



## 2019 Entries Overview and Guidelines

### OVERVIEW

Founded in 1990, the Allie Awards is an annual program, to recognize outstanding examples of quality and creativity from the members of the Atlanta event industry. It demonstrates how working together for a common good can promote excellence in event design, planning, and production. This awards program remains a model for industry awards program across the country.

This prestigious awards competition strives for the highest degree of excellence in event planning, design, cuisine, entertainment, weddings, technical production, and enhancements, and in doing so, has raised the standards and quality of Atlanta's event industry. Events of nearly every type and size will have the opportunity to be recognized in up to **43 categories**, organized into seven disciplines plus three Best Team Effort awards.

One of the goals of the Allie Awards is to promote the professionalism of the industry. Your organization will be recognized for taking part in raising the level of professionalism in the industry while improving your community. To add value to those recognized and the event industry, the Allie Awards will send press releases to a variety of media outlets explaining the awards, the competition and those given top honors. We strongly encourage your company to do the same!

### 2019 CATAGORIES

#### PLANNING

- Corp/Association Under \$100k
- Corp/Association Over \$100k
- Social Event Under \$50k
- Social Event Over \$50k
- Best Non-Profit/Fundraiser
- Best Public Fair or Festival
- Most Creative Venue (non-wedding)
- Logistical Achievement in Planning
- Best Tradeshow/Conference

#### CUISINE

- Best Off Premise Catering
- Best On Premise Catering
- Best Menu Design
- Best Menu Presentation
- Best Culinary Innovation

#### WEDDING

- Best Wedding Under \$50k
- Best Wedding \$50k - \$100k
- Best Wedding Over \$100k
- Best Wedding Print Suite
- Most Creative Wedding Venue
- Best Wedding Décor Design
- Best Wedding Entertainment
- Best Wedding Photography
- Best Wedding Videography
- Best Wedding Cake

#### DESIGN

- Best Floral Design (non-wedding)
- Best Non-Floral Design
- Best Themed Event Décor
- Best Tabletop Design
- Best Use of Rental Equipment

#### ENTERTAINMENT

- Best Entertainment (non-wedding)
- Most Unique/Themed Entertainment

#### ENHANCEMENTS

- Best Print Piece (non-wedding)
- Best Use of Media & Technology
- Best Event Innovation
- Best Event Photography (non-wedding)
- Best Event Videography (non-wedding)

#### TECHNICAL PRODUCTION

- Best Audio-Visual Design
- Best Lighting Design
- Best Tent Installation
- Logistical Achievement in Technical Production

#### BEST TEAM EFFORT

- Corporate/Association Team Effort
- Social Team Effort
- Wedding Team Effort

## ENTRY ELIGIBILITY

To ensure your entry is eligible for consideration, it is important to comply fully and accurately with the following rules:

A) Entrants must meet at least **TWO** of the following criteria:

- Entrant's company has a location based in metro Atlanta
- Entrant's event was held in metro Atlanta
- Entrant's company holds a membership in at least one Atlanta Chapter of a hospitality association or organization

B) Event Date:

- The event must have occurred between January 1, 2018 and December 31, 2018

C) Entry Limitations:

- Each Company may submit up to **TWO** entries per category
- Each Company may submit the same event in a maximum of **FIVE** different categories

D) Anonymity:

- The awards are to be judged without recognizing the identity of the company or individual presenting the submission. Entrant's company name, employees or logo may not appear anywhere in the entry submission or content. If the entrant's name, logo, or image appears within the submission, the judging body is permitted to remove the identifiable portion and deduct points accordingly. This includes all collateral. Please thoroughly check your photography images, BEOs, diagrams, documents, spreadsheets, etc.
- If there are repeat offenses throughout, the submission will be disqualified, at the committee's discretion

While disqualifications are rare, please be advised of the following notes:

- Entries will be disqualified if your company is repeatedly identified in the entry content
- We are unable to notify entrants if their entry is disqualified
- Fees for disqualified entries are **not refundable**

## IMPORTANT DATES & TIPS

Early-bird entries:	NOW through January 4th @ 5 pm	\$100.00 fee per entry
On-time entries:	January 5 <sup>th</sup> through January 11th @ 5pm	\$125.00 fee per entry
Late entries:	January 12 <sup>th</sup> through January 14th @ 5pm	\$150.00 fee per entry

**Entries will not be accepted after this final deadline!**

TIP #1 – Start early, start now! Do not wait until the week of the deadlines to begin this process. Create your profile and click through the new portal to get familiar with it. Gather your collateral materials and write a draft while the event is fresh in your mind. Consider creating the written content in a document for easy editing, track your character and word counts. Then, simply “copy and paste” into the appropriate text boxes.

