

agency showcase

A **spirited competition** spotlighting
bright ideas exhibited by park, recreation
and conservation agencies

Improved entry categories!

- Broadcast Advertisement
- Brochure Series
- Electronic Communication
- Green Marketing
- Integrated Photography
- Large Format Marketing
- Logo Design
- Marketing Campaign
- Print Advertisement
- Print Communication
- Public Relations
- Website

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Dear Parks & Recreation Professional:

The Agency Showcase is a spirited competition spotlighting bright ideas exhibited by park, recreation and conservation agencies. This professionally judged competition recognizes Illinois agencies for their marketing and communication efforts ranging from print to multimedia.

This year, the showcase includes two divisions and 12 categories in which to enter. Agencies may choose to enter either the Individual Categories or overall Agency Showcase division. Also, you will receive a ballot at check in for the People's Choice Award, to vote for your favorite agency's display.

Division 1: Agency Showcase

This division allows you to select eight out of the 12 categories and create a tabletop display for the judges to critique at the annual conference in January. The display should showcase how each entry works together to represent the agency. The eight categories that you select also will be placed and judged in the individual category division. There will be a first-, second- and third-place overall showcase winner for this division.

Division 2: Individual Categories

This division allows you to select up to four categories to enter your work for the judges to critique at the annual conference in January. There will be one outstanding submission recognized in each category.

Please remember, this is a professional exhibition of your work. Each specific category has a set of guidelines that can be found in this packet. In addition, there are overall guidelines for all entries outlined on the next page.

We look forward to seeing your work displayed at conference.

If you have any questions or concerns, please feel free to contact Jill Hastings at jhastings@lombardparks.com or Matt Fairbanks at mfairbanks@lombardparks.com.

Sincerely,
Mike Selep, CPRP, MPS
Professional Services Director
Illinois Park & Recreation Association



General Entry Rules

- **Each agency is responsible for bringing their entries to conference and setting them up. Set up is between 8 and 9:30 AM on Thursday, January 26, in the Columbus Hallway at Hyatt Regency Chicago.**
- All entries must have been created during the 2011 calendar year (Jan. 1 to Dec. 31). Exceptions will be noted in the description.
- Do not label your entries. Labels will be provided at the time of check-in.
- If entries are double-sided, mount both sides on black foam board.
- All descriptions should be 12 point font, Times New Roman. Information for each description content can be found in the specific guidelines for that category.
- **The completed entry form and payment must be received by Friday, December 2, 2011 to IAPD, 211 E. Monroe Street, Springfield, Illinois, 62701.**

Division 1: Agency Showcase

- Agency Showcase entries must have two copies for each category in which you enter - one to be integrated in the display for Agency Showcase and the other mounted for individual categories. Exceptions will be noted in the description.
- Displays must be set up in Columbus A & B by 9:30 AM on Thursday, January 26th.
- Displays must be removed between 4:00-5:00 PM on Friday, January 27th. Agencies who do not remove their displays will be charged a \$50 clean up fee. Exhibit hall is only open until 5:00 PM. Please do not remove items prior to the scheduled pick-up time.

Division 2: Individual Categories

- Individual Category entries must have one copy for each category in which you enter.
- Table-top easels are NOT allowed. All submissions must lay flat on the tables.
- Individual entries must be set up in Columbus A & B by 9:30 AM on Thursday, January 26th.
- Individual entries must be removed from the exhibit hall between 4:00-5:00 PM. Items remaining after 5:00 PM will be properly disposed of. Please do not remove items prior to the scheduled pick-up time.

Awards and Recognition

- Friday, January 27, ribbons will be displayed on the outstanding submission for each category. All entries will be on display in Columbus A & B until 4:00 PM.
- The first, second, and third place overall Agency Showcase winners will be announced during the opening general session and also during the awards luncheon; the awards will be presented during the IPRA Annual Business meeting on Friday, January 27 at 5 PM.
- The outstanding submission for each category will be announced and awards presented during the IPRA Annual Business meeting on Friday, January 27 at 5 PM.
- The winners of the People's Choice Award/Best In Show will be announced during the IAPD Annual Business Meeting on Friday, January 27 at 5 PM and also during the Saturday Closing Social at Shedd Aquarium.



