

STAR AWARDS

FESTIVALS • TRADE SHOWS
CONFERENCES • LOGISTICS
ENTERTAINMENT
LIGHTING • WEDDINGS
EVENTS • FESTIVALS • DECOR
TENTS • CATERING

2012

Call for Entries

15th Annual Canadian Event Industry Awards



THE CANADIAN EVENT INDUSTRY AWARDS IS OWNED BY canadianspecialevents.com.

THE AWARDS GALA WILL TAKE PLACE ON MARCH 30, 2012 IN TORONTO



DEADLINE FOR ENTRY SUBMISSION IS FEBRUARY 5, 2012

★ Do You Award



The CEIA is a national award program that recognizes outstanding achievements in Canadian special events, meeting management, conference planning and exhibition management. The program is open to any Canadian company that has produced an event or qualifying element of an event within the eligibility period. Membership in any particular association is NOT a prerequisite.

canadianspecialevents.com
CONNECTING CANADA'S EVENT INDUSTRY

please email questions to
info@canadianspecialevents.com
Web: www.canadianspecialevents.com

Produce Winning Events?

Eligibility

Any Canadian-based company that has produced an event or qualifying element of an event between January 1, 2011 and December 31, 2011.

All entries must be received by February 5, 2012. Due to time constraints and publishing deadlines, **NO EXTENSIONS** will be possible under any circumstances.

Nominees

Nominees will be selected by an esteemed panel of experts from the event, design and catering industries in Canada and nominees will be announced late Feb 2012.

Winners will be announced at the Gala Awards Dinner held on March 30, 2012, in Toronto.

AWARD CATEGORIES & CRITERIA

1. **Best Opening Event** - Any event for which the purpose is to celebrate an opening, ie. sporting event, a season, building or business. Speak to creativity and originality of the event concept and development.
2. **Best Event Produced by an Association, Board or Committee** - Events in this category must have been produced for an association by its board and/or a board appointed committee. It can be a meeting, special event, fund raiser (for the assoc) or membership drive. Independent planners cannot enter association events they produced for clients.
3. **Best Trade Show** - Consumer event, trade and exhibitions are acceptable. To enter this category your company must be responsible for producing and managing the event. Decorating or sales only is not sufficient. Include event budget and critical path or proof of production components and how you managed them. Please include examples of marketing collateral.
4. **Best Trade Show Booth or Pavilion** - Entrant must be responsible for both design and construction. Include clear pictures, your objective statement and a list of construction materials. Speak to the creativity, functionality and flow of attendees.
5. **Best Sporting Event** - Entrant must be responsible for producing the event, not just marketing it. Include logistical processes (ie: registration and volunteer management).
6. **Best Buffet Table Design** - Refers to the design and installation of the buffet decor and display. Speak to the creativity of the design.
7. **Best Table Center** - Entrant must be responsible for creation and installation of piece. Show design process and explain theme integration concepts.
8. **Best Event Catering** - This is a food category and refers to the design, preparation and service of the food at an event. Judges will not consider décor unless it supports the food presentation. The entrant must be the caterer, not the planner unless they are one and the same. Include use of photos and themes. Speak to the design of the menu and creativity of food presentation and challenges.
9. **Best Entertainment Production** - Refers to an event where the entertainment is the primary focus. Can be choreographed stage show or customized entertainment production/program designed to compliment the event theme. Video footage must be included with all entries. (See video requirements on How to Enter page)
10. **Best Achievement and Technical Support** - Must be entered by the company directly responsible for the technical support of the event. Can include achievement in rigging, staging, AV support, sound design, power distribution, etc.
11. **Best Wedding under 75K** - This is NOT a decor category but designed for wedding planners /producers. The wedding planner must have been responsible for all aspects of the planning and budgets must include all line items and event components from catering and invitations to transportation to chair covers; all items invoiced.
12. **Best Wedding over 75K** - See above description for Category 11.
13. **Best Event Produced for a Charitable Organization** - Refers to the event production only, funds raised and marketing are not judged.
14. **Best Fund Raising Event (includes fund raising)** - Refers to all areas of the event, including the dollars raised and media exposure generated. Include cost summaries, objectives, marketing materials and plan as well as proof of targets reached.
15. **Best Media Event (with no charitable component)** - Any event that has been produced with the main purpose to generate media. NO charitable component permitted. You must prove all media exposure - do not just state it.
16. **Best Corporate Team Building Event** - Refers to an event designed for the purpose of teaching, training, recreating or bonding members of a corporation or organization. Give specific examples of how these objectives were met.
17. **Best Public Entertainment Event** - The event must be open to the public. Private events or corporate events do NOT qualify. Proof of the entertainment value, how the event was designed to attract the audience, public event issues such as security, visibility, signage, family facilities (if applicable) must be included. Also explain the 'wow' factor to answer whether or not this event was 'Entertaining'. Entry must include a video (see video requirements on How to Enter page) and speak to public appeal. Suitability for target audience must be proved.
18. **Outstanding Logistical Achievement** - Please state objectives and challenges clearly and explain how these were successfully overcome. Judging based on unique problem solving and degree of challenges overcome.
19. **Best Event Produced for a Corporation by an IN HOUSE Team or Planner** - Entrant must show proof of all production elements including budget and reference letter from superior proving event was successful. Entry must include a video. (see video requirements on How to Enter page)
20. **Best Event Produced for a Corporation by a Third party independent planner** - Description as for category 19.
21. **Best Festival (must be open to the public)** - Refers to all festivals produced for a specific city, district, province, community or public celebration. Corporate or privately held festivals are not permitted to apply. Include event budgets, marketing materials (if applicable) and proof of production elements. Show risk management and identify how logistical needs for attendees and event were met.