TIP #2 – You may save your progress at any point during the submission process and go back to it later to edit it. However, you will be charged based on when the entry is completed and paid. You cannot start during the early period and finish during the late period and expect to pay \$100.

## JUDGING AND NOTIFICATION

Judges will be selected by the Board of Directors and Planning Committee from top-tier event professionals outside of metro Atlanta and will remain anonymous throughout the judging process.

The nominees and subsequent winners of any given category are based on merit as determined by the panel of judges and are not based upon the number of entries received in the category. There may not be nominees in every category, regardless of the number of entries received.

Up to three (3) nominees in each category will be notified on or before **Friday, February 1, 2019**. The awards will be presented at the Allie Awards on Sunday, March 10, 2019 at The Hotel at Avalon in Alpharetta, Georgia. Tickets are the sole responsibility of the entrants and will be available online at [www.allieawards.com](http://www.allieawards.com).

## ENTRY PROCESS – NEW FOR 2019!

All entries must be submitted individually through our new online entry portal at:

<https://www.conferenceabstracts.com/2019AllieAwardsEntryPortal.htm>.

The first step will be to create your user new profile. Unfortunately, we were not able to import over any existing profiles for past entrants. We will use this contact information if there are any questions regarding your entry. The committee recommends creating and editing the written content in a document file, then simply copy and paste the text into the entry portal.

Once your Profile is created, click on the “Click here to begin a new submission”

Submission Settings:

- Complete the fields with event specific information. The Submission Title is how the entry will be identified. Creativity is encouraged here.
- Select a Discipline – this is the general grouping for the award categories
- Hit Submit to being entering your entry information in the Task List View

Task List:

- Please click on each task below to enter the requested information.
- After you have completed each of the tasks below, you will see a green check mark by the task name.
- We recommend that you "Save Submission" after every task to avoid losing any information for whatever reason
  - Entry Qualifying Criteria – this area asks for the entry date, your client’s name, and phone number. While its rare, the judges may use this information to verify the validity of your entry.
  - Awards Night Information - Provide a single, hi-resolution, **LANDSCAPE ORIENTATION IMAGE**, .jpg file, which will be used on awards night and for promotional media communications. Please note: this image will not be judged here; however, it may be duplicated in your collateral. The caption below the selected image will be used to summarize your entry should it be recognized as the winner, on the website and from the podium.
  - Entry Written Content
    - Reenter your Submission Title from the settings page and select the specific award category from your selected discipline
    - #1 - Event Review Summary - Provide a summary of the event to include: setting, purpose, size, and demographic of the audience and you or your companies unique approach to its execution, as defined by the category, 8,000 characters, approximately 1,000 words. (20 points)
    - #2 - Review & WOW Factor - Review the integrated products or services provided by you/your team to provide a uniqueness or WOW factor. 1,500 characters, approximately 250 words. (20 points)
    - #3 - Goals & Objectives - Describe the Client’s Goals & Objectives and how you accomplished them. 1,500 characters, approximately 250 words. (10 points)
    - #4 - Unique Challenges - Describe any significant or unique challenges you faced, and solutions executed. 1,500 characters, approximately 250 words. (10 points)
  - Collateral Uploads - (20 points) Add up to (20) files that best showcase your entry.
    - Use the “UPLOAD” fields below to search and attach each selected item.
    - Collateral files must be in one of the following formats: .jpg, .gif, .pdf, .doc, .xls, .mpg.
    - Videos up to 3 minutes in length may also be included, where allowed (MAX video file size 500MB).
    - Collage images that include multiple photos, press coverage, including social media reviews, magazine or newspaper articles are **NOT PERMITTED** and will disqualify your entry.
    - Please ensure your company name, brand or logo is not visible on any of the submitted collateral.
    - **BUDGET:** Only if your entry category has a budget requirement, you are required to use the provided template as either an .xls or .pdf file. Your budget **MUST** be uploaded as the first piece of collateral. Budget categories are for the full retail or market value at the time of the event. Any donated products or services should also be included at full retail or market value.

