

# 2009 ISES INDIANA PACE AWARDS CALL FOR ENTRIES



The Indiana Chapter of the International Special Event Society announces the 2009 PACE Call for Entries for the annual PACE Awards. The PACE awards are presented to outstanding professionals in the special events industry.

## **What are the PACE awards?**

The ISES-Indiana PACE awards are designed to acknowledge the extraordinary efforts, performance and outstanding contributions of ISES members in the special events industry.

## **Who can enter the awards?**

Any ISES member in good standing on or before February 1, 2009 is eligible to enter the PACE awards.

## **Why should I enter the PACE awards?**

By entering the PACE awards, you are able to demonstrate the caliber of work that you or your company is creating. This is your opportunity to show others in the industry what you can do and what makes your company stand apart. Be able to tell your clients that your company is award winning!

## **Who judges the PACE awards?**

The PACE awards are blind judged by another ISES chapter. Each year the chapter is changed and great strides are taken to keep the judging as anonymous as possible. Award application scores are returned to the local chapter to be totaled and awarded.

## **How do I enter?**

The next several pages outline the process for applying for a PACE award. Be sure to follow all the rules and submit your entry by the noted deadline. All entries must be for the period of January 1, 2008- December 31, 2008.

## **When and where will the PACE awards be presented?**

ISES- Indiana will recognize the accomplishments of ISES event professionals at the PACE celebration in March. Please watch future communications for event details.

## **What if I have questions?**

Please read the Call for Entries thoroughly, but should you have any questions, please contact Kate Hursh at 317-679-8725 or [khursh@bmgep.com](mailto:khursh@bmgep.com).

# 2009 ISES INDIANA PACE AWARDS

## RULES AND REGULATIONS



### ENTRIES/QUALIFICATIONS:

1. **Qualifying Entries:** Events submitting for the 2009 PACE Awards must have occurred between January 1, 2008 and December 31, 2008.
2. **Eligibility:** Entries are open to all ISES members in good standing on or before February 1, 2008.
3. **Team Entries:** ALL members of each team MUST be ISES Members in good standing on or before February 1, 2008. Each team must select one primary contact. All other ISES team members must provide the contact information required on the team application form.
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 disqualifications.

### BINDER REQUIREMENTS:

\*Please submit your binder in the manner described below.

#### **BINDER:**

Each entry must be presented in a plain, standard sized binder with no external decorations.

1. It is acceptable to use decorative paper on the inside of the binder
2. Ensure the spine size of the binder is appropriate to contain all information comfortably.
3. Include the name of the category you are entering on the front AND the spine of the entry.
4. Place each page/ piece of collateral in a plastic sleeve or laminated covering (including videos and photos)
5. Photos are allowed within the type-written sections.
6. Each section is limited to two type written pages.

#### **APPLICATION:**

The very first sleeve of the binder should include the completed application page, payment and the required CD or USB drive.

1. **Application Form:** Fully complete an application form for each entry that you are submitting. **Note:** If you are entering the same event into more than one category, you must fill out an application and prepare a separate binder category that you are entering.
2. **Payment:** Include a non-refundable USD payment for entry fees (see entry fees outlined in the payments section)
  - If paying by credit card, include credit card payment information on your application form and place the form inside the plastic sleeve with each application.
  - If paying by check, include copy of check inside plastic sleeve
  - If submitting a team entry, only ONE check per entry.
  - If paying for multiple entries with one check or credit form, include a copy in each binder.
3. **CD or USB Flash Drive:** Each entry must submit a CD or USB Flash Drive with the binder (3.5" or Floppy Disks are not permitted)
  - CD MUST include: 2 high resolution pictures in .jpg or .tif format , which will be used if the entry is nominated.

NOTE: The CD or USB should be labeled with the entrant's name, category and event title on it.
4. **Cover Page:** Include the name of the category you are entering as the second page/sleeve of the binder (immediately following application form)

# 2009 ISES INDIANA PACE AWARDS

## RULES AND REGULATIONS



### 5. Sections/Tabs:

Divide binder into sections with tabs, beginning with the 100 word overview and then include one section for each additional judging criterion. Each tab must be clearly marked with the corresponding category titles on the side tab. (please see entry criteria for the category that you are entering for a more complete information on judging criteria.)

