locations is eligible to enter. You *do not* have to be an ISES member to enter most of the award categories!

Why should I enter the ISES Minnesota Star Award?

By entering the ISES 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?

In order to maintain fairness in the judging, *the Minnesota Star Award submissions are entirely anonymous and are judged by event professionals from another region of the United States.* All entries are delivered to a third-party auditor for pre-judging. Once the auditor has determined that

the rules are met, all qualifying entries are sent to another ISES chapter in the United States for judging. The judging results are returned directly to the auditor, which supplies the information about the winning entries to the awards company. All of the entries must be anonymous (no mention of names or company names are allowed in the entries). *No local ISES members or event professionals are involved in the judging process or know the winners prior to the ceremony.*

How do I enter?

The next several pages outline the process for applying for an award. But, don't be overwhelmed... while the process isn't EASY....it isn't an impossible task. Just be sure to follow all the rules and submit your entry by January 14. Then plan to attend the ceremony on March 26, 2010!

What if I have questions?

If you have questions about the process, or run into problems, please send an email to starawards@ises-msp.org or call 612.377.3790 and someone will follow up with you right away.

Minnesota Star Awards Rules and Regulations

If the Minnesota Star Awards Rules & Regulations are NOT met, entries WILL be disqualified

ENTRIES/QUALIFICATIONS:

1. Qualifying Entries: Events submitted for the Minnesota Star Awards must have occurred between January 1, 2009 and December 31, 2009.
2. Eligibility: Entries for any category, with the exception of the ISES Team Effort Award, are open to all event professionals. The ISES Team Effort Award is open only to ISES members. To enter any category as a member you must be listed on ises.com listed as a member on or before January 14, 2010.
3. Joint Entries: A joint entry can be entered when two or more individuals were instrumental in the planning of the event. Each individual can be from the same company (ie: 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.
4. Only complete entries will be accepted for judging. Please submit your binder using the included checklist. Failure to follow instructions may result in point deductions or disqualification.

BINDER REQUIREMENTS:

- Binder: Each entry *must* be presented in a plain, standard size three-ring binder with *no* external decorations.
 - Ensure the size of the binder is appropriate to contain all information comfortably.
 - Include the name of the category and the date of the event you are entering on the cover of the binder *and* on the spine of the binder.
- Inside the Binder:
 - Place each page of the entry in a plastic sleeve.
 - It is acceptable to use decorative paper on the inside of the binder.
- First Sleeve: The completed entry form, payment and the required CD or USB Flash Drive must be included in the first plastic sleeve of the binder.
- Entry Form:
 - Each entry **MUST** have a separate Entry Form.
 - If you are entering the same event into more than one category, you must fill out an Entry Form and prepare a separate binder for each category.
 - Be sure to include both pages of the ISES Awards Entry Form. Incomplete applications will be disqualified.
- Fees: Each entry binder must include the non-refundable entry fee per entrant.
 - **Entry Fee: \$50.00 per entrant** (submissions/binders received by 5:00pm on January 14th, 2010 or postmarked on or before January 13th, 2010 for delivery on January 14th, 2010.)
 - **(New This Year) Extended Entry Fee: \$75.00 per entrant** (submissions/binders received between January 15th-21st, 2010)
- Payment:
 - All entries must include a Credit Card Payment: You must **COMPLETELY** fill out the credit card payment information on your Entry Form and place the form in the first plastic sleeve of the binder. Please Note: The billing address that you list **MUST** match the billing address on file with the credit card company or your payment will be denied. All credit card charges will be run within two days of the application deadline. No other form of payment will be accepted.

