



THE ALLIE AWARDS

Presented by the Allie Foundation of Georgia

THE 36th ANNUAL ALLIE AWARDS

Entry Kit

2026

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With each new celebration, we introduce changes to Allie Awards to reflect the ever-evolving industry landscape and stay ahead of the curve. Take a look at what's new for the current edition.

ALL NEW FOR 2026

This year brings the biggest update yet to the Allie Awards!

- **Expanded Categories:** Every discipline has been refreshed with new, more defined award categories.
- **Refined Entry Roles:** Updated categories provide a distinction between planner and vendor disciplines.
- **Specialized Questions:** Entry questions now adapt based on discipline, making each submission more relevant and focused.

Explore the new structure and get ready to showcase your best work!

About the Allie Awards

The Allie Awards, the signature event of the Allie Foundation of Georgia, was founded in 1991 to honor the creativity, collaboration, and excellence that define Georgia’s live events industry. Over the years, the Allies have grown into a symbol of achievement, celebrating the remarkable talent, innovation, and resilience of the professionals who bring events to life.

Receiving an Allie is more than recognition; it’s a mark of distinction that represents the highest standard of creativity and professionalism in our field. Each year, the Allie Awards spotlight the artistry, ingenuity, and impact of event experiences across every category from design and production to entertainment and technical innovation, showcasing the brilliance that makes Georgia a leader in live events.

And the impact goes beyond celebration. Research shows that **award recipients experience 38% higher sales on average compared to those without awards** (*British Quality Foundation*). An Allie doesn’t just celebrate excellence – it strengthens your reputation, builds trust, and helps your brand stand out in a competitive industry.

THE VALUE OF AN ALLIE AWARD

Receiving an Allie Award signals to clients, peers, and partners that your work meets the **highest standard of creativity and professionalism** in Georgia’s live events industry.

ELEVATING THE INDUSTRY

Each entry contributes to the advancement of our community. By sharing best practices and inspiration, **we are raising the bar for excellence** across the Southeast and beyond.

Why the Allie Awards?

The Allie Awards are the Southeast’s premier celebration of excellence in live events, recognizing creativity, innovation, and collaboration across every facet of the industry – from planning and production to design, entertainment, and culinary arts.

Each submission is reviewed by an impartial, independent panel of industry experts, ensuring fairness, transparency, and recognition based on true merit.

Award Entry Guidelines

For more than three decades, the Allie Awards have recognized the talent, creativity, and innovation that make our state's event industry exceptional. Each year, planners, designers, producers, and suppliers come together to honor those who elevate every experience: **transforming moments into memories.**

As you prepare your submission for the 2026 Allie Awards, remember: this is your chance to showcase not just your work, but the collaboration and heart that make it possible. The following guidelines will help you craft a clear, complete entry that represents the excellence our industry stands for!

ENTRY ELIGIBILITY

- a) **Eligibility:** Entrants must meet at least TWO of the following criteria:
 - Entrant's company has a location based in The State Of Georgia
 - Entrant's event was held in The State Of Georgia
 - Entrant's company is a member in good standing in at least one event industry/hospitality association or organization. i.e.: ILEA, NACE, WIPA, MPI, SITE, PCMA, CVB'S, ETC.
- b) **Event Date:** Events must have occurred **between January 1, 2025 and December 31, 2025**
- c) **Anonymity:** Entries are judged anonymously. Entrant's name, image, or logo may not appear anywhere in the submission content or collateral
 - Judges may deduct points if identifying information appears
 - Repeat offenses may lead to disqualification (**fees are non-refundable**)
 - If the entrant has permission, the name, logo, or employees of the client may appear in your submission

NEW FOR 2026

- **Anonymity Exception:** the only exception to maintaining complete anonymity will be under the Entertainment Discipline when the entrant is the performer i.e.: DJ's, Bands, and other individual performers.
- **Entry Limitations:** All entry limitations have been removed; there is no longer a limit to the numbers of entries a company can submit per category.

Award Entry Guidelines

IMPORTANT DATES

Early entries: November 1 (portal opens) – March 1 @ 5 pm \$100.00 fee per entry

On-time entries: March 1 (after 5pm) – ~~March 15 @ 5pm~~ \$150.00 fee per entry

******NEW ON-TIME ENTRY DEADLINE: FRIDAY, MARCH 20TH @ 5PM******

Late entries: March 15 (after 5pm) – April 1 @ 11pm (portal closes) \$200.00 fee per entry

Entries will not be accepted after this final deadline!

JUDGING & NOTIFICATION

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

The nominees and subsequent recipients 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. It is possible that there may not be nominees in every award category, regardless of the number of entries received.

SCORING

Entries are evaluated by a panel of judges and scored on a 100-point merit system. All judges' scores are automatically averaged within the entry portal to ensure a fair and balanced evaluation. The entry with the highest average score among nominees in each category will be named the award recipient.