AWARD CATEGORIES & CRITERIA cont.

22. **Best Cultural Event** - Any event in which the main theme is to represent a culture, celebration, tradition or holiday specific to a nationality or religion (i.e. Chinese New Year). This category is NOT open to CORPORATE THEME events where the theme is a cultural replication.
23. **Best Conference** - Must include a full description of the entire program, including all functions. TIPS: Include the audience, goals and objectives and how those were reached. Demonstrate the mission statement for the conference and identify key elements of production including (if applicable): housing, transportation, events, program, collateral material (if you produced it), logistical challenges, scheduling issues overcome. Outline your objectives in point form and demonstrate that those objectives were met using real facts and figures. 2000 word maximum allowed in detail section.
24. **Best Theme Decor Under \$15,000** - This is for DECOR only and does not include entertainment or catering. Include clear pictures, budgets, and proof that you designed and installed the decor. This must also include the value of any sponsored components of the decor.
25. **Best Theme Decor \$15,000 to \$40,000** - Same as previous.
26. **Best Theme Decor Over \$40,000** - Same as previous.
27. **Most Outstanding Under \$100,000** - Either corporate or private, this is any kind of event. The event budget must be within the specified dollar values and must reflect the retail amount that was billed to the client. For food & beverage functions, only include catering as part of your total budget if you contracted the caterer. Include your role in the project, prove your challenges and solutions and include photos and a mandatory video (see video requirements on next page). The budget must also include the value of any sponsored components of the event.
28. **Most Outstanding Event \$100,000 to \$300,000** - See above
29. **Most Outstanding Event Over \$300,000** - See above
30. **Entertainer of the Year** - Include samples of your work; video is mandatory. (See video requirements on next page) Detail type of entertainment and the number and quality of clients and events in 2011. Judging will be based on referral letters, video footage, and quality of entertainment value.
31. **Event Professional of the Year** - This award is given to the person who inspires others to achieve event success, who stands out from the crowd by having made exceptional contributions to the industry over the past year, who creates success stories time and time again and operates their business or career with the highest level of enthusiasm, accomplishment and professional integrity. This individual may be professionally involved in the special event industry in any discipline of planning or producing events or meeting, incentives, involved in event design, décor, technical production, coordination, catering or facility management. This individual will have proven in their submission, that over the preceding 12 months they have shown exemplary performance in their discipline, have contributed to the growth and development of the industry and have gone above and beyond client and peer expectations and have raised the bar for those they work with and for. Please submit a year in review summary, images supporting your entry, a professional headshot, personal bio and 3 letters of reference from colleagues, 2 from clients and one from a superior.



THERE IS NO
GREATER
MEASURE OF
SUCCESS
THAN THE
APPLAUSE
OF THOSE
WHO DO
THE SAME.

HOW

TO ENTER THE CEIA

Tips for Preparing Your Entry

As part of our ongoing commitment to sustainability we no longer accept mailed entries. You must enter online, using the new online system which will be open January 5th and available at canadianspecialevents.com. Once you have prepared your entry and are ready to enter, log on and begin the entry process. Make sure you have everything you need including the information on the sample form (see last page this booklet), images, pdf or word doc, video and credit card for payment.

A note about Online Entries: The main body of the entry must be submitted in Word Format or PDF. DO NOT EMBED IMAGES IN DOCUMENT UNLESS THE FILE IS UNDER 5 MB. IF YOU EMBED IMAGES YOU MUST STILL SEND IN MIN 5 JPEG IMAGES AS SEPARATE FILES. Images and videos or supporting materials should be submitted separately.

Description: Tailor your description to the category you are entering. For example, do not enter the same description for Best Decor as for Best Wedding. Flowery wording and romancing of details does not help in the judging process. Describe the process involved in the design, planning and execution of the event and why these elements were challenging. Max 1000 words. (points deducted for overage)

Objective Statement: Explain the event or event element objectives and how they were met. You may use point form. Also include an explanation of why you feel the event was outstanding and how it fits into the category. 300 words max.

Reference Letters: Include a reference letter from the client or governing body (the person who contracted you or your company), stating that you, in fact, were responsible for doing the work. If you were the client, have a superior write the letter stating the event was successful.