#### **Requirements (Entries not fulfilling these requirements WILL be disqualified)**

- The first tab (overview section) should come immediately after your cover page.
- Overview (Summary of Event) section
- Please respond to each section of the criteria with no more than two (2) typed pages. Photos are allowed within the type-written sections, provided that the EXACT same photo is included in the primary collateral section.
- Place each page in a plastic sleeve.

#### **Hints/Suggestions:**

- Tab titles vary from category to category, please check individual category criteria.
- While not required, please consider using visible tabbed dividers to ensure the judges are able to see your tabs beyond the edge of the plastic sleeve.

### 6. Collateral: In addition to the 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 pieces or pages of management collateral. Example: A multi-piece production schedule or script would be considered one piece of collateral.
- **Primary Collateral:** Categories requiring primary collateral may include up to 20 pieces or pages of collateral.  
**Examples:** Five photographs or fabric swatches on one page counts as one piece/page of primary collateral. An invitation or other multi-page printed material (that can be contained in one sleeve) counts as ONE piece of primary collateral. All categories are allowed (but not required) to submit one 10-minute video clip on DVD as one piece of your collateral. Video clips should always be placed in a plastic sleeve in the primary collateral section.

### 7. Names & Logos: Do not include names and/or company logos ANYWHERE in your entry (with the exception of the Best Industry Contribution category and on the required application forms, CD or USB and display page). Names and/or logos should not be included in any text, support materials, collateral (including videos, photos, invitations, invoices, etc.)

**Entries including entrants names and/or logos WILL be disqualified.**

#### **DO NOT INCLUDE:**

- Your name (or the names of anyone on your team).
- Your company's name or logo.

### 8. Budgets: When entering categories that are budget-specific, a detailed budget **must** be included.

#### **Requirements (Entries not fulfilling these requirements WILL be disqualified):**

- The retail value of all items used, including donated, sponsored and inventory items, preferred supplier rates and discounts MUST be included. Failure to disclose the full market value of all goods and/or services will result in a disqualification.  
**Example:** Donated crew meals, wholesale costs, donated linens, donated entertainment
- The total budget figures must be converted into USD in addition to the local currency.

- **Entries not including the required budgets or entered into the wrong budget categories will be disqualified.**
- **Failure to disclose the full market value of all goods and/or services will result in a disqualification.**

# 2009 ISES INDIANA PACE AWARDS

## RULES AND REGULATIONS



### PAYMENTS:

1. **Single Entrant Entry Fees:** The entry fee is \$50.00 USD per single entry. \*Early entrants (prior to 12/31/08) are \$40 per entry
2. **ISES Team Categories Entry Fees:** The entry fee for the ISES team award is \$50.00 per team member.
3. **Multiple Entries:** If paying for multiple entries with one check, include a copy of the check in each binder. If paying for multiple entries with one credit card, include the credit card information on each individual application form. \*Any one member submitting entries for more than one category will be \$40 per entry.
4. **Credit Card Payments:** If paying with a credit card, you must COMPLETELY fill out the credit card payment section on your application form.
5. **Check Payments:** If paying with a check--please make the check out to ISES and include the check and a photocopy of the check inside the sleeve with your application form and CD/USB flash drive.

### SUBMITTING YOUR ENTRY:

1. **Entries Due:** THE DEADLINE FOR SUBMISSION IS January 16, 2009. Awards must be received by 5 pm at ISES Indiana Headquarters.

***No LATE OR INCOMPLETE ENTRIES WILL BE CONSIDERED FOR NOMINATION***

**Send or Deliver Entries to:**

ISES Indiana Headquarters  
 c/o MP Records 9840 Westpoint Drive, Suite 260  
 Attn: PACE Awards  
 Indianapolis, Indiana 46256.

