

2019 GALA AWARDS

CATEGORIES | Check one:

OFFICE USE ONLY			
Entry Number _____			
A _____	B _____	C _____	CC _____

- 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 On-site Catered Event 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 nonprofit. Do not enter fundraising events in this category; enter in #6 above.)

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

Best Multiple-Day Incentive Event

(Applies to the program's theme events.)

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.)

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

Best Achievement in Technical Support

(To be entered by a company directly responsible for the structural shell of the event: rigging, AV, power distribution, etc.)

Best Achievement in Logistics

(Applies to overall challenges faced during preproduction.)

Best Achievement in Event Rental Support

(To be entered by a full-line event rental firm.)

Best New Event Technology/Service

(Must document that the entry was used at an event for the first time between Sept. 1, 2017, and Aug. 31, 2018. You must now sell/rent the technology/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 or video link required; see Rule 4.)

Best Entertainment Budget Under \$25,000

Best Entertainment Budget \$25,000 to \$100,000

Best Entertainment Budget Above \$100,000

Best 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.)

Best Budget Under \$1,000 Per Guest

Best Budget \$1,000 and Above Per Guest

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.)

Best Event Venue

(Please explain what features make the venue the best showcase for a special event.)

Best Decor

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

Best Total Decor Budget Under \$50,000

Best Total Decor Budget \$50,000 to \$99,999

Best Total Decor Budget \$100,000 to \$250,000

Best 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 www.special-events.com/gala-awards.)

Best Overall Budget Under \$100,000

Best Overall Budget \$100,000 to \$249,999

Best Overall Budget \$250,000 to \$500,000

Best Overall Budget Above \$500,000

***RETAIL** refers to the amount that the client would normally be billed, including the planner's fee or percentage of the budget 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:** The fee for joint entries is \$200; two trophies will be presented.)

Contact Name _____ Company Name _____

Address _____

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

Phone (_____) _____ E-mail _____

SUBMIT THIS ENTRY FORM VIA EMAIL TO INFO@SPECIALEVENTS.COM

Entry fee is \$99 if received by Sept. 14 at 4 p.m. Pacific Time. (Late-delivery option: The fee is \$160 if the entry is received by Sept. 21 by 4 p.m. Pacific Time.) Joint entries are \$200.

Please submit one payment per entry; **all payments are entered online at www.etouches.com/gala19**. **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.

2019 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 1,000 WORD 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/entry, and how were they met?
2. What noteworthy challenges arose, and how were they overcome?
3. How was the event/entry unique, distinctive and professionally executed? Give specific examples.
4. How does the event/entry demonstrate value for budget spent?

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

4) THE PHOTOS

Include AT LEAST 10 high-res (1 MB) photos of your event; no watermarks. You may include up to 20 photos total. Feel free to add photocaptions. **Please do NOT submit photo collages.**

HOW TO SUBMIT

Every entry consists of **this Entry Form** and an **online submission**.

For each entry: Upload the 100 Words, the 1,000 Word Description, the Four Questions, Referral Letter (if available), Photos and Budget (if needed) to www.etouches.com/gala19. The Photos can be JPEGs or TIFFs. Do not include your company name. **Submit your entry and payment online at www.etouches.com/gala19.**

Each entry must be uploaded and paid for by Sept. 14, 2018, by 4 p.m. Pacific Time. (Late-delivery option: The fee is \$160 if the entry is received/paid for by Sept. 21 by 4 p.m. Pacific Time.)

ENTRY DEADLINE:
SEPT. 14, 2018

Entries are \$99
Special late-bird option:
The fee is \$160
if the entry is received/paid for by
Sept. 21 by 4 p.m. Pacific Time.

Download this form and
see tips on entering at
[www.specialevents.com/
gala-awards](http://www.specialevents.com/gala-awards)

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? (See Rule 1.)
- Did you make sure your entry is anonymous? Check to make sure you kept your name off the 1,000 Words, Four Questions, Photos, and Video link. (No problem if your name is on the Referral Letter.)
- Did you include at least 10 print-quality color JPEG or TIFF images? (You can include up to 20 images; **no collages or watermarks, please.** And feel free to add photo captions.)
- Did you include client contact information on the Entry Form and online registration? This can stand in for the Referral Letter.
- Does your budget include the planner's fee or markups? (You don't work for free, do you?)

And you're done when you ...

- (1) Email this Entry Form to **Special Events** at: info@specialevents.com.
- (2) Upload your fees and entry information; fill in the online form; upload the Photos, the Referral Letter (if available), and the Budget (if needed for your category) at www.etouches.com/gala19.

RULES:

1. Each entry must include: The official Entry Form (see page at left, sent directly to *Special Events* at info@specialevents.com) plus these items (uploaded to www.etouches.com/gala19): the 100 Word synopsis; the 1,000 Word Description; the Four Questions (1,000 words maximum for all four); the Photos; Referral Letter (if available); and the Budget—if required—using the Gala Awards Budget Template.
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. **If no Referral Letter is available, client contact information on the Entry Form is fine.**
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 markup). Budgets must include the retail value of all items used, including donations and inventory. **Use the Budget Template at www.specialevents.com/gala-awards.**
4. In all categories, video links can be submitted in addition to the required photos. Video links are **mandatory** if you are entering Best Event Entertainment Concept and Execution. Video links can be submitted

in mov, mpa4, mpeg2, wmv and wmp formats; videos cannot run longer than 10 minutes. The maximum file size is 100 MB. Do **not** include your company name on videos.

5. To qualify for the 2019 Gala Awards, the event must have taken place between Sept. 1, 2017, and Aug. 31, 2018. Events that take place after Aug. 31, 2018, can be submitted for the 2020 Gala Awards.
6. A company or individual can enter an event in more than one category. Separate Entry Forms, Documents, Referral Letter, Photos, fees 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. (Here, it might be smart to consider a joint entry.)
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. 23, 2018.

11. Awards will be presented on Jan. 10 at The Special Event 2019 in San Diego. Transportation to and from The Special Event and admission to the awards ceremony are the sole responsibility of the nominees.
12. Members of the *Special Events* magazine Advisory Board will review entries using the Four Questions as criteria to select nominees and winners. All decisions are final.
13. Each entry is \$99 if received/paid for by Sept. 14 by 4 p.m. Pacific Time. (Late-delivery option: The fee is \$160 if the entry is received/paid for by Sept. 21 by 4 p.m. Pacific Time.) Joint entries are \$200. **All payments must be submitted online at www.etouches.com/gala19.**
14. **INELIGIBLE EVENTS:** Industry events based primarily on donations—e.g., events at The Special Event, ILEA 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.
15. **ANONYMITY:** To ensure fairness, make sure your name/company name does not appear.
16. **QUESTIONS?** Send an e-mail to info@specialevents.com.