- CD or USB Flash Drive: Each entry must submit a CD or USB Flash drive labeled with the entrant's name, category, event name and event date. The CD/Flash drive should be placed in the first plastic sleeve of the binder and should include:
 - A Microsoft Word document containing the following:
 - A four word (or less) title of the event.
 - A 35-word overview of the event, which will be used in the program if entry is nominated.
 - An electronic copy of **each** section of the judging criteria for the category entered.
 - A Minimum of Three(3) .jpg photos of the event at 300dpi resolution, which will be used if the entry is nominated.
- Cover Page: Include the name of the category and the date of the event you are entering as the second sleeve of the binder.
- Tab Dividers: Divide the binder into sections according to the category criteria.
 - Use extra-wide divider tabs to ensure the judges are able to easily see each of the tabs.
 - The first tabbed section should come immediately after your cover page, followed by the remaining tabs.
- Sections:
 - 100 word overview section: A word count must be listed on the bottom left hand corner of the page.
 - Respond to each additional section of the judging criteria with no more than two typed pages.
 - Photos may be included in each section of judging.
- Names and Logos: Do not include your name (or the names of anyone on your team) or your company's name or logo *ANYWHERE* in your entry—including all text, support materials, collateral (including photos, videos, invitations, invoices, etc.)
- Budgets: When entering categories that are budget-specific, a detailed budget must be included. The *retail value* of all items used, including donated, sponsored and inventory items, *MUST* be included.
- Collateral: In addition to text (criteria), collateral pieces should be included in your entries.
 - All collateral material *MUST* be contained in a clear plastic sleeve (including photos and videos)
 - *Management Collateral (where applicable)*: Categories requiring Management Collateral may include up to 20 plastic sleeves containing Management Collateral. Management collateral may include production schedules, floor plans, technical drawings, marketing materials, etc.
 - *Primary Collateral*: May include up to 20 plastic sleeves containing photos, printed materials, renderings, fabric swatches, etc. All categories are allowed (but not required) to submit one 10-minute video on DVD. Videos should always be placed in a plastic sleeve in the primary collateral section.

SUBMITTING YOUR ENTRY:

1. Entries Due: Submissions are due JANUARY 14, 2010 at a cost of \$50 per entrant.
**An extended submission deadline will be available this year until January 21, 2010 at a cost of \$75 per entrant. SUBMISSIONS NOT RECEIVED BY 5:00 p.m. on JANUARY 21, 2010, (or postmarked on or before January 20, 2010 for delivery on January 21, 2010) WILL BE DISQUALIFIED.*
2. Send or Deliver entries to:
 - Sterling State Bank
 - c/o Tracy Morton
 - 4520 150th St W
 - Apple Valley, MN 55124
 - Phone: 952-322-3300
3. Nominees: The top three nominees in each category will be notified no later than February 25, 2010.
4. Awards will be presented at the Minnesota Star Awards Ceremony on Friday, March 26, 2010.
5. Entries Returned: If you would like your entries returned, they will be available on the night of the event
6. Questions can be directed to the Awards and Entries Committee by emailing starawards@ises-msp.org. or by calling the committee at 612-677-3790.

Best Use of Food/Beverage

Category Description:

This award honors excellence and creativity in the use of food and/or beverages at an event through culinary planning, preparation, execution and/or presentation.

Entry Criteria:

Tab 1: Overview

- Include a 100-word overview describing your use of food and/or beverage (include a word count in the bottom, left-hand corner of the page).

Tab 2: Concept

- Describe the overall food/beverage concept.
- Outline the client's goals and objectives for the food/beverage.
- How did your concept meet the client's goals and objectives?

Tab 3: Innovation

- Effectively describe the food service presentation.
- Did the food/beverage demonstrate innovative culinary skills and presentation?
- Did the presentation enhance and complement the theme of the event?

Tab 4: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post-production phases of event management.
- Describe steps taken to ensure risk management control.
- Describe how the food/beverage integrated into the overall event.

Tab 5: Management Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.

Tab 6: Primary Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.

Best Use of Floral

Category Description:

This award is given for originality, detail and creativity using live or silk flowers and/or plants. This could include use of floral designs for overall decoration, centerpieces, bouquets and props.

Entry Criteria:

Tab 1: Overview

- Include a 100-word overview describing your use of floral (include a word count in the bottom left hand corner of the page).

Tab 2: Concept

- Describe the overall floral concept.
- Outline the client's goals and objectives for the floral.
- How was the design consistent with the event purpose/theme?

Tab 3: Design

- Effectively describe the floral design.
- Was the design innovative and creative?
- What was the degree of difficulty in the design?
- How did the design integrate into the overall event theme and objectives?

Tab 4: Production Management

- Outline your production process, including pre-production, production and post-production.
- Describe steps taken to ensure risk management control.

Tab 5: Management Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.

Tab 6: Primary Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.

Best Event Design & Decor

Categories: (Select One)

1. Best Event Design & Décor – Budget under \$25,000

This category honors event design---theme décor; floral design; prop, scenery, and display design; and balloon artistry.

2. Best Event Design & Décor – Budget \$25,000 and over

This category honors event design---theme décor; floral design; prop, scenery, and display design; and balloon artistry.

Entry Criteria:

Tab 1: Overview

- Include a 100-word overview describing the design & décor (include a word count in the bottom, left-hand corner of the page).

