

2013

CATEGORIES

GALA AWARDS

OFFICE USE ONLY

Entry Number _____

A _____

B _____

C _____

CC _____

Check one:

- 1. Best Fair/Festival
(Do not enter trade fairs/exhibitions here; please use Best Event Marketing Campaign, below.)
- 2. Best Invitation
- 3. Best Dining Table Design
- 4. Best Off-Premise Catered Event
- 5. Best Catered Event Produced by a Hotel Banquet Department
- 6. Best Fundraising Event
(Must include both gross and net money raised, in U.S. dollars.)
- 7. Best Event Produced for a Nonprofit Organization
(Client must be a registered non profit)

Best Wedding

(Category refers to ceremony and reception only, not multiple-day events. Budgets must include **RETAIL*** value of food & beverage, venue, decor, floral, entertainment, lighting, invitations, labor and installation costs. Do not include bridal party clothing, rings or honeymoon.)

- 8. Budget Under \$1,000 Per Guest
- 9. Budget \$1,000 and Above Per Guest
- 10. Best Multiple-Day Incentive Event
(Applies to the program's theme events.)
- 11. Best Multiple-Day Event Program for a Corporation or Association
(Refers to a sales meeting, training meeting, etc. Enter incentive programs in Best Multiple-Day Incentive Event, above.)
- 12. Best Event Staged in Multiple Locations
(Refers to an event that repeats in various locations within a short time frame.)
- 13. Best Floral Design
- 14. Best Tent Installation
- 15. Best Use of Lighting

- 16. Best Achievement in Technical Support
(To be entered by any company directly responsible for the structural shell of the event: rigging, AV, power distribution, etc.)
- 17. Best Achievement in Logistics
(Applies to overall challenges faced during preproduction.)
- 18. Best Achievement in Event Rental Support
(To be entered by a full-line event rental firm.)
- 19. Best New, Innovative Event Product/Technology
(Must document that the entry was used at an event for the first time between Sept. 1, 2012, and Aug. 31, 2013. You must now sell/rent the product/service to the industry; it cannot be solely for your use or for one-off use.)

Best Event Entertainment Concept and Execution

(Entertainment booked and produced to complement a theme. Must include **RETAIL*** entertainment budget breakdown. Do not enter entertainment available to the public on an ongoing basis. Judges will consider the performance alone unless you indicate that you wish technical aspects of the production—such as lighting, staging, special effects—to be considered as well; if so, these elements must be included in your budget. Video required; see Rule 4.)

- 20. Entertainment Budget Under \$25,000
- 21. Entertainment Budget \$25,000 to \$100,000
- 22. Entertainment Budget Above \$100,000
- 23. Most Outstanding Spectacle
(An event with more than 5,000 attendees.)

Best Event Produced for a Private Individual(s)

(Do not enter weddings here; enter in weddings categories, above. Include the **RETAIL*** value of invitation, decor, food & beverage, labor, entertainment, sound, lighting, venue, installation, planner's fee, transportation, etc.)

- 24. Budget Under \$1,000 Per Guest
- 25. Budget \$1,000 and Above Per Guest
- 26. Best Event Marketing Campaign
(Enter only events that serve as the actual advertising/marketing technique. Entries must demonstrate how the events served the client's marketing objectives.)
- 27. Best Theatrical Entertainment Production
(A choreographed stage show created specifically for an event. Video required; see Rule 4.)

Best Decor

(Include **RETAIL*** design/decor/lighting budget breakdown.)

- 28. Total Decor Budget Under \$50,000
- 29. Total Decor Budget \$50,000 to \$99,999
- 30. Total Decor Budget \$100,000 to \$250,000
- 31. Total Decor Budget Above \$250,000

Best Event Produced for a Corporation or Association

(Refers to a **single** event; enter multiple-day events in multiple-day event categories, above. Include wherever possible the **RETAIL*** budget breakdown for the entire event: invitation, decor, food & beverage, labor, entertainment, sound, lighting, venue, installation, planner's fee, transportation, etc. Use the budget template at special-events.com/gala_awards.)