Payment:

- Credit Card payment will be expected for reconciling the online entry process.
- Entry fees are charged based on the date the submission is final (early, on time or late)
- **Your submission is NOT final without payment.**
- You will receive a confirmation email once submission and payment are final.

### **Additional Information For Best Team Effort ONLY:**

- A Team Leader is responsible for collecting and submitting the all of the written content and collateral uploads for the combined team entry.
- In the written content portion, the use of “you/your company” should reflect the efforts, products, and services of the team as a whole, focused on those of the participating vendor partners.
- Within the collateral task (after the written content portion), your first upload is a **REQUIRED** summary document of the participating team members; each of them providing a statement of responsibility for their scope of work, products, and services (100 words max).
- At the conclusion of the submission process, payment will be collected for one entry fee at the current rate (\$100.00 early entry, \$125.00 on-time entry, \$150.00 late entry). This will be considered the entry **deposit** and applied as the team leader’s entry fee.
- When you receive the entry submission confirmation email, a link will be provided for the balance of the payment. At this payment site, the Team Leader will select the number of team members (minus the leader) and pay for the remaining team members. We can only accept one lump sum payment for the balance due and not individual payments from each member.
- **NOTE:** Your entry will not be considered complete without the full team payment.

### **SCORING**

JUDGING SCORE CRITERION of (100) points of merit maximum will be allowed. \*

- The Written Event Summary will allow for (60) points of merit, covering all four points in this task.
- Collateral will allow for total of (20) points of merit.
- Judges Overall Impression will allow for (20) points of merit.
- \*Photography and Videography have a difference points scale, with more weight awarded to the visual product.

## DESCRIPTION OF CATEGORIES & AWARDS

### *PLANNING*

- Corp/Association Under \$100k
- Corp/Association Over \$100k
- Social Event Under \$50k
- Social Event Over \$50k
- Best Non-Profit/Fundraiser
- Best Public Fair or Festival
- Most Creative Venue (non-wedding)
- Logistical Achievement in Planning
- Best Tradeshow/Conference

\*All budgeted categories should be accompanied by a budget calculating **RETAIL/MARKET** value. Non-paid, donated or sponsored elements should be listed at their equivalent full retail value. You **MUST** use the provided budget template on website.

- Best Event: Corporation/Association (Over/Under \$100k) - is awarded to the company/individual who produced the best overall event, such as company milestones, product launch, marketing events, conventions, annual meeting, award gala and conference receptions. The complete event cost, at full retail value, must fall into the Above or Under \$100k categories.
- Best Event: Social Event (Over/Under \$50k) - is awarded to the company/individual who produced the best overall event in a social setting, such as bar/bat mitzvahs, milestone celebrations, birthdays, anniversaries, sweet 16's, family reunions, proms, etc... The complete event cost at full retail value must fall into the Above or Under \$50k categories.
- Best Non-Profit Fundraiser - is awarded to the company/individual who produces the best non-profit fundraiser event. Judging emphasis will be awarded on leveraging resources, active committee solicitation of donors and sponsors, as well as profitability back to the organization.
- Best Public Fair or Festival – is awarded to the company/individual that puts on the best fair or festival. The event must be open to the public.
- Most Creative Venue (non-wedding) - is awarded to the company/individual that utilizes a non-traditional venue for the location of their event. Wedding venues will not be accepted in this category.
- Logistical Achievement: Planning - is awarded to the company/individuals who overcome substantial obstacles in the planning process.
- Best Tradeshow/Conference - is awarded to the company/individual who plan and produce the best tradeshow and/or multiday conference style event.

Who Can Enter: Event planners, producers, and coordinators; meeting planners; party planners; facility and venue managers; institutions (educational, cultural and non-profit), circuses and carnivals, sporting events and concerts, conventions and expositions service managers, destination management companies, incentive travel companies and any other entities that provide these types of services for the special events industry. Wedding submissions will not be accepted in the Planning discipline.