Tab 2: Concept

- Describe the overall concept.
- Outline the client's goals and objectives for the design & decor.
- How did the concept meet the client's goals and objectives?

Tab 3: Design

- Describe the event's overall design, including its complexity, creative elements and/or logistical details.
- Describe the event challenges and how they were met and overcome.
- Explain how the design was innovative and creative.

Tab 4: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post-production phases of event management.
- Describe steps taken to ensure risk management control.

Tab 5: Budget

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

Tab 6: Management Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.

Tab 7: Primary Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.

Best Use of Marketing/Graphic Design

Category Description:

This award honors event marketing and its design elements including use of logos, invitations, programs, posters, promotional pieces, event signage, and other pieces. Overall tie-ins to the event, unique distribution methods, packaging and other printing features will be considered.

Entry Criteria:

Tab 1: Overview

- Include a 100-word overview describing the marketing/graphic design (include a word count in the bottom, left-hand corner of the page).

Tab 2: Concept

- Describe the overall concept.
- Outline the client's goals and objectives for the marketing/graphic design.
- Describe the marketing/design concept including creative elements.
- How did the marketing/design concept meet the client's goals and objectives?

Tab 3: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post-production phases of the production process.
- Describe the degree of difficulty in the designed marketing collateral.

Tab 4: Measurement

- Describe the process for measuring the success of the marketing/design concept.
- How did the design integrate into the overall event theme and objectives?

Tab 5: Primary Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.

Best Event Photography/Videography

Category Description:

This category honors excellence in event photography and videography. This category is open to photographers and/or videographers only.

Entry Criteria:

Tab 1: Overview

- Include a 100-word overview describing the photography/videography (include a word count in the bottom, left-hand corner of the page).

Tab 2: Concept

- Describe the purpose of the event and your client's role (ie: event host, planner, caterer, producer, etc.)
- Outline the client's goals and objectives for the photography/videography.
- How did the concept for video/photographing the event support the client's goals and objectives?

Tab 3: Design

- Describe how the photographs and/or video reflect the event's overall aesthetics, complexity, and creative details.
- Explain how the photographs and/or videos achieved your clients goals.

Tab 4: Challenges

- Outline the specific challenges you met while video/photographing the event.
- How did you overcome these challenges?

Tab 5: Primary Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.

Best Event Support Services

Category Description:

This award recognizes excellence in design and/or execution of event support services. This category is for event support services professionals including (but not limited to) tenting, transportation, rentals, linens, décor, furniture, and/or other specialty services.

Entry Criteria:

Tab 1: Overview

- Include a 100-word overview describing the support services (include a word count the bottom, left-hand corner of the page).

Tab 2: Concept

- Describe the overall event concept.
- Outline the client's goals and objectives for the event.
- Explain why support services were necessary for this event.

Tab 3: Support

- Outline the products and/or services provided by your company.
- Explain how the client's goals and objectives were supported (including creative and/or logistical elements) by products or services provided by you or your company.
- Describe the degree of difficulty in the execution of the services provided by you or your company.
- Describe the support service challenges and how they were overcome.

Tab 4: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post-production phases of event management.
- Describe steps taken to ensure risk management control.

Tab 5: Management Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.

Tab 6: Primary Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.

Best Use of Entertainment

Category Description:

The category recognizes the use of entertainment to enhance an event.

Entry Criteria:

Tab 1: Overview

- Include a 100-word overview describing the entertainment (include a word count in the bottom, left-hand corner of the page)

Tab 2: Concept

- Describe the overall event concept.
- Outline the client's goals and objectives for the event.
- How did the entertainment concept meet the client's goals and objectives?

Tab 3: Logistics

- Outline the entertainment products and/or services utilized for this event.
- Explain the event's entertainment including creative elements and logistical details
- Describe the degree of difficulty in the execution of the entertainment for this event.
- Describe the production challenges and how they were overcome.

Tab 4: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post-production phases of event management.
- Describe steps taken to ensure risk management control.

Tab 5: Management Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.

Tab 6: Primary Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.

Best Technical Production

Category Description:

This award recognizes excellence in sound, lighting, audio-visual, film/video, special effects, pyrotechnics, lasers and staging.

Entry Criteria:

Tab 1: Overview

- Include a 100-word overview describing the technical production (include a word count in the bottom, left-hand corner of the page)

Tab 2: Concept

- Describe the overall event concept.
- Outline the client's goals and objectives for the event.
- How did the technical production concept meet the client's goals and objectives?