2. **Winners:** Awards will be presented at the ISES PACE Celebration, to be held in March.
3. **Awards Celebration Attendance:** Transportation, accommodations and tickets to the ISES PACE Celebration are the sole responsibility of the nominees.
4. **Questions** can be directed to [Kate Hursh, khursh@bmgep.com](mailto:khursh@bmgep.com) or 317.679.8725

# 2009 ISES INDIANA PACE AWARDS

## AWARD CATEGORIES



### Most Creative Solution

#### Best Corporate Event Planning

Budget Under \$50,000  
Budget \$50,000-\$100,000  
Budget Over \$100,000

#### Best Social Event Planning

Budget Under \$20,000  
Budget \$20,000-\$100,000  
Budget Over \$100,000

#### Best Event With a Legacy

#### Best Event Design/Décor

Budget Under \$5000  
Budget \$5000-\$20,000  
Budget Over \$20,000  
Best Floral Table Top Design  
Best Non-Floral Table Top Design

#### Best Themed Event-Creative Concept

#### Best Use of Catering

Budget Under \$5000  
Budget \$5000-\$20,000  
Budget Over \$20,000  
Best Buffett Presentation  
Best Use of Specialty Desserts

#### Best Marketing Design/Collateral

Budget Under \$10,000  
Budget Over \$10,000

#### Best Meeting/Conference Program

Budget Under \$50,000  
Budget \$50,000-\$100,000  
Budget \$100,000

#### Best Entertainment Production

Budget Under \$10,000  
Budget Over \$10,000

#### Best Technical Production

#### Best Event Photography/ Videography

#### Best Event For a Non-Profit Organization

Budget Under \$50,000  
Budget \$50,000-\$100,000  
Budget Over \$100,000

#### Best ISES Team Effort

Budget Under \$50,000  
Budget \$50,000-\$100,000  
Budget Over \$100,000

#### Best Industry Contribution (Carson Ray Spirit of ISES Award)

## **Best Wedding**

Budget Under \$50,000  
Budget \$50,000-\$100,000  
Budget Over \$100,000

## **Best Event Support Services**

Budget Under \$10,000  
Budget \$10,000-\$50,000  
Budget Over \$50,000

# 2009 ISES INDIANA PACE AWARDS

## ENTRY BINDER GUIDELINES



### **BEST CORPORATE EVENT PLANNING**

This category is for corporate event professionals, facility venue managers, producers and manager of events for corporations.

**Budget Categories:**  
Budget Under \$50,000  
Budget \$50,000-\$100,000  
Budget over \$100,000

#### **Entry Criteria:**

##### **Tab 1: Overview**

- Include a 100- word overview describing the event

##### **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: Budget**

- A detailed budget MUST be included. (See Rules and Regulations for complete budget rules)

##### **Tab 6: Management Collateral**

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

- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

##### **Tab 7: Primary Collateral**

- This May include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

### **BEST SOCIAL EVENT PLANNING (NO WEDDINGS)**

This category is for social event professionals including consultants, facility venue managers or any other entities who provided these types of social planning services. Example: bat mitzvahs, celebration events, birthdays, sweet 16 parties.

**Budget Categories:**  
Budget Under \$20,000  
Budget \$20,000 - \$100,000  
Budget over \$100,000

#### **Entry Criteria:**

##### **Tab 1: Overview**

- Include a 100- word overview describing the event.

##### **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: Budget**

- A detailed budget **MUST** be included. (See Rules and Regulations for complete budget rules)

**Tab 6: Management Collateral**

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See Rules and Regulations "Collateral" section for more information regarding collateral.)

**Tab 7: Primary Collateral**

- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

- Explain how the event created a legacy.
- What was the final impact of the event on the producer, the client, the guest and/or the global community?

**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: Management Collateral**

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions. Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

**Tab 7: Primary Collateral**

- May include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

# 2009 ISES INDIANA PACE AWARDS ENTRY BINDER GUIDELINES



**BEST EVENT WITH A LEGACY**

This category is designed to recognize events that create lasting value or long-term value for a community or cause. Events may include (but are not limited to) benefits, charitable fundraisers/events, dedications, and/or ceremonies.

**Entry Criteria:**

**Tab 1: Overview**

- Include a 100- word overview describing the event.