## ***CUISINE***

- Best Off Premise Catering
- Best On Premise Catering
- Best Menu Design
- Best Menu Presentation
- Best Culinary Innovation

- Best Off Premise Catering - is awarded to the company/individual who creates the best catered event, delivered into an off-premise setting, working from trucks, tents or and off site kitchen.
- Best On Premise Catering - is awarded to the company/individual who creates the best catered event, from a full-service, on premise production kitchen.
- Best Menu Design - is awarded to the company/individual who delivers the best menu experience, regardless of price or presentation format, with the emphasis on culinary creativity, techniques, flavors, and transition.
- Best Menu Presentation - is awarded to the company/individual who delivers the best menu visually, regardless of price or presentation format, with the emphasis on the flair of plate/table presentation, layers, garnish, colors, and detail.
- Best Culinary Innovation - is awarded to the company/individual who provided a unique technique, product, or presentation for an event, with an emphasis in the culinary application.

Who Can Enter: Caterers, either off-premise or in-house, including specially bakeries, restaurants, facility operators, hotels, clubs, and any other entities that provide food for the special events industry. All entries must have actually been produced for an actual event, not just proposed, and included in tasting.

## **WEDDING PLANNING AND DESIGN**

- Best Wedding Under \$50k
- Best Wedding \$50k - \$100k
- Best Wedding Over \$100K
- Best Wedding Print Suite
- Most Creative Wedding Venue
- Best Wedding Décor Design
- Best Wedding Entertainment
- Best Wedding Photography\*
- Best Wedding Videography\*
- Best Wedding Cake Presentation

\*All budgeted categories should be accompanied by a budget calculating RETAIL/MARKET value. Non-paid, donated or sponsored elements should be listed at their equivalent full retail value. You **MUST** use the provided budget template on website.

- Best Event: Wedding (Under 50K, \$50K - \$100K, Over \$100K) - is awarded to the company/individual who produced the best overall wedding. Overall event cost at full retail value must fall into the correct category. All elements handled by the entrant **MUST** be included in the budget.
- Best Wedding Print Suite – is awarded to the company/individual who provides, creates, and produces the best collection of printed materials uses to communicate prior to and on the wedding day.
- Most Creative Wedding Venue - is awarded to the company/individual that utilizes a non-traditional venue for a wedding.
- Best Wedding Decor Design - is awarded to the best company/individual who produces the best comprehensive design for an actual wedding event. This category excludes display tables.
- Best Wedding Entertainment – is awards to the company/individual who produced the best entertainment for an actual wedding (social or corporate events will not be counted in this category).
- Best Wedding Photography - is awarded to the company/individual whose photography best captures the event, theme, and overall spirit of the occasion.
- Best Wedding Videography - is awarded to the company/individual whose video best captures the event, theme, and overall spirit of the occasion.
- Best Wedding Cake Presentation - is awarded to the company/individuals who creates the best visual display of the wedding or groom's cake.

Who Can Enter: The entity responsible for creating, producing delivery of the defined products and services. Including, but not limited to: wedding planners, event designers, stationers, pastry chefs, photographers, videographers, fully engaged venue managers and catering service representatives.

### Entry Criteria:

- Best Wedding Event, for all budgets – Please refer to the entry criteria under Planning
- Best Wedding Print Suite - Please refer to the entry criteria under Enhancements
- Most Creative Wedding Venue - Please refer to the entry criteria under Planning
- Best Wedding Floral Design - Please refer to the entry criteria under Design
- Best Wedding Cake Presentation - Please refer to the entry criteria under Cuisine
- Best Wedding Photography/Videography - please see separate entry criteria and special notes under Enhancements

**\*Please review the special judging breakdown on page 9**

## ***DESIGN***

- Best Floral Design (non-wedding)
- Best Non-Floral Design
- Best Themed Event Décor
- Best Tabletop Design
- Best Use of Rental Equipment

- Best Floral Design (non-wedding) - is awarded to the best company/individual who produces the best floral design for an event. This category excludes display tables. Wedding floral designs will not be accepted in this category.
- Best Non-Floral Design - is awarded to the best company/individual who produces the best non-floral design for an event. This category excludes display tables.
- Best Themed Event Décor - is awarded to the company/individual who creates an overall décor design which best represents the client's event theme.
- Best Tabletop Design - is awarded to the company/individual who creates the best tabletop design (floral or non-floral) for an actual event. It encompasses centerpieces, flatware, china, glassware, linens, etc. Open house, styled photo shoots, showcase or gallery style featured tables are not eligible to compete in this category.
- Best Use of Rental Equipment - is awarded to the company/individual who best use rental equipment to enhance their event and its overall design décor impression.