All entries must secure a **minimum of 70 points** of merit to be considered for nomination.

How to Enter

Registering and submitting your entries for Allie Awards is incredibly straightforward thanks to our awards management portal, which gives you your own space to work on your entries at your own pace. In the sections below, we'll walk you through the simple steps to get your entries ready and submitted!

Step 1 – Getting Started

To get started, visit [2026 Allie Awards Entry Portal](#) to begin your 2026 Allie Awards entry.

If you are a **first-time user**, create your new user profile. Otherwise, you will be able to use the same credentials from past years.

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

Step 2 – Prepping Your Submission

Complete the fields with event specific information.

- **Submission Title:** This is how your entry will be identified – creativity is encouraged!
- **Select a Discipline:** Choose the general grouping that fits your award category
- **Submit to Begin:** Hit Submit to begin entering your entry information in the Task List View

NEW FOR 2026

- The entry questions will vary based on Discipline selection

BEST PRACTICES

To set your entry up for success we recommend you:

- **Draft your content offline.** While our portal is built to make submission easy, we still recommend drafting content in a separate document and copying it into the entry portal once finalized.
- **Review criteria.** Confirm your event and details meet eligibility and scoring requirements.
- **Complete all sections.** Incomplete entries may be delayed or returned for clarification.
- **Select one strong image.** Use a high-quality, landscape photo that best represents your event.
- **Maintain anonymity.** Remove any company names, logos, or identifiers (except for entertainment entries).
- **Save often.** And be sure to check for confirmation once your entry and payment are submitted.
- **Don't wait until the last minute!** Submitted entries cannot be re-submitted or edited.

How to Enter

Step 3 – Completing the Tasks

Each submission is organized into tasks. Click each task to complete the requested information. When finished, you'll see a green check mark next to the task name.

Click “Save Submission” after each section to prevent data loss.

Submission Task Checklist:

- **Eligibility Questions:** Enter your event date, client name, and client phone number. While rarely needed, judges may contact the client to verify your entry's validity.
- **Awards Night Image:** Upload one high-resolution, landscape-oriented JPG image to be used during the awards ceremony and in media communications. This image will not be judged but may also appear in your collateral. The caption will be used on the website and from the podium if your entry is selected.
- **Discipline Written Content:** You'll respond to three (3) essay questions, tailored to the Discipline you selected. While the length is not required
- **Collateral Upload Guidelines:** You may upload up to 15 files that best showcase your entry.
 - Upload Method: Use the “Upload” fields to search for and attach each file.
 - Accepted Formats: .jpg, .gif, .pdf, .doc, .docx, .xls, .xlsx, .mpg
 - Video Submissions: Videos up to 3 minutes are allowed (maximum file size 500MB).
 - **NEW** - Longer Videos? Upload a Word document containing a link to a YouTube video.
 - Prohibited Content: Collages, press coverage, social media screenshots, or magazine/newspaper articles are not permitted and will disqualify your entry.
 - Anonymity: Remove your company name, logo, and other company identifiers from all collateral.

How to Enter

SPECIAL INSTRUCTIONS FOR “BEST TEAM EFFORT”

Step 4A – Best Team Effort Entries

The Best Team Effort category recognizes collaboration among multiple companies or individuals who worked together on an event that meets all eligibility requirements.

- **Team Requirements:** The team **must include at least four (4) members**, and each must individually meet the general eligibility criteria for award entry. Each team member must agree to participate, provide a written statement of responsibility, and pay an entry fee as if submitting individually.
- **Team Leader Responsibilities:** One Team Leader manages the entry on behalf of all members. The Team Leader is responsible for collecting and submitting all written content and collateral uploads for the combined team entry.
- **Written Content Guidelines:** 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 only on the “participating” vendor partners – do not reference companies or individuals who are not part of the team. Example: If your caterer chooses not to participate, do not reference food or include catering photos in your collateral.
- **Anonymity Rules:** Use titles only, i.e. Planner, Caterer, Designer, Photographer., not company or individual names)
- **Payment:** When paying, select the number of team members to pay in full

Step 5 – Payment & Final Submissions

All entry fees must be paid by credit card through the online portal. Fees are based on the date your submission is finalized (early, on-time, or late).

Your entry is not complete until payment is processed.

A confirmation email will be sent once both submission and payment are final.

**Save The Date! 2026
Allie Awards will be
Sunday, May 17th!**

Tickets on sale April 6th

Go to:
<https://alliefoundation.org/>

Reserve early – the Allie Awards gala sells out every year!

Award Disciplines & Categories

The 2026 Allie Awards features 45 award categories across 9 disciplines to perfectly showcase every element of events and experiences.

This year we've made exciting updates guided by feedback from past entrants, judges, and industry peers. **We listened, and you've been heard.** Disciplines have been refined and clarified to ensure fair representation for companies of all sizes and specialties, creating opportunities for everyone to showcase their best work.

Whether you're a planner, designer, caterer, or production partner, agencies, teams, and individuals there's a place for you at the Allie Awards.

Who Can Enter

Each discipline outlines who is eligible to enter, ensuring fairness across every specialty.

Some categories are open **exclusively to planners**, while others are **reserved for vendors and suppliers**.

Please read each discipline, as there have been important updates and refinements based on feedback to ensure everyone has the opportunity to be recognized.

Corporate/Association/Non-profit

Who can enter: Planners only, as defined as: Companies or individuals who worked directly with the end client to produce an event from concept to fruition.

- Best Private Event Under \$100,000 (total budget)
- Best Private Event Over \$100,000 (total budget)
- Best Multi-Day Private Event
- Best Public Event
- Best Event with a Social Responsibility and/or Inclusivity Component

PLANNER ONLY

Social/Wedding/Mitzvahs

Who can enter: Planners only, as defined as: Companies or individuals who worked directly with the end client to produce an event from concept to fruition.

- Best Event Under \$50,000
- Best Event \$50,000 - \$100,000
- Best Event Over \$100,000
- Most Creative Theme or Event Concept
- Best Destination Celebration

PLANNER ONLY

Award Disciplines & Categories

Cuisine

Who can enter: Off premise catering companies, On premise (in house) catering departments, food vendors (carts, trucks), other food product or service providers. Not the client/planner that hired the provider

- Best On-Premise Event Catering
- Best Off Premise Event Catering
- Best Culinary Presentation
- Best Themed Menu
- Best Cake/Dessert Presentation

VENDORS ONLY

Design

Who can enter: Companies or individuals who design the events that are not planners, decor design companies/suppliers only, not the client that hired the provider

- Best Overall Floral Design – Social/Wedding/Mitzvah
- Best Overall Floral Design – Corporate/Association/Non-Profit
- Best Overall Non-Floral Design (greenery not included) – balloons, props, etc.
- Best Themed Décor
- Most Creative Transformation of an Event Space
- Best Experiential/Interactive Design

VENDORS ONLY

Rentals

Who can enter: Companies or individuals who provide these items that are not planners, rental vendors/suppliers only, not the client that hired the provider.

- Best Tent Installation
- Best Use of Textiles – to include Linen/Drapery/Men’s and Ladies attire
- Best Rentals – hard goods, table, chairs, staging, dance floors
- Most Unique/Creative Event Venue

VENDORS ONLY

Entertainment

Who can enter: Companies or individuals who provide these services that are not planners, entertainment vendors/suppliers only, not the client that hired the provider

- Best DJ/Entertainment – Corporate/Association/Non-Profit
- Best DJ/Entertainment – Social/Wedding/Mitzvah
- Best Live Ensemble and/or Band – group performance
- Most Creative Themed Entertainment
- Best Individual Performance – Comedians/Magicians/Soloist, etc.

VENDORS ONLY

Award Disciplines & Categories

Enhancements

Who can enter: Companies or individuals who provide these services that are not planners, they must be the vendors/suppliers only, not the client that hired the provider

- Best Content Creation Piece
- Best Print Collateral - Corporate/Association/Non-Profit
- Best Print Suite - Social/Wedding/Mitzvah
- Best Photography – Corporate/Association/Non-Profit
- Best Photography – Social/Wedding/Mitzvah
- Best Videography - Corporate/Association/Non-Profit
- Best Videography - Social/Wedding/Mitzvah
- Best Event Enhancement and/or Activation

VENDORS ONLY

Technical Production

Who can enter: Companies or individuals who provide these services that are not planners, they must be the vendors/suppliers only, not the client that hired the provider

- Best Overall Technical Production – Corporate/Association/Non-Profit
- Best Overall Technical Production – Social/Wedding/Mitzvah
- Best Creative Use of Lighting
- Best Staging and Rigging Design
- Best Use of a Technology Platform in Events

VENDORS ONLY

Best Team Effort

Who can enter: Any group of companies/individuals who were involved with an event that meets the qualifications for award entry. The team must include a minimum of **(4) four members** who also individually meet the eligibility requirements to enter any of the award categories.

- Corporate/Association/Non-Profit Team Effort
- Social/Wedding/Mitzvah Team Effort

COLLABORATIVE

Celebrating Excellence in Georgia's Event Industry



THE **ALLIE** AWARDS

Presented by the Allie Foundation of Georgia

If you have questions about your entry or the submission process, our team is here to help.

Reach out anytime awards@allieawards.com, connect with us by visiting our website allieawards.com or by connecting with us on social media.

The Allie Awards represent more than recognition—they celebrate the creativity, resilience, and collaboration that make Georgia's live events industry thrive.

Subscribe to our newsletter for exclusive content, industry insights, special offers, and behind-the-scenes stories from the Allie Foundation of Georgia.

Follow us on social at [@alliefoundationga](https://www.instagram.com/alliefoundationga) to stay up to date on our latest campaigns and events—and to find your next spark of inspiration.