- 32. Overall Budget Under \$100,000
- 33. Overall Budget \$100,000 to \$249,999
- 34. Overall Budget \$250,000 to \$500,000
- 35. Overall Budget Above \$500,000

RETAIL refers to the amount that the client would normally be billed, including the planner's fee or percentage thereof based on services provided.

Contact Name _____ Company Name _____

Address _____

City _____ State/Province _____ ZIP/Province Code _____ Country _____

Phone (____) _____ E-mail _____

Name of This Event _____ Client Company Name _____

Client Contact Name _____ Client Phone (____) _____

Client E-mail _____

(If you are a nominee, this person may be contacted to verify your entry if you have not included a client referral letter. Entry forms without this information will be disqualified.)

JOINT ENTRY: Please include **COMPLETE** name and contact information as requested below for **ONE** joint entrant: (Note: There is no extra charge for a joint entrant)

Contact Name _____ Company Name _____

Address _____

City _____ State/Province _____ ZIP/Province Code _____ Country _____

Phone (____) _____ E-mail _____

Entry fee is \$99 if received by Sept. 13. (Late-delivery option: The fee is \$125 if the entry is received by Sept. 20 by 4 p.m. Pacific Time.) Please enclose a separate check OR credit card payment for EACH entry. **PLEASE NOTE:** Special Events magazine does its best to ensure the validity of entries. However, it is not responsible for misrepresentation of an event by its producers or vendors.

GALA AWARDS

PREPARING YOUR ENTRY

1) THE 100 WORDS

A 100-word synopsis of the event or service (to be used as a description at the Gala Awards if you are a nominee).

2) THE DESCRIPTION

In no more than 1,000 words, please provide a detailed description—including the event date, name of the event, date/dates of the event, and number of guests—of the event or service. Tailor your description to the category you are entering. Do not include your company name.

3) THE FOUR QUESTIONS

These Four Questions must be answered for each entry. In no more than 1,000 words for all Four Questions, please tell us:

1. What were the objectives of this event, and how were they met?
2. What noteworthy challenges arose, and how were they overcome?
3. How was the event unique, distinctive and professionally executed? Give specific examples.
4. How does the event demonstrate value for budget spent?

Break this section into four separate parts based on the Four Questions.

4) THE PHOTOS

Please include AT LEAST two high-res (2 MB) photos of your event. You may include up to 30 photos total.

HOW TO SUBMIT—NEW!

NEW THIS YEAR: Every entry consists of a DVD plus printouts of specific documents. Every event you enter must be submitted individually—that is, we need a DVD/printouts for each entry.

For each entry: Please save the 100 Words, the Description, Four Questions, Photos and Budget (if needed) on your DVD. (Save the 100 Words, Description, Four Questions and Budget as PDFs; the Photos can be JPEGs or TIFFs.) **Label the DVD with the name of your event and the category you are entering.** Do not put your company name on the DVD. **With your entry, please include paper PRINTOUTS of your Entry Form, Referral Letter, Description, Four Questions, Photos and Budget (if needed).**

Each entry must be in our offices by Sept. 13, 2013. Hand-delivered entries will be accepted until 4 p.m. on that date. (Late-delivery option: The fee is \$125 if the entry is received by Sept. 20 by 4 p.m. Pacific Time.)

**ENTRY DEADLINE:
SEPT. 13, 2013**

**Entries are \$99
Special late-delivery option:
The fee is \$125
if the entry is received by
Sept. 20 by 4 p.m. Pacific Time.**

**Download this form and
see tips on entering at
specialevents.com**

GALA ENTRY CHECKLIST

Be careful! Failure to obey these rules means the judges will deduct points from or even disqualify your entry!