Broadcast Advertisement

What to Enter

- One television or radio advertisement that aired during the 2011 calendar year. Advertisements should be no longer than one minute in length.

How to Enter

- A 300 word or less explanation should describe the effectiveness of message, objectives and results of the entry. The explanation should also indicate the name and date of the advertisement and how many times it was aired.
- Script or screen shot of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.
- Email submission or URL and description to Mike Selep, mike@ilipra.org, no later than Jan. 6, 2012. Subject line should read as follows:
Agency Showcase Submission: Broadcast Advertisement, [your agency name]

How Entries are Judged

Entries will be judged on the effectiveness of the message, overall quality and originality.

Effectiveness of Message	50%
Overall Content Quality	25%
Originality	25%

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that do not follow the guidelines will be disqualified. Absolutely no refunds under any circumstances.



Brochure Series

What to Enter

- Brochures created for the 2011 brochure year (including camp or other specialty brochures if applicable).

How to Enter

- A 150 word or less explanation should describe the design process, budget information, printing costs and cost per piece. Paperclip explanation to one brochure.
- A minimum of two issues, in their entirety must be brought for display, no more than four issues total.
- Each brochure must be a minimum of 16 pages in length.
- Bring one copy of each brochure in its entirety. Brochures will be stacked on table by agency, due to space constraints. No mounted submissions will be accepted.

Entries are Judged

Entries will be judged on writing, layout design, cover design, organization and special features. Entries will be judged as a series, not individually.

Writing	25%
Layout Design	25%
Cover Design	25%
Organization	25%

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that do not follow the guidelines will be disqualified. Absolutely no refunds under any circumstances.



Electronic Communication

What to Enter

- One type of electronic promotional or communication material disseminated via the internet during the 2011 calendar year. This category includes electronic newsletters, blogs, e-blasts and emails. Websites are not eligible for this category and should be submitted in the Website category.

How to Enter

- A 150 word or less explanation should be submitted describing the objectives, strategy and results of the entry.
- Choose your best electronic communication and submit the URL
- Screen shot of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.
- Email submission or URL and description to Mike Selep, mike@ilipra.org, no later than Friday, January 9, 2012. Subject line should read as follows:
Agency Showcase Submission: Electronic Communication, [your agency name]

How Entries are Judged

Entries will be judged on overall design, interactive elements, visual appearance, graphics, copy and grammar as well as the overall strategic approach and the measurable results of the communication.

Overall Design/Visual Appearance	25%
Copy and Grammar	25%
Overall Strategy and Results	50%

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that do not follow the guidelines will be disqualified. Absolutely no refunds under any circumstances.



Large Format Marketing

What to Enter

- One large-format marketing piece created during the 2011 calendar year. This includes but is not limited to, billboards, bus wraps, murals and banners. Original must be 24" x 36" or larger in actual size.

How to Enter

- A 150 word explanation should be submitted describing the actual size, location, medium and application of the entry.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

How Entries are Judged

Entries will be judged on three main categories: originality, design and copy.

Originality	50%
Design	25%
Copy	25%

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that do not follow the guidelines will be disqualified. Absolutely no refunds under any circumstances.



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Green Marketing

What to Enter

- One marketing piece created during the 2011 calendar year that is environmentally friendly and has a green message.

How to Enter

- A 150 word or less explanation should be submitted describing the environmental and educational impact of the entry. The explanation also should include information on distribution, goals and objectives of the entry.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". Print a screen shot of an electronic piece. A copy of the explanation should be mounted on the backside of the display piece.
- If the piece is electronic in nature or was never printed, please email submission and description to Mike Selep, mike@ilpra.org, no later than. Fri., Jan. 9, 2012. Subject line should read as follows:
Agency Showcase Submission: Green Marketing, [your agency name]

How Entries are Judged

Entries will be judged on the overall environmental and educational impact that the entry displays.

