

19TH ANNUAL ALLIE AWARDS NIGHT (2009)

RULES FOR ENTERING

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:
 - i) Entrant's company is located in metropolitan Atlanta, GA
 - ii) Entrant is a current member in the Atlanta chapter of ISES
 - iii) Entrant is a current member in the Atlanta chapter of NACE
- B. **Event Date:** The event must have occurred between January 1, 2008 and December 31, 2008.
- 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 and the Awards Night information, items 1 & 2. If the entrant's name appears anywhere else in the entry, the judging body is instructed to disqualify the binder from further competition.
- E. **Entries registration will be at the Atlanta History Center ONLY during the following time:**
 - i) Wednesday, February 11, 2009, 9:00 AM to Noon
 - ii) Thursday, February 12, 2009, Noon to 4:00 PM
 - iii) Late drop off, Tuesday, February 17, 2009, 9:00 AM to Noon, ABSOLUTELY NO EXCEPTIONS! a late fee of \$25.00 per entry will apply.
- F. **Drop-off will be to an Entries Committee person at the center. These are the only available times for drop off.**
- G. **Location.** Entries are to be delivered in person to Members of the Allie Awards Committee, Administrative Offices, Atlanta History Center, 130 West Paces Ferry Rd. NW, Atlanta, GA 30305-1366. (Directions: www.atlantahistorycenter.com).
- H. **Mailed entries** – please contact Allison Schultz, Awards Chair, aljonz@mindspring.com, 404.281.9550

2) **Disqualification:** Entries will be disqualified for failure to comply with the stated rules. We are unable to notify entrants if their entries are disqualified for any reason. 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 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 February 27, 2009. Awards will be presented at the Allie Awards Night, on March 15, 2009. Transportation and tickets to the ceremony are the sole responsibility of the entrants.
- D. **Entry Retrieval:** All entries may be retrieved at the end of the Allie Awards Night Program. All entries must be signed out and valid identification must be shown. The Allie Awards Night Committee is not responsible for the security of entries once they have been signed out. Entries not collected that night will be held for retrieval from Allison Schultz until March 31, 2009. Please call Allison at 404.281.9550 to schedule pick-ups. The Allie Awards Night Committee is not responsible for returning any entries, or holding them after March 31, 2009.

4) The Entry Notebook: Only complete entries will be accepted for judging.

- A. **Entries must be submitted in a plain, black standard-sized, 3 ring binder notebook. Maximum thickness is 1", as needed for collateral. No decoration is allowed on the outside. Decorative paper and tabs may be used inside. Adhesive tabs may not be used. Arrange the notebook to specifically comply with the following format.**
- B. **Section 1. Entry form, payment, Allie Awards Night presentation material.**
Note: These items will be removed from the notebook before the notebook is sent for judging. Items will be used at the Allie Awards Night Ceremony in the event your entry is nominated. The following four items should all be placed together in a single clear protective sleeve with no decoration or divider tab, in the following order from front to back:
 - a. **CD with a scanned photo (JPEG file) that you feel best represents the event. This image will be shown, if nominated, at the Allie Awards Night. 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. On the CD be sure to identify your company name, and the category that you are entering. (CD will not be part of the entry when it is judged.)**
 - b. **Check (non-refundable) in the amount of \$50.00 per entry, made payable to "Allie Awards Night" with the entrant name and category noted. (Entries received after February 12, 2009 must include a total payment of \$75.00.) For Best Team Effort, include payment for each participating team member. Checks should not be inserted into envelopes, stapled or paper clipped.**
 - c. **Completed entry form. For Best Team Effort, include one entry form for each participating team member.**
 - d. **Awards Night Information Sheet. Include the following information in the order below (in a simple font, 20 point type, on plain white paper with no decorations or graphics):**
 - i. **The title of the event (Please be creative.)**
 - ii. **Description of the event, to be used on the Allie Awards Night if your event wins. Maximum 50 words: Include word count in the bottom right margin.**
 - iii. **The name of your company.**
 - iv. **The category you are entering.**

- C. Section 2 - The entry as it will be received and considered by the judges.**
- 1. Tab 1: Statement of responsibility for the event. The statement must include:**
 - a. The category that you are entering.**
 - b. Your responsibility with the event. Maximum length is 100 words; include word count at lower right margin.**
 - 2. Tab 2 - Event Description as outlined in each award category. Maximum length: 1200 words (Include word count). Minimum 12-point type and 1" margins. Include the following:**
 - a. Title of the event.**
 - b. A description of the event, addressing the first three bullet points listed in criteria.**
 - 3. Tab 3: Collateral Material. Maximum 10 items, each item must be inserted in a plastic sleeve. Press coverage, including newspaper and magazine articles, is not permitted. Collateral may include the following items:**
 - a. Photographs:**
 - i. Maximum size 8"x10".**
 - ii. Collages are not acceptable (One picture per page).**
 - iii. Each photo counts as one piece of collateral. Photos inserted in the event description portion will count as a portion of the collateral material limitations. Reproductions of identical collateral materials inserted in the written description that also reappear in the collateral materials section will count as one piece of collateral.**
 - b. Marketing pieces, i.e., invitation, announcement, menu card, etc.**
 - c. Novelty items.**
 - d. Linen samples.**
 - e. DVD or video, (Allowed only where specified), maximum 3 minutes in length.**
 - f. Floor plans and other production documents.**