**Tab 2: Purpose**

- Explain the purpose of the event.
- Who was the intended beneficiary of the event?

**Tab 3: Design**

- Explain how the event design was consistent with the event purpose.
- How was the design innovative?

**Tab 4: Impact**

**BEST EVENT DESIGN/DECOR**

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

**Budget Categories:**

- Budget Under \$5,000
- Budget \$5,000 - \$20,000
- Budget Over \$20,000

- Best Floral Table Top Design (Non-ESPRIT Category)
- Best Non-Floral Table Top Design (Non-ESPRIT Category)

**Entry Criteria:**

**Tab 1: Overview**

- Include a 100- word overview describing the event.

**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.
- 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 MUST be included. (See Rules and Regulations for complete budget rules)

**Tab 6: Management Collateral**

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

**Tab 7: Primary Collateral**

- May include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

**Entry Criteria:**

**Tab 1: Overview**

- Include a 100- word overview describing the event.

**Tab2: Design**

- Explain how the proposed theme was consistent with the event theme or purpose.
- How was the proposal innovative?

**Tab 4: Delivery**

- Was the concept delivered in a creative or unusual manner?

**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: Management Collateral**

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions. Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)
- For this category, collateral may include information regarding method of delivery, innovative packaging, etc.

**Tab 7: Primary Collateral**

- May include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

# 2009 ISES INDIANA PACE AWARDS ENTRY BINDER GUIDELINES



**BEST THEMED EVENT- CREATIVE  
CONCEPT**

This category is honors creative concepts. The client must have accepted the concept; the services proposed must have been used for an event.

## **BEST USE OF CATERING**

This category honors catering, either on-premise or off-premise. It includes specialty bakeries, restaurants, facility operators, hotels and any other entities that provide food to the special events industry.

### **Budget Categories:**

- Budget Under \$5,000
- Budget \$5,000 - \$20,000
- Budget Over \$20,000

Best Buffet Presentation (Non-ESPRIT Category)  
Best Cake and Specialty Dessert (Non-ESPRIT Category)

### **Entry Criteria:**

#### **Tab 1: Overview**

- Include a 100- word overview describing the event.

#### **Tab 2: Concept**

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

#### **Tab 3: Innovation**

- Describe the event's overall food service presentation.
- Describe how the event demonstrated innovative culinary skills and presentation.
- Explain how the presentation enhanced and complemented the theme of the event.

#### **Tab 4: Production**

- Describe the degree of logistical difficulty with regard to food service.
- Describe how the food service presentation was multi-faceted.

#### **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**

- A detailed budget **MUST** be included. (See Rules and Regulations for complete budget rules)

#### **Tab 7: Management Collateral**

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

#### **Tab 8: Primary Collateral**

- May include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

# 2009 ISES INDIANA PACE AWARDS

## ENTRY BINDER GUIDELINES



## **BEST MARKETING/DESIGN COLLATERAL**

This category is for producers and designers of event marketing collateral, including advertising, promotional pieces, invitations, event signage, etc .

### **Budget Categories:**

- Budget Under \$10,000
- Budget Over \$10,000

### **Entry Criteria:**

#### **Tab 1: Overview**

- Include a 100- word overview describing the event.

#### **Tab 2: Concept**

- Briefly outline the overall event concept.
- 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**

- If possible 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: Budget**

- A detailed budget **MUST** be included. (See Rules and Regulations for complete budget rules)

#### **Tab 6: Primary Collateral**

- May include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

# 2009 ISES INDIANA PACE AWARDS

## ENTRY BINDER GUIDELINES



### **MOST CREATIVE SOLUTION**

This category is designed to recognize events that have met and overcome significant and/or unique challenges such as unusual or difficult client demands, locations, logistics and/or time frames.

*NOTE: Please do not enter if the only "challenge" was a limited budget.*

#### **Entry Criteria:**

##### **Tab 1: Overview**

- Include a 100- word overview describing the event.

##### **Tab 2: Concept**

- Describe the event---this may include the scope of the event, creative or logistical elements and/or the overall purpose of the event.
- Outline the client's goals and objectives

##### **Tab 3: Challenges**

- State the challenges and/or problems faced during the event process.
- Explain the impact or potential impact those challenges and/or problems had on the overall event.

##### **Tab 4: Solution Implementation**

- State the solution and explain why it was chosen to solve the problem.
- Describe the steps taken to implement the solution.
- Explain how the solution was innovative.

##### **Tab 5: Impact**

- Describe how the creative solution contributed to the success of the overall event.
- Outline any lasting value (beyond the conclusion of the event) created by the creative solution.

##### **Tab 6: Primary Collateral**

- May include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

### **BEST MEETING/CONFERENCE PROGRAM**

This category is for meeting / conference professionals, destination management companies or other entities who provide these types of meeting/conference services for single or multi- day programs.

*NOTE: The submission must include BOTH meeting and special event components.*

#### **Budget Categories:**

- Budget Under \$50,000
- Budget \$50,000 \$100,000
- Budget over \$100,000

#### **Entry Criteria:**

##### **Tab 1: Overview**

- Include a 100- word overview describing the event.

##### **Tab 2: Concept**

- Describe the overall meeting/conference program concept.
- Outline the client's goals and objectives for the meeting/conference program.
- How did the meeting/conference program concept meet the client's goals and objectives?

##### **Tab 3: Design**

- Describe the meeting/conference program's overall design, including its complexity, creative elements and/or logistical details.
- Describe the meeting/conference program's 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: Budget**

- A detailed budget MUST be included. (See Rules and Regulations for complete budget rules)

##### **Tab 6: Management Collateral**

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations “Collateral” section for more information regarding collateral.)

**Tab 7: Primary Collateral**

- May include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

- A detailed budget MUST be included. (See Rules and Regulations for complete budget rules)

**Tab 6: Management Collateral**

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations “Collateral” section for more information regarding collateral.)

**Tab 7: Primary Collateral**

- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

**BEST ENTERTAINMENT PRODUCTION**

This category is for the entertainment producer, choreographer, designer or the performers of event entertainment.

**Budget Categories:**  
Budget Under \$10,000  
Budget Over \$10,000

**Entry Criteria:**

**Tab 1: Overview**

- Include a 100- word overview describing the event.

**Tab 2: Concept**

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

**Tab 3: Design**

- Outline the entertainment products and/or services utilized for this event.
- Explain the event’s entertainment production including creative elements and logistical details
- Describe the degree of difficulty in the execution of the entertainment 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: Budget**

**2009 ISES INDIANA  
PACE AWARDS  
ENTRY BINDER GUIDELINES**



**BEST ENTERTAINMENT PRODUCTION**

This category is for the entertainment producer, choreographer, designer or the performers of event entertainment.

**Budget Categories:**  
Budget Under \$10,000  
Budget Over \$10,000

**Entry Criteria:**

**Tab 1: Overview**

- Include a 100- word overview describing the event.

**Tab 2: Concept**

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

**Tab 3: Design**

- Outline the entertainment products and/or services utilized for this event.
- Explain the event’s entertainment production including creative elements and logistical details
- Describe the degree of difficulty in the execution of the entertainment 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: Budget**

- A detailed budget MUST be included. (See Rules and Regulations for complete budget rules)

**Tab 6: Management Collateral**

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

**Tab 7: Primary Collateral**

- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

- Describe steps taken to ensure risk management control.

**Tab 5: Management Collateral**

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

**Tab 6: Primary Collateral**

- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

# 2009 ISES INDIANA PACE AWARDS ENTRY BINDER GUIDELINES



## **BEST TECHNICAL PRODUCTION**

This category honors technical or design services for the special event industry including (but not limited to) lighting, audio visual, multi- media, staging and special effects.

**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 technical production concept meet the client's goals and objectives?

**Tab 3: Design**

- 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.

## **BEST EVENT PHOTOGRAPHY/VIDEOGRAPHY**

This category honors excellence in event photography and videography. Category open to photographers, videographers, or event producers only

**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 purpose of the event and your client's role (ie: event host, planner, caterer, producer, etc.)
- How did the concept for video/photographing the event support the client's goals and objectives?
- Explain how the photographs and/or videos achieved these goals.

**Tab 3: Design**

- Describe how the photographs and/or video reflect the event's overall aesthetics, complexity, and creative details.

**Tab 4: Challenges**

- Outline the specific challenges you met while video/photographing the event.

- How did you overcome these challenges?

**Tab 5: Primary Collateral**

- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

**Tab 1: Overview**

- Include a 100- word overview describing the event. (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.
- 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: 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 MUST be included. (See Rules and Regulations for complete budget rules)

**Tab 6: Management Collateral**

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

**Tab 7: Primary Collateral**

- May include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece)



**BEST EVENT FOR A NON-PROFIT ORGANIZATION**

This category is for non-profit professionals and other entities who provide these types of non- profit event services. Event in this category may include (but are not limited to) fundraisers, institutions, campaigns, kick-off events and/or donor events.

**Budget Categories:**

- Budget Under \$50,000
- Budget \$50,000 - \$100,000
- Budget over \$100,000

**Entry Criteria:**

**2009 ISES INDIANA  
PACE AWARDS  
ENTRY BINDER GUIDELINES**

**BEST ISES TEAM EFFORT**

This category honors excellence by a team of ISES event professionals (team minimum of three ISES members). The team leader is responsible for the entry submission.

**Guidelines:**

For this entry, the participants must only be referred to ISES Caterer, ISES Decorator, ISES Florist, etc. (or similar descriptions that eliminate specific names). The team leader must complete Tabs 1- 7. An entry application form, application fee and one-page synopsis (See Tab 5) must be submitted with the entry for each ISES team member entering this category.

**Budget C categories:**  
Budget Under \$50,000  
Budget \$50,000 - \$100,000  
Budget over \$100,000

**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 postproduction phases of event management.
- Describe steps taken to ensure risk management control.

**Tab 5: Involvement**

- Each ISES member entering this award category must provide a one- page, typed, 10 font, synopsis of their contributions to the event and how the team worked together.

**Tab 6: Budget**

- A detailed budget MUST be included. (See Rules and Regulations for complete budget rules)

**Tab 7: Management Collateral**

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

**Tab 8: Primary Collateral**

- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

# 2009 ISES INDIANA PACE AWARDS

## ENTRY BINDER GUIDELINES



**BEST WEDDING**

This category is for wedding consultants, coordinators or any other entities who provide wedding services.

**Budget Categories:**  
Budget Under \$50,000

Budget \$50,000 - \$100,000  
Budget over \$100,000

**Entry Criteria:**

**Tab 1: Overview**

- Include a 100- word overview describing the event. (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.
- 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: Budget**

- A detailed budget MUST be included. (See Rules and Regulations for complete budget rules)

**Tab 6: Management Collateral**

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

- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

**Tab 7: Primary Collateral**

- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

Budget Under \$10,000  
 Budget \$10,000- \$50,000  
 Budget over \$50,000

**Entry Criteria:**

**Tab 1: Overview**

- Include a 100- word overview describing the event. (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: Budget**

- A detailed budget MUST be included. (See Rules and Regulations for complete budget rules)

**Tab 6: Management Collateral**

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

**Tab 7: Primary Collateral**

- May include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

**BEST EVENT SUPPORT SERVICES**

This category is for event support services professionals including (but not limited to) tenting, transportation, rentals, linens, furniture, and/or other specialty service.

**Budget Categories:**

# 2009 ISES INDIANA PACE AWARDS ENTRY CHECKLIST

*BEFORE SUBMITTING YOUR ENTRY, PLEASE BE SURE THAT YOU HAVE 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 portion of the call for entries**

- ◇ Each entry is presented in a plain, standard size binder with NO external decorations.
- ◇ The event took place between January 1, 2008 and December 31, 2008.
- ◇ Each page and/or piece of collateral is in a plastic sleeve or laminated.
- ◇ 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.
- ◇ Each section of the judging criteria is no longer than two typed pages.
- ◇ If photos have been included within the typed pages, the EXACT same photos have also been included in the primary collateral.
- ◇ All requested management and/or primary collateral pieces are included (in plastic sleeves).
- ◇ The entry does not include more than the allowed collateral pieces.
- ◇ ALL names and/or company names and logos have been removed from the entry.
- ◇ A budget has been included for budget-specific categories. (Remember: Budgets must include the **retail value** of all items used, **including donated, sponsored and inventory items.**)
- ◇ Budgets represent full- market value for all goods and/or services.
- ◇ One Payment in the form of check or credit card for EACH entry has been included.
- ◇ If paying by check, a copy of the original check is included in the first plastic sleeve of the binder. (If you are paying for multiple entries on one check include a copy of the check in each binder.)
- ◇ If paying by credit card, a copy of the credit card form is included in the first plastic sleeve of the binder. (If you are paying for multiple entries on one form, include your credit card information on each application form.)
- ◇ A CD or USB Flash Drive 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.
- ◇ All items on the CD or USB Flash Drive (except for the two photos) are in Microsoft Word.
- ◇ The entry will arrive by the submission deadline of January, 16, 2009

**Send or Deliver Entries to:**

ISES Indiana Headquarters  
 c/o MP Records 9840 Westpoint Drive, Suite 260  
 Attn: PACE Awards  
 Indianapolis, Indiana 46256.

**2009 ISES INDIANA PACE AWARDS**  
**SINGLE ENTRY APPLICATION**  
**ENTRY DEADLINE: January 16, 2009**



***Entrant (Please type or print clearly):*** Entire form must be completed in order to be judged.

NAME \_\_\_\_\_

MEMBER ID \_\_\_\_\_

COMPANY \_\_\_\_\_

FULL ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

DATE OF EVENT \_\_\_\_\_

ENTRY TITLE: \_\_\_\_\_

ENTRY CATEGORY \_\_\_\_\_

**Payment:**

I have enclosed a check/cheque. Check # \_\_\_\_\_ Amount: \$ \_\_\_\_\_

**\*\*NOTE:** Please include a photocopy of the check along with the original.

Please bill my credit card Amount: \$ \_\_\_\_\_

**Credit Card:** \_\_\_\_\_ AMEX \_\_\_\_\_ VISA \_\_\_\_\_ MASTERCARD

**Name on Card:** \_\_\_\_\_

**Card Number:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_ / \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Entries must arrive by January 16, 2009.--See rules and regulations for specific instructions.**

**Affidavit:**

I affirm that all of the materials, information, designs and ideas included in this entry are the work of the company and/or individual applying for the ISES INDIANA PACE AWARDS

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 ISES INDIANA PACE AWARDS as well as the nominees and recipients.

**NAME:** \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**2009 ISES INDIANA PACE AWARDS**

**TEAM ENTRY APPLICATION**

\*ONE MUST BE FILLED OUT FOR EACH MEMBER OF THE TEAM

**ENTRY DEADLINE: January 16, 2009**



***Entrant (Please type or print clearly):*** Entire form must be completed in order to be judged.

NAME	_____
MEMBER ID	_____
COMPANY	_____
FULL ADDRESS	_____
PHONE _____ FAX _____	
EMAIL _____	
DATE OF EVENT _____	
ENTRY TITLE: _____	
ENTRY CATEGORY _____	

**Payment:**

I have enclosed a check/cheque. Check # \_\_\_\_\_ Amount: \$ \_\_\_\_\_

**\*\*NOTE:** Please include a photocopy of the check along with the original.

Please bill my credit card Amount: \$ \_\_\_\_\_

**Credit Card:** \_\_\_\_\_ AMEX \_\_\_\_\_ VISA \_\_\_\_\_ MASTERCARD

**Name on Card:** \_\_\_\_\_

**Card Number:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_ / \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Entries must arrive by January 16, 2009.--See rules and regulations for specific instructions.**

**Affidavit:**

I affirm that all of the materials, information, designs and ideas included in this entry are the work of the company and/or individual applying for the ISES INDIANA PACE AWARDS

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 ISES INDIANA PACE AWARDS as well as the nominees and recipients.

**NAME:** \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_