Tab 3: Logistics

- Outline the technical products and/or services utilized for the event.
- Explain how the event's technical production including creative elements and logistical details.
- Describe the degree of difficulty in the execution of the technical production for this event.
- Describe the production challenges and how they were overcome.

Tab 4: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post-production phases of event management.
- Describe steps taken to ensure risk management control.

Tab 5: Management Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.

Tab 6: Primary Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.

Best Event Planning

Event Categories: (Select One)

1. **Best Social Event- Budget under \$25,000**

This category honors excellence in social event planning such as birthdays, bar/bat mitzvahs, weddings, holiday gatherings, galas or other similar events. Any event that is primarily social in nature can be entered into this category.

2. **Best Social Event – Budget \$25,000 and over**

This category honors excellence in social event planning such as birthdays, bar/bat mitzvahs, weddings, holiday gatherings, galas or other similar events. Any event that is primarily social in nature can be entered into this category.

3. **Best Corporate Event – Budget under \$75,000**

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

4. **Best Corporate Event – Budget \$75,000 and over**

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

5. **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.

6. **Best Public Event**

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

**The same event cannot be simultaneously entered into multiple categories for Best Event Planning. 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.*

Entry Criteria:

Tab 1: Overview

- Include a 100-word overview describing the event (include a word count in the bottom left hand corner of the page).

Tab 2: Concept

- Describe the overall event concept.
- Outline the client's goals and objectives for the event.
- How did the event concept meet the client's goals and objectives?

Tab 3: Design

- Describe the event's overall design, including its complexity, creative elements and/or logistical details.
- Describe the event challenges and how they were overcome.

Tab 4: Marketing (Only pertains to Best Public Event)

- Explain your marketing plan--including the overall marketing plan that was used to attract the public to the event.

Tab 5: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post-production phases of event management.
- Describe steps taken to ensure risk management control.

Tab 6: Budget (Only pertains to Best Corporate and Best Social Event)

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

Tab 7: Management Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to; production schedules, agendas, scripts, flow charts, and job descriptions.

Tab 8: Primary Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.

Best ISES Team Effort

Category Description:

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 ALL ENTRANTS TO BE LISTED ON ISES.COM AS AN ISES MEMBERS ON OR BEFORE JANUARY 14, 2010.

Guidelines:

In this entry, the participants must only be referred to as ISES Caterer, ISES decorator, ISES florist, etc (or similar descriptions that eliminate specific names). The Team Leader must complete Tabs 1-7.

An entry fee, and a one-page involvement synopsis (See Tab 5) must be submitted with the entry for **each** ISES team member entering this category.

Entry Criteria:

Tab 1: Overview

- Include a 100-word overview describing the event (include a word count in the bottom, left-hand corner of the page)

Tab 2: Concept

- Describe the overall event concept.
- Outline the client's goals and objectives for the event.
- How did the event concept meet the client's goals and objectives?

Tab 3: Design

- Describe the event's overall design, including its complexity, creative elements and/or logistical details.
- Describe the event challenges and how they were met and overcome.

Tab 4: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post-production phases of event management.
- Describe steps taken to ensure risk management control.

Tab 5: Involvement

- Each ISES member entering this award category – including the Team Leader - must provide, using no more than one page, an involvement synopsis of their contributions to the event and answer how the team worked together.

Tab 6: Management Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.

Tab 7: Primary Collateral

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.



**INTERNATIONAL
SPECIAL EVENTS SOCIETY**
MINNEAPOLIS-ST. PAUL CHAPTER

Minnesota Star Awards Entry Form

Deadline: January 14, 2010
***Extended deadline due January 21, 2010**
Print or Type Clearly

Primary Entrant:

NAME _____ COMPANY _____

ADDRESS _____

PHONE _____ FAX _____ EMAIL _____

NAME and DATE OF EVENT _____

Check Here for **INDIVIDUAL ENTRY** Check Here for **JOINT ENTRY** Check Here for **ISES TEAM ENTRY**

LIST EACH ADDITIONAL ENTRANT—Please provide name, company, email and phone number of all individuals entering

<i>Name</i>	<i>Company</i>	<i>Email</i>	<i>Phone Number</i>	<i>\$50 Per by Jan. 14</i>	<i>\$75 Per by Jan. 21</i>
1					
2					
3					
4					
5					
6					
7					
8					
9					
TOTAL Amt DUE				\$	\$

Category Entered (Check One Per Entry Form):

