

2017

## CATEGORIES

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 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.)

## 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 Event Technology/Service  
(Must document that the entry was used at an event for the first time between Sept. 1, 2015, and Aug. 31, 2016. 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.)

- ☐ 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 or video link 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](http://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.

## OFFICE USE ONLY

Entry Number

A

B

C

CC

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 \_\_\_\_\_

Entry fee is \$99 if received by Sept. 16. (Late-delivery option: The fee is \$150 if the entry is received by Sept. 23 by 4 p.m. Pacific Time.) Please submit one payment per entry; **all payments are entered online at [www.etouches.com/galaentry](http://www.etouches.com/galaentry)**. 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

# GALAS

## 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/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 two high-rez (2 MB) photos of your event on your CD or flash drive; no watermarks. You may include up to 30 photos total. Feel free to add photocaptions. *Please do NOT create photo collages and do NOT send individual photos.*

### HOW TO SUBMIT

Every entry consists of a CD or flash drive plus printouts of specific documents. Every event you enter must be submitted individually—that is, we need a CD or flash drive and printouts for each entry.

**For each entry:** Save the 100 Words, the Description, Four Questions, Photos and Budget (if needed) on your CD/flash. (Save the 100 Words, Description, Four Questions and Budget as ONE PDF; the Photos can be JPEGs or TIFFs.) **Label the CD/flash with the name of your event and the category you are entering.** Do not put your company name on the CD/flash. **With your entry, please include paper PRINTOUTS of your Entry Form, Referral Letter, Description, Four Questions, Photos and Budget (if needed).** *Do not put your Entry Form or Referral Letter on the CD/flash. Submit payment online at [www.etouches.com/galaentry](http://www.etouches.com/galaentry).*

Each entry must be in our offices by Sept. 16, 2016. Hand-delivered entries will be accepted until 4 p.m. on that date. (Late-delivery option: The fee is \$150 if the entry is received by Sept. 23 by 4 p.m. Pacific Time.)

ENTRY DEADLINE:  
SEPT. 16, 2016

Entries are \$99  
Special late-delivery option:  
The fee is \$150  
if the entry is received by  
Sept. 23 by 4 p.m. Pacific Time.

Download this form and  
see tips on entering at  
[specialevents.com](http://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 CD or flash drive 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 CD/flash, videos, etc. Do not put your Entry Form or Referral Letter on the CD/flash. (See Rule 15.)
- ☐ Did you include at least TWO print-quality color JPEG or TIFF images on the CD/flash, plus printouts? (You can include up to 30 images; no collages or watermarks. And feel free to add photocaptions.)
- ☐ Did you include client contact information on the Entry Form? 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?)

**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: The official Entry Form and paper printouts 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 a binder.** *Do not put the papers in plastic sleeves.* Finally, include the CD or flash drive, labeled with **the name of the event and the category** you are entering; do NOT include your company name. The CD/flash should contain one PDF with 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 CD/flash, so *do NOT* put your entry form or referral letter on it! **For payment:** Pay online at [www.etouches.com/galaentry](http://www.etouches.com/galaentry). *Do not send your payment with your Gala entry.*

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 sufficient.**

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](http://specialevents.com/gala_awards).**

4. In all categories, videos can be submitted in addition to the required photos. Videos are **MANDATORY** if you are entering Best Event Entertainment Concept and Execution, or Best Theatrical Entertainment Production. Videos can be submitted in mov, mpa4, mpeg2, wmv and wrmp formats; videos cannot run longer than 10 minutes. The maximum file size is 100 MB. Do NOT include your company name on videos. **You can put either a video or a URL link to your video on your CD/flash drive.**

5. To qualify for the 2017 Gala Awards, the event must have taken place between Sept. 1, 2015, and Aug. 31, 2016. Events that take place after Aug. 31, 2016, can be submitted for the 2018 Gala Awards.

6. A company or individual may enter an event in more than one category. Separate CDs/flash drives, 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. (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. 21, 2016.

11. Awards will be presented at The Special Event 2017 in Long Beach, Calif. Transportation to and from The Special Event and admission to the awards ceremony are the sole responsibility of the contest nominees.

12. Members of the *Special Events* magazine Advisory Board will review all entries using the Four Questions as criteria to select nominees and winners. All decisions are final.

13. Each entry is \$99 if received by Sept. 16. (Late-delivery option: The fee is \$150 if the entry is received by Sept. 23 by 4 p.m. Pacific Time.) Joint entries are \$200. **All payments must be submitted online at [www.etouches.com/galaentry](http://www.etouches.com/galaentry).**

14. **INELIGIBLE EVENTS:** Industry events based primarily on donations—e.g., events at The Special Event, IEA 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 on the face of the CD/flash drive or on items on the CD/flash itself. Do not put the Referral Letter on the CD/flash.

16. **QUESTIONS?** Send an e-mail to [info@specialevents.com](mailto:info@specialevents.com).