

2008 Crystal ICON Awards

(Formerly the HOUSTON SPECIAL EVENT AWARDS)

Presented by the International Special Events Society, Houston Chapter

Entry Instructions

Entries must be received by 6pm on June 15, 2008. THERE WILL BE NO EXCEPTIONS.
The following guidelines are used to pre-judge all categories. Failure to follow directions could result in point deductions or disqualification.

1. ISES Houston will recognize the cooperative spirit of the Houston Special Event Professionals at the 2008 Crystal ICON Awards (formerly the Houston Special Event Awards) on July 27, 2008, in Houston, Texas, at the Omni Houston Galleria.
2. All entries must be for events which have taken place in the time period of June 5, 2007, through June 5, 2008.
3. It is **not necessary** that you be an ISES member to submit an entry.
4. **Single Entrant Entry Fees:** The entry fee is \$75.00 USD per single entry.
5. **Joint Entries:** A joint entry can be entered when two or more individuals were instrumental in the planning of the event. Each individual can be from the same company (i.e. co-chairs of an event), or from separate companies (i.e. a client representative and a vendor representative), but EACH entrant must supply an entry fee (see "Payments" section for complete information regarding entry fees). **Joint Entry Fees:** Each entrant must pay the \$75.00 USD entry fee. Only one check or credit card payment is permitted when submitting a joint entry. Entries with more than one form of payment submitted will result in entry deductions.
6. **Team Entries:** ALL members of each team entry MUST be ISES Members in good standing on or before June 1, 2008. Each team must select one primary contact. All other ISES team members must provide the contact information required on the team application form. **ISES Team Categories Entry Fees:** The entry fee for the ISES team award is \$75.00 per team member. Only one check or credit card payment is permitted when submitting a team entry. Entries with more than one form of payment submitted will result in a disqualification. See ISES Team Category for more details.
7. **Multiple Entries:** If paying for multiple entries with one check include a copy of the check in each binder. If paying for multiple entries with one credit card, include the credit card information on each individual application form.
8. Only complete entries will be accepted for judging. Please submit your binder using the included checklist. Failure to follow instructions may result in point deductions or disqualification.

*Please submit your binder in the manner described below:

BINDER:

Each entry must be presented in a plain, standard size binder with no external decorations.

1. It is acceptable to use decorative paper on the inside of the binder.
2. Ensure the size of the binder is appropriate to contain all information comfortably.
3. Include the name of the category you are entering and the date of the event on the cover of the binder **AND** on the spine of the binder.
4. Place each page and/or piece of collateral in a plastic sleeve or laminated covering (including videos and photos).
5. Photos are allowed within the type-written sections
6. All sections are only allowed to be two typewritten pages.

APPLICATION (NEW):

The very first sleeve of the binder should include the completed application page, payment and the required CD or USB Flash Drive.

1. **Application Form:** Fully complete an application form for each entry that you are submitting. **NOTE:** If you are entering the same event into more than one category, you must fill out an application and prepare a separate binder for each category that you are entering.
2. **Payment:** Include a non-refundable USD payment for entry fees (see fees outlined in the payments section below).

- If paying by credit card, include the credit card payment information on your application form and place the form inside the plastic sleeve with the application
 - If paying by check, include the original check AND a copy of the check/ inside the plastic sleeve with the application form.
 - If submitting for a joint entry or a team entry, only ONE check is permitted per entry.
 - If paying for multiple entries with one check, include a copy of the check in each binder.
3. **CD or USB Flash Drive:** Each entry must submit a CD or USB Flash Drive with the binder. (Floppy Discs or 3.5" discs are NOT permitted). **This CD or USB Flash Drive MUST include:**
- The 100-word overview in Microsoft Word (This is to be included in both the binder and the CD/USB Flash Drive)
 - A 35-word overview in Microsoft Word. (This is to be included on the CD or USB drive only, not in the binder.)
 - A 4-word (