- | | |
|--|---|
| <input type="checkbox"/> Best Use of Food/Beverage | <input type="checkbox"/> Best Social Event
(Budget under \$25,000) |
| <input type="checkbox"/> Best Use of Floral | <input type="checkbox"/> Best Social Event
(Budget \$25,000 and over) |
| <input type="checkbox"/> Best Event Design & Decor
(Budget under \$25,000) | <input type="checkbox"/> Best Corporate Event
(Budget under \$75,000) |
| <input type="checkbox"/> Best Event Design & Décor
(Budget \$25,000 and over) | <input type="checkbox"/> Best Corporate Event
(Budget \$75,000 and over) |
| <input type="checkbox"/> Best Use of Marketing/Graphic Design | <input type="checkbox"/> Best Non-Profit Event |
| <input type="checkbox"/> Best Event Photography/Videography | <input type="checkbox"/> Best Public Event |
| <input type="checkbox"/> Best Event Support Services | <input type="checkbox"/> Best ISES Team Effort |
| <input type="checkbox"/> Best Use of Entertainment | |
| <input type="checkbox"/> Best Technical Production | |

Payment:

Amount: \$ _____

Credit Card: AMEX VISA MASTERCARD

Name on Card: _____

Billing Address: _____
(Must match the mailing address on file for the credit card)

City, State & ZIP: _____ **Phone Number:** _____

Card Number: _____ **Security Code** _____

Expiration Date: _____ / _____ **Signature:** _____

** If you have multiple entrants that are paying with multiple credit cards, copy payment page 12 as many times as needed to provide the information for payment.*

Entries must be received no later than 5:00 p.m. on Thursday, January 14, 2010

**An extended submission deadline will be available this year until January 21, 2010 at a cost of \$75 per entrant.*

See rules and regulations for specific submission instructions and fees.

I affirm that all of the materials, information, designs and ideas included in this entry are the work of the company(ies) and/or individual(s) applying for the Minnesota Star Awards.

X _____ Date: _____

I hereby give ISES permission to release and distribute information about this event (that is included in the award entry) for the purposes of promoting the Minnesota Star Awards as well as the nominees and recipients.

X _____ Date: _____

I do NOT want the details of my event used for future promotion of the Minnesota Star Awards. I understand that by checking this box, if my entry is selected as the winner in my category, that my event will be listed by name only and will not receive additional coverage, with the exception of an anonymous description printed in the June 2010 edition of Twin City Business Magazine.



ENTRY CHECKLIST

Before submitting your entry, please be sure that you have met all of the following criteria:

The following Criteria are used to judge entries and ensure fairness in judging. Failure to follow directions could result in disqualification! **NOTE: This checklist is only a reminder of the rules—more complete information about these rules can be found in the Rules and Regulations at the beginning of this document. Please carefully read that section prior to beginning your entry submission.**

GENERAL ENTRY REQUIREMENTS

- The event took place between January 1, 2009 and December 31, 2009.

BINDERS--GENERAL

- Each entry is presented in a plain, standard size binder three-ring with NO external decorations.
- Each page and/or piece of collateral is in a plastic sleeve
- A completed application form, payment and CD or USB Flash Drive is in the first plastic sleeve of the entry.
- The category name and the event date is on the cover page, binder cover and spine of the binder.
- The binder is divided into tabs that correspond to the entry criteria listed in the call for entries for this category.
- ALL names and/or company names and logos have been removed from the entry.
- A CD or USB Flash Drive with the appropriate files is included in the first plastic sleeve of the binder.
 - The CD or USB Flash Drive is labeled with the entrant's name, category, event name and event date.
 - A complete, electronic copy of each section of the entry criteria for the category entered.
 - Text files are in Microsoft Word.
 - Three Photos are included as .jpeg files at 300 dpi.

TEXT SECTIONS

- The word count is included on the bottom left hand corner of the 100 word overview.
- Each section of the judging criteria is no longer than two typed pages.

COLLATERAL

- All requested management and/or primary collateral pieces are included in plastic sleeves
- The entry does not include more than the allowed number of collateral plastic sleeves.

BUDGET

- A budget has been included for budget-specific categories.
- Budgets must include the **retail value** of all items used, **including donated, sponsored and inventory items.**

PAYMENT

- One Payment in the form of a credit card for EACH entry has been included.
- If submitting a joint entry or team entry, payment has been included to cover all required entry fees.

SENDING YOUR BINDER

- The entry will arrive by the submission deadline of 5:00 PM on Thursday, January 14, 2010.
- The entry will be sent to Sterling State Bank.