Environmental Impact	50%
Educational Impact	50%

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that do not follow the guidelines will be disqualified. Absolutely no refunds under any circumstances.



Integrated Photography

What to Enter

- One marketing piece created during the 2011 calendar year that integrates an original photo into the design (size does not matter). Marketing pieces include but are not limited to print advertisements, posters, fliers, brochures, logos, etc. Marketing materials that integrated manipulated or edited photos are also included.

How to Enter

- A 150 word or less explanation should be submitted including credit to the photographer, technique, objectives and results of the entry.
- One printout of the entry and the original photo (4" by 6") should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

How Entries are Judged

Entries will be judged on creativity, composition and technical quality.

Creativity	50%
Composition	25%
Technical Quality	25%

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that do not follow the guidelines will be disqualified. Absolutely no refunds under any circumstances.



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Logo Design

What to Enter

- One logo created or updated during the 2011 calendar year.

How to Enter

- A 150 word or less explanation should be submitted describing the rationale behind the design.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

How Entries are Judged

Entries will be judged on four main categories: originality, adaptability, color usage and scalability.

Originality	40%
Adaptability	20%
Color Usage	20%
Scalability	20%

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that do not follow the guidelines will be disqualified. Absolutely no refunds under any circumstances.



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Marketing Campaign

What to Enter

- Marketing campaign collateral created and executed during the 2011 calendar year. Entries must include a minimum of three and a maximum of five marketing pieces that were utilized in a marketing campaign. The two fundamental themes of repetition exposure and measurement/quantifiable results should be considered.

How to Enter

- A 300 word or less explanation should be submitted summarizing the campaign. The summary should describe the role that each played in the overall marketing campaign and budget information. Also include the media and explanation of the campaign.
- Entry should be bound and brought for display, including at least three to five marketing pieces.

How Entries are Judged

Entries will be judged overall on repetition and measurement. The five categories for judging will include message effectiveness, creative execution, message consistency, repetition/exposure and results.

Effectiveness of Message	25%
Creative Execution	25%
Message Consistency	15%
Repetition/Exposure	20%
Results	15%

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that do not follow the guidelines will be disqualified. Absolutely no refunds under any circumstances.



Print Advertisement

What to Enter

- One print advertisement that ran in a local publication during the 2011 calendar year.

How to Enter

- A 150 word or less explanation should be submitted describing the objectives and results of the entry.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

How Entries are Judged

Entries will be judged on overall design/visual appearance (layout, graphics, originality), and copy (readability, grammar), and call to action.

Overall Design/Visual Appearance	50%
Copy	25%
Call to Action	25%

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that do not follow the guidelines will be disqualified. Absolutely no refunds under any circumstances.



Print Communication

What to Enter

- One printed communication piece that was created during the 2011 calendar year. Entries may include but are not limited to, posters, post cards, newsletters, fliers, annual reports, booklets and pamphlets. Multipage documents are not required to be mounted. Seasonal brochures are not accepted in this category.

How to Enter

- A 150 word or less explanation should be submitted describing the objectives and results of the entry. The explanation should also indicate the name and date of publication.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.
- For multipage documents, paperclip the explanation to the document.

How Entries are Judged

Entries will be judged on special features/originality, design, content and organization.

Special Features/Originality	30%
Design	30%
Content	30%
Organization	10%

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that do not follow the guidelines will be disqualified. Absolutely no refunds under any circumstances.



Public Relations

What to Enter

- A minimum of 2 and a maximum of 5 written and published by the media in the 2011 calendar year. These may include but are not limited to, press releases, feature stories and columns.

How to Enter

- Clips should be marked with the date of publication.
- Each clip should be accompanied by a Word document copy of what was sent by the agency to the media.
- Published clips should be organized and bound so judges can easily flip through and read the entries.

How Entries are Judged

Entries will be judged on five categories: effectiveness of message, variety and extent, originality/creativity, content/structure and grammar/spelling/style. Entries will be judged as a total unit, not individually.

Effectiveness of Message	40%
Variety and Extent	15%
Originality/Creativity	30%
Content/Structure	10%
Grammar/Spelling/Style	5%

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that do not follow the guidelines will be disqualified. Absolutely no refunds under any circumstances.



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Website

What to Enter

- Your Agency's website. Websites **do not** have to be developed or launched in 2011.

How to Enter

- A 150 word or less explanation should be submitted including the URL address, target market, objectives, effectiveness, usage and site features. Site features can include but are not limited to, registration, brochure download, e-mail sign up, shopping carts, contact information, streaming video, live chat and photo galleries.
- Email URL and description to Mike Selep, mike@ilipra.org, no later than Friday, January 9, 2012. Subject line should read as follows:
Agency Showcase Submission: Website, [your agency name]

How Entries are Judged

Entries will be judged on organization, design, writing, special features, usage and effectiveness.

Organization	20%
Design	20%
Writing	20%
Special Features	20%
Usage/Effectiveness	20%

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that do not follow the guidelines will be disqualified. Absolutely no refunds under any circumstances.



Overall Agency Showcase

What to Enter

- The Overall Agency Showcase competition includes the scores from your individual submissions plus a table top display. Your tabletop display must integrate all eight of your Agency Showcase entries. The display should showcase how each entry works together to represent the agency. You also may include other marketing pieces for this display but please note that these pieces will not be judged.

How to Enter

- Set up is between 8 and 9:30 a.m. on Thursday, January 26 in Columbus A & B at Hyatt Regency Chicago.
- A 300 word or less explanation should indicate how all of the items on the table work together to create a unified marketing message.
- Be sure to integrate each of your eight category entries into the display. Display items do not need to be mounted or bound.
- We will provide and assign you a 6 foot x 30 inch table the day of the competition. Tables will be draped and skirted.
- Other items that may be brought for display may include but are not limited to, additional marketing pieces, tablecloths, display boards, banners and accessories.
- Electrical outlets will not be provided.
- Items may be placed behind your table however, items may not extend more than one foot away from the back side of the table.

How Entries are Judged

Creativity	20%	This category is one ninth of your Overall Agency Showcase Score.
Design	20%	
Organization	20%	Note: If Broadcast Advertisement is part of your display, please display a script. For Electronic Communication, Green Marketing, and Website categories, display a screenshot of your submission.
Message/"It Factor"	20%	
Cohesiveness	20%	

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that do not follow the guidelines will be disqualified. Absolutely no refunds under any circumstances.



Registration Form

AGENCY _____ CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ E-MAIL _____

METHOD OF PAYMENT

CHECK # _____ VISA MASTERCARD TOTAL \$ _____

CARDHOLDER'S NAME _____ CREDIT CARD # _____

BILLING ADDRESS _____ ZIP CODE _____

3 DIGIT CVC # _____ SIGNATURE _____

Choose one of two divisions:

Division I: Agency Showcase

\$160 (Choose 8 categories)

- Broadcast Advertisement
- Brochure Series
- Electronic Communication
- Large Format Marketing
- Green Marketing
- Integrated Photography
- Logo Design
- Marketing Campaign
- Print Advertisement
- Print Communication
- Public Relations
- Website

Division II: Individual Categories

\$90 (Choose 1 to 4 categories)

- Broadcast Advertisement
- Brochure Series
- Electronic Communication
- Large Format Marketing
- Green Marketing
- Integrated Photography
- Logo Design
- Marketing Campaign
- Print Advertisement
- Print Communication
- Public Relations
- Website

Registration deadline is Friday, December 2, 2011. Checks should be made to IAPD and should be mailed with registration form to IAPD, 211 E. Monroe St., Springfield, Illinois 62701.

Forms may be faxed to 217-523-4273

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that do not follow the guidelines will be disqualified. Absolutely no refunds under any circumstances.

Only one submission per category will be accepted.



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Notes