- Did you include required elements in the proper order? (See Rule 1.)
- Did you label your DVD with the name of the event and the category you are entering?
- Did you make sure your entry is anonymous? Check to make sure you kept your name off the DVD, videos, etc. (See Rule 16.)
- Did you include at least TWO print-quality color JPEG or TIFF images on the DVD, plus printouts? (You are welcome to include up to 30 images.)
- Did you include client contact information on the Entry Form?
- Does your budget include the planner's fee or markups? (You don't work for free, do you?)

**Send your entry to:
Special Events Magazine
The Gala Awards
11500 W. Olympic Blvd., Suite 574
Los Angeles, CA 90064, USA**

RULES

1. Each entry must include—in this order—your check and a **photocopy** of the check OR the credit card form **and a copy** of the credit card form for each entry; the official entry form; and paper print-outs of the referral letter; the 100-word synopsis; the Description; the Four Questions (1,000 words maximum for all four); the Photos; and the Budget—if required—using the Gala Awards budget template. These pages can be stapled together; please do not use an oversize or decorative binder. Finally, include the DVD, labeled with the name of the event and the category you are entering; do NOT include your company name. The DVD should contain PDFs of the 100 Words, the Description, the Four Questions and Budget (if required), along with the Photos as JPEGs or TIFFs. The Gala Judges will review your DVD.

2. The referral letter should be from the client or vendor who contracted you or your company. It must state that you met the requirements of the job and that the client or vendor was pleased with the work done. If you are an in-house planner, your supervisor can write the referral letter.

3. All budgets submitted must be in **U.S. dollars** and retail (the amount the client would normally be billed, including planner's fee or percentage thereof). Budgets must include the retail value of all items used, including donations and inventory. **Use the budget template at specialevents.com/gala_awards.**

4. In all categories, videos may be submitted in addition to the required photos; **please use Region 1/NTSC**

format. Videos are **MANDATORY** if you are entering Best Event Entertainment Concept and Execution, and Best Theatrical Entertainment Production. Videos may be submitted in mov, mpeg2 and wmp formats; videos must be edited to run no longer than 10 minutes. The maximum file size is 25 MB. Do NOT include your company name!

5. To qualify for the 2013 Gala Awards, the event must have taken place between Sept. 1, 2012, and Aug. 31, 2013. Events that take place after Aug. 31, 2013, can be submitted for the 2014 Gala Awards.

6. A company or individual may enter an event in more than one category. Separate DVDs, printouts photos, entry form, fee and description that fits the category must be submitted with each entry.

7. The categories entered must correspond directly with the work that was done. For example, if you enter Best Floral Design, you must be the designer, not the contractor. A joint entry is possible, but Special Events magazine reserves the right to verify responsibility.

8. Entries will not be returned. All material submitted to Special Events magazine becomes the property of the magazine—**no exceptions.**

9. Special Events magazine reserves the right to change the category of an entry.

10. The nominees in each category will be notified by Nov. 22, 2013.

11. Awards will be presented at The Special Event 2014 in Nashville, Tenn. Transportation to and from The Special Event and admission to the awards ceremony are the sole responsibility of the contest nominees.

13. In October, members of the Special Events magazine Advisory Board will review all entries using the Four Questions as criteria to select nominees—usually three—in each category. Members of the board will review the nominees to select the winner in each category. All decisions are final.

14. Each entry is \$99 if received by Sept. 13. (Late-delivery option: The fee is \$125 if the entry is received by Sept. 20 by 4 p.m. Pacific Time.) Checks may be made payable to Special Events magazine. Please enclose a separate check for each entry. To pay by credit card, please download a credit-card form from our website, specialevents.com/gala_awards.

15. **INELIGIBLE EVENTS:** Industry events based primarily on donations—e.g., events at The Special Event, ISES chapter events, etc.—are not eligible. Events must have been created for a paying client or as part of an in-house event professional's salaried job.

16. **ANONYMITY:** To ensure fairness, make sure your name/company name does not appear on the DVD or on items on the DVD itself.

17. **QUESTIONS?** Send an e-mail to info@specialevents.com.