Photos – Critical: You will be sending these digitally. They CANNOT be over 3 MB each and do NOT embed images in your PDF unless they do not take the entire document over 5 MB. You must submit a minimum of 3 images and a maximum of 8 images and label each one your company and category of entry. IE. [Annieevents best_décor.jpeg](#) PLEASE choose one which reflects the category you entered; i.e. If it's best wedding don't send in a food shot! DO NOT SEND MORE THAN 8 IMAGES.

Video Footage - Edit It to 3 Minutes. ONLY A FEW CATAGORIES REQUIRE VIDEO - check the category info before submitting a video. Please clearly label the video the name of your company do not name it ceia entry.... We will not know what event it refers to . If you enter more than one category which requires video you need to send in a video for each.

100 Word Summary: A 100 word summary of the event must be included. If the summary is missing the entry will be disqualified.

Supporting Materials: Include any supporting materials such as flyers or media clippings. Send these as PDF or image files - do not send the actual marketing pieces unless they are under 5 MB in total.

Deciding What To Enter: The category you enter must correspond directly to the work that you do. For example, if you enter Best Food Presentation, you must be the caterer not the contractor. If you enter Best Wedding you must be responsible for planning every detail you enter. You cannot submit the entire wedding if you only planned the reception.

Joint Entries or Multiple Categories:

A company or individual may enter the same event in more than one category, but you must submit an entirely new package and include all elements in each entry. Judges will not take photos or descriptions from one entry and apply them to another entry. Each entry MUST be complete and tailored to the category. It will work against you if you duplicate an entry and just change the title.

Company Bio: Unless you are submitting for Event Professional of the Year or Entertainer of the Year, please do not include a personal or corporate bio or history; remember the submission is for the event, not for your company

Deadline: Please note the CEIA must receive your entry in our office by FEBRUARY 5, 2012. All entries may be published on canadianspecialevents.com



HOW

TO ENTER THE CEIA CONTINUED...



How to Build Your Entry:

- 1 The first page is always your Title Page
- 2 Objective Statement if applicable
- 3 Event description and related category criteria as outlined in the category requirements listed above (Maximum 1000 words)
- 4 Agreement /reference letter from client
- 5 Marketing materials/charts/drawings/artwork/any extra documentation
- 8 100 word summary: A 100 word summary of the event must be included on the last page of your entry.

How to Submit Your Entry:

Visit WWW.CANADIANSPECIALEVENTS.COM and find the awards page. Have everything ready to go, along with images, and any video if required. Refer to the entry form sample included with this package to ensure you have all the information you need to submit. Once you are ready visit the site and begin the upload process.

RULES

1. All events must have taken place between January 1 2011 and December 31 2011
2. A separate package must be submitted for each entry.
3. ••All entries judged by dollar value must include a detailed budget. All budgets must be in retail prices (the total amount the client was billed)
4. The full amount of all entry fees for each entrant listed must accompany your entry package
5. Budgets are not displayed and are kept confidential however images and copy may be used in canadianspecialevents.com online
6. Judges decisions are final.
7. It is the responsibility of the nominees to cover any cost related to attending the Awards.

HOW TO ENTER THE CEIA

CONTINUED...



Judging Criteria & Sample Judging Chart

Best Opening Event											
Entrant:						Judge:					
Any event for which the purpose is to celebrate an opening, i.e. sporting event, a season, building or business...Speak to creativity and originality of the event concept and development.											
Consistent Elements- Judges: Deduct 1 point per item missing below											
Reference Letter		1000 Word Objective		1000 Word Description		5 photos in jpg form		100 Word Summary (if required)		Video (if required)	
Creativity in design of event concept						1	2	3	4	5	
Originality of event design						1	2	3	4	5	
Theme Development						1	2	3	4	5	
Met Event Objectives (outlined in 1000 Word Objective)						1	2	3	4	5	
Execution and Production						1	2	3	4	5	
# of Entries in Category:						TOTAL SCORE: ____/25					

THE CEIA IS OWNED BY

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CONNECTING CANADA'S EVENT INDUSTRY

CEIA 2011 ENTRY FORM - Sample only

This form is **ONLY** to inform you of the data you will need to enter - use online form for actual submission.

Entrant Information

Category _____ Company name _____
a separate form must be filled in for each category or event entry
Contact name _____ 2nd entrant name _____
Street Address _____ Unit # _____
City _____ Prov. _____ Postal Code _____
Phone _____ E-mail _____

Event Information

Date of event _____
Name of Event _____ Venue _____
Name of Client _____
Was your event in house? YES NO
If no, are you authorized to publicize this event? YES NO
Is this a joint entry? YES NO
If yes, include name of entrants _____
Does the client know you are submitting this event? YES NO
Enter any confidentiality issues here _____

Terms and Conditions

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Entry Fee Information

Each entrant must pay an entry fee of \$75.00 Canadian. If the entry is joint, fees are \$75 for each Entrant listed on the entry form. I am entering _____ number of categories and paying by Visa or MC:

Visa MC Card # _____ Exp _____ 3 Digit CVC Code on Back _____

Name of Cardholder _____

I agree to allow canadianspecialevents.com to charge the following amount on my credit card \$ _____

Signature _____ Date _____

Additional Comments _____