Who Can Enter: The entity responsible for creating and producing the design and decor, including, but not limited to: event designers; floral designers, prop, scenery, and display designers; balloon artists, artists in other media.

## ***ENTERTAINMENT***

- Best Entertainment (non-wedding)
  - Most Unique/Themed Entertainment
- Best Entertainment Production (Non-Wedding) - is awarded to the company/individual who produces the best production - including lighting, rigging, entertainment, A/V, etc.
  - Best Themed/Unique Entertainment - is awarded to the company/individual who produced a non-traditional event, which assists in bringing the event theme to life.

Who Can Enter: Producers, choreographers, designers and suppliers of entertainment and entertainers.



## ***EVENT ENHANCEMENTS***

- Best Print Piece (non-wedding)
- Best Use of Media/Technology
- Best Event Innovation
- Best Event Photography (non-wedding)\*
- Best Event Videography (non-wedding)\*

- Best Print Piece - is awarded to the company/individual who creates the best tangible, printed invitation, menu cards, programs, flyers, or promotional items that support the event's brand and/or messaging. This category does not allow items printed for a wedding.
- Best Use of Media/Technology - is awarded to the company/individual who utilizes digital and virtual methods of communication or marketing including websites, social media, CD's, DVD's, video mapping (does not include printed media).
- Best Event Innovation - is awarded to the company/individual who introduces a new and innovative product, service, or concept to meet the goals of a specific event and benefit the overall event industry.
- Best Event Photography - is given to the company/individual whose photography best captures the event, theme, and overall spirit of an occasion for a corporate or social occasion. (does not include wedding events).
- Best Event Videography - is given to the company/individual whose video best captures the event, theme, and overall spirit of an occasion for a corporate or social occasion. (does not include wedding events).

Who Can Enter: Graphic designers, stationers, print companies, marketers, producers and designers of event collateral, promotional products suppliers, event photographers and video film makers.

Best Event Innovation can apply to vendor type across all special event industry disciplines.

Special Notes for Photography/Videography:

- Provide an illustrative summary of the event to include; setting, purpose, size and demographic of the audience and your company's unique approach to its execution, as defined by the category.
- Be sure the images reveal the important event elements including design, production, catering, entertainment, activities, and audio-visuals?
- Assess the images on composition, frame, exposure, and focus
- If any images are digitally altered, what was the purpose and extent of the changes?

**\*SPECIAL PHOTO/VIDEO JUDGING SCORE CRITERION** – as with all awards, (100) points of merit maximum will be allowed, however the breakdown will be different:

- The Entry Written Content task = (20) points of merit, covering all four sections.
- Collateral = (60) points of merit.
- Judges Overall Impression = (20) points of merit.

## ***TECHNICAL PRODUCTION***

- Best Audio Visual Design
- Best Lighting Design
- Best Tent Installation
- Logistical Achievement in Technical Production

- Best AV Design - is awarded to the company/individual who produced the best Audio Visual design to bring the event to life.
- Best Lighting Design - is awarded to the company/individual who created the best lighting to enhance their event.
- Best Tent Installation - is awarded to the company/individual who best utilized tenting in any setting, including wedding events.
- Logistical Achievement: Technical Production - is awarded to the company/individuals who overcome substantial obstacles in the technical production and implementation process.

Who Can Enter: Companies providing staffing, rental equipment, tenting, lasers, lighting, special effects, pyrotechnics, audiovisual, transportation, and valet services, and any others providing technical, logistical, or design services for the special events industry.

## ***BEST TEAM EFFORT***

- Best Team Effort: Social Event
  - Best Team Effort: Corporate Event
  - Best Team Effort: Wedding
- Social Events | Corporate Events | Wedding Events - is awarded to the event team members with the best collaborative effort between the various disciplines of the events industry.
  - All parties bring the best of their skills, products, services, and abilities to create something spectacular.
  - The event should be entered into the appropriate market segment, with non-profit falling into the category of social events.