**QUESTIONS ? Call or write:
Allison Schultz, Awards Chair
aljonz@mindspring.com
404.281.9550**

**19TH ANNUAL ALLIE AWARDS NIGHT
RULES FOR ENTERING**

(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

All team members must complete the statement of responsibility. To be eligible to receive an Allie, members must complete this entry form, and submit \$50 payment. (\$75 after 2/12/09)

EVENT PLANNING

_____ Best Corporate Event
_____ Best Social Event
_____ Best Event on a Shoestring
_____ Most Creative Venue
_____ Logistical Achievement in Planning

EVENT DESIGN

_____ Best Floral Design
_____ Best Non-Floral Design
_____ Best Themed Event Decor
_____ Best Tabletop Design
_____ Best Use of Decorative Linens

EVENT CUISINE

_____ Best Plated Menu
_____ Best Buffet / Reception Menu
_____ Best Menu on a Shoestring
_____ Best Cake Presentation

ENTERTAINMENT

_____ Best Entertainment Production
_____ Best Entertainment Production on a Shoestring
_____ Best Themed Entertainment
_____ Most Unique Entertainment

TECHNICAL PRODUCTION

_____ Best Audio-Visual Design
_____ Best Lighting Design
_____ Best Special Effects
_____ Best Use of Media/Technology
_____ Logistical Achievement - Technical Production

EVENT ENHANCEMENTS

_____ Best Print Piece
_____ Best Tent Installation
_____ Best Use of Rental Equipment
_____ Best Event Innovation
_____ Best Event Photography

Use a separate form for each entry.
Please duplicate as needed.

BEST TEAM EFFORT

1 AWARD FOR EACH (PAID) ELIGIBLE TEAM MEMBER

WHO CAN ENTER:

Any group of companies or individuals who formed a core event team; Team must include four (4) or more ISES and/or NACE members. Further team members do not have to be members of ISES or/and NACE. An entrant's partner company does not have to 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 in the event their entry wins) must complete an entry form and pay the \$50.00 (or \$75.00 late) entry fee. The entry forms and statements must be combined by a designated team member into the required notebook, and the rest of the entry must be completed as described in the rules. All entry forms and statements must be submitted together. Separate entry forms, statements or payment will not be accepted.

JUDGING CRITERIA: (Total of 100 points)

Your 1200 word maximum description (12-pt type, 1" margins) should address the first four bullet points. (60)

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

In addition, judges will award points based on the following criteria: (20)

- WOW factor: Did the event demonstrate innovative ideas or elements, including, but not limited to technical production and entertainment? (10 points)
- Event Collateral: Did the entry include event support marketing collateral, i.e. invitations, announcements, etc.? What was the creative value and quality? (10 points)
** A DVD or videotape 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).

The collection committee will award the following points:

- Entry: (20 points)
 - a. Form completed and check included (10 points)
 - b. Binder and collateral conform to rules (10 points)

EVENT PLANNING 5 AWARDS

CATEGORIES:

- Best Corporate Event**
- Best Social Event**
- Best Event on a Shoestring ****
- Most Creative Venue - Use of a non-traditional event site**
- Logistical Achievement in Planning**

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)

Your 1200 word maximum description (12-pt type, 1" margins) should address the first four bullet points: (40)

- **Description of the event and the services provided (10 points)**
For 'Best Event on A Shoestring' entries, include an explanation of why this event should be considered in this category. (See also "WOW factor")
- **Goals: What were the client's goals? (10 points)**
- **Objectives? How were these accomplished? (10 points)**
- **Event Management: What was the degree of difficulty and how were any challenges or obstacles overcome? (10 points)**

In addition, judges will award points based on the following criteria: (30)

- **Design: Did the event demonstrate creative dynamics with the theme decor and with the rental related items such as tables, chairs, linens, etc.? (10 points)**
- **WOW factor: Did the event demonstrate innovative ideas or elements, including, but not limited to, technical production and entertainment? (10 points)** For 'Best Event on A Shoestring' entries, 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 points)**

The collection committee will award the following points:

- **Entry: (20 points)**
 - a. **Form completed and check included (10 points)**
 - b. **Binder and collateral conform to rules (10 points)**

**** On a Shoe String entries should be for a client, at retail value or discounted retail value, not an in-house or industry event.**

EVENT DESIGN 5 AWARDS

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, tabletops, 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)

Your 1200 word maximum description (12-pt type, 1" margins) should address the first five bullet points: (50)

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

In addition, judges will award points based on the following criteria: (30)

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

The collection committee will award the following points:

- Entry: (20 points)
 - a. Form completed and check included (10 points)
 - b. Binder and collateral conform to rules (10 points)

EVENT CUISINE 4 AWARDS

CATEGORIES:

- **Best Plated Menu**
- **Best Buffet / Reception Menu**
- **Best Menu on a Shoestring ****
- **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)

Your 1200 word maximum description (12-pt type, 1" margins) should address the first four bullet points. (40)

- **Description of the overall event and the services you provided. (10 points) For 'Best Menu on A Shoestring' entries, include an explanation of why this event should be considered in this category. (See also "WOW factor")**
- **Goals: What were the client's goals? (10 points)**
- **Objectives for your services? How were these accomplished? (10 points)**
- **Challenges: What was the degree of difficulty for your service, and how were any challenges or obstacles overcome? (10 points)**

In addition, judges will award points based on the following criteria: (40)

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

The collection committee will award the following points:

- **Entry: (20 points)**
 - a. **Form completed and check included (10 points)**
 - b. **Binder and collateral conform to rules (10 points)**

**** On a Shoe String entries should be for a client, at retail value or discounted retail value, not an in-house or industry event.**

ENTERTAINMENT 4 AWARDS

CATEGORIES:

- Best Entertainment Production**
- Best Entertainment Production on a Shoestring ****
- Best Themed Entertainment**
- Most Unique Entertainment**

WHO CAN ENTER:

Producers, choreographers, designers of entertainment, and entertainers

JUDGING CRITERIA: (Total 100 points)

Your 1200 word maximum description (12-pt type, 1" margins) should address the first four bullet points: (40)

- Description of the overall event and the services you provided (10 points) For 'Best Entertainment on A Shoestring', include an explanation of why this event should be considered in this category. (See also "WOW factor")**
- Goals: What were the client's goals? (10 points)**
- Objectives for your services? How were these accomplished? (10 points)**
- Challenges: What was the degree of difficulty and how were any challenges or obstacles overcome? (10 points)**

In addition, the judges will award points for the following criteria: (40)

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

The collection committee will award the following points:

- Entry: (20 points)**
 - a. Form completed and check included (10 points)**
 - b. Binder and collateral conform to rules (10 points)**

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

**** On a Shoe String entries should be for a client, at retail value or discounted retail value, not an in-house or industry event.**

TECHNICAL PRODUCTION 5 AWARDS

CATEGORIES:

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

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)

Your 1200 word maximum description (12-pt type, 1" margins) should address the first four bullet points: (40)

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

In addition, the judges will award points for the following criteria: (40)

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

The collection committee will award the following points:

- Entry: (20 points)
 - a. Form completed and check included (10 points)
 - b. Binder and collateral conform to rules (10 points)

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

EVENT ENHANCEMENTS 5 AWARDS

CATEGORIES:

Best Support Piece (Includes invitations, menu cards, programs, flyers, 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

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.)

WHO CAN ENTER:

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

JUDGING CRITERIA: (Total 100 points)

Your 1200 word maximum description (12-pt type, 1" margins) should address the first four bullet points: (40)

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

In addition, the judges will award points for the following criteria: (40)

- **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 points)**
- **WOW Factor: (10 points)**

The collection committee will award the following points:

- **Entry: (20 points)**
 - a. **Form completed and check included (10 points)**
 - b. **Binder and collateral conform to rules (10 points)**

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

PHOTOGRAPHY JUDGING CRITERIA follows on the next page.

PHOTOGRAPHY JUDGING CRITERIA: (Total 100 points)

Your 1200 word maximum description (12-pt type, 1" margins) should address the first four bullet points: (40)

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

In addition, the judges will award points for the following criteria: (40)

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

The collection committee will award the following points:

- **Entry: (20 points)**
 - a. **Form completed and check included (10 points)**
 - b. **Binder and collateral conform to rules (10 points)**

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 Celebration to honor individuals in our industry who have made a mark in Atlanta's events community. Past recipients include Helen Roberts, Mary Jordan, Bob Hansel, Robert Griggs, and the team of Ron Lazarus and Scott Ardolino, all 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.

Other Professionals have received this award, many for the efforts made in setting the standards for special events in [Atlanta](#). These [recipients](#) include [past](#) leaders of both ISES and NACE locally, nationally and internationally; Tim Lundy, CSEP; Klaus Inkamp, CSEP; Suanne Stedman, [Shelly](#) Pederson CPCE [and Doc Waldrop](#)

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.

Dale Riggins Humanitarian Award

Shepard Convention Services introduced the Dale Riggins Humanitarian Award in 1995 as a tribute to, and in memory of, their 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. They are: 1993 Dale Riggins; 1994 Tim Lundy, CSEP; 1995 Tim 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.

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 Allies Awards Night Committee. This year's award will be presented at the 19th Annual Allie Awards Night on March 15th, 2009.

Use this form to nominate this year's candidate for The Dale Riggins Humanitarian Award. Please note; you do not have to enter an event in the Allies in order to nominate someone for his honor.

I hereby nominate _____ as the recipient of The Dale Riggins Humanitarian Award for the following reason

[\(Use free form page if desire\)](#)

My name is _____

Phone _____

E-mail _____

**Please e-mail your nomination by February 17, 2009, to:
Allison Schultz, Awards Chair
aljonz@mindspring.com
404.281.9550**