Who Can Enter: Any group of companies or individuals who formed a core event team. The team must include at least (4) four members who meet the eligibility requirements to enter any award category. Inclusion in the event production does not oblige team members to participate in the competition. The entry submission is to be completed by one team representative, and this person must also collect a Statement of Responsibility and payment from each team member that wishes to participate and be eligible to receive an Allie Award at the event should their entry win.

### **Additional Information For Best Team Effort ONLY:**

- A Team Leader is responsible for collecting and submitting the all of the written content and collateral uploads for the combined team entry.
- In the written content portion, the use of “you/your company” should reflect the efforts, products, and services of the team as a whole, focused on those of the participating vendor partners.
- Within the collateral task (after the written content portion), your first upload is a **REQUIRED** summary document of the participating team members; each of them providing a statement of responsibility for their scope of work, products, and services (100 words max).
- At the conclusion of the submission process, payment will be collected for one entry fee at the current rate (\$100.00 early entry, \$125.00 on-time entry, \$150.00 late entry). This will be considered the entry **deposit** and applied as the team leader’s entry fee.
- When you receive the entry submission confirmation email, a link will be provided for the balance of the payment. At this payment site, the Team Leader will select the number of team members (minus the leader) and pay for the remaining team members. We can only accept one lump sum payment for the balance due and not individual payments from each member.
- **NOTE:** Your entry will not be considered complete without the full team payment.

## INDIVIDUAL SPECIAL RECOGNITION AWARDS

### DALE RIGGINS HUMANITARIAN AWARD

Shepard Convention Services introduced the Dale Riggins Humanitarian Award in 1993 as a tribute to, and in memory of, their valued employee, Dale Riggins, who made great contributions to the special event industry. This prestigious honor is awarded each year to an individual who donates time, talent, effort, and expertise to community service both within our industry and in our community. The recipients of this award are among the most honored luminaries in our industry.

Consider for a moment the individuals who truly “make a difference” to those in need and whose effects give the Atlanta special events industry its true impact and high profile. Please take time to nominate someone in our industry whom you feel is worthy of this honor.

Nominees should be of high moral and ethical stature and exhibit outstanding professionalism in their service to the special events industry and the community at large. The winner will be selected by the Allie Awards Board and the honor will be presented on awards night.

### TIM LUNDY, CSEP RISING STAR AWARD

At the 21st anniversary of the Allie Awards we remembered the entrepreneurial spirit of the team that created the Allies, in particular its founder, Tim Lundy, CSEP. The spirit and intent of this award is designed to honor, recognize, encourage, and inspire a young event professional toward his/her greatest potential in the special events industry.

Nominees shall:

- Be within their first five years in the special events industry
- Be actively involved in the Atlanta events industry and association community
- Have exhibited innovation and leadership and made an impact on their company
- Have clear potential to grow into more responsibility in their company, association organization and the community at large.

### BOB BLAESING, CSEP LIFETIME ACHIEVEMENT AWARD

A Lifetime Achievement Award was established in the first year of the Allie Awards to honor individuals in our industry who have made a mark in Atlanta’s events community over their career. Past recipients are event professionals for 20 years or more who are well known for their contributions to the special events industry.

The title “Lifetime Achievement Award” implies a long period of time, and while honoring longevity is good, the key word is “achievement.” We chose in 2004 to honor the late Bob Blaesing, CSEP, co-founder of Experience by Design, by renaming the award the “Bob Blaesing, CSEP, Lifetime Achievement Award.” Bob was a visionary whose philosophy exemplifies what we honor with the Lifetime Achievement Award: nurturing those around us through education, pursuit of ethical and professional behavior throughout the industry, and commitment to the growth of special events. May his spirit live on in those who are honored with this award.

Nominees are put forward by the Allie Awards Board of Directors and Committee Chairs. They will be individuals who have made an impact in the Atlanta events community over the course of their career, through innovation, dedication, and achievement. The winner will be selected by the Allie Awards Board of Directors and the honor will be presented on awards night.

**Nominations for these three awards will be accepted via the Allie Awards website and NOT the award entry portal. Please check [www.allieawards.com](http://www.allieawards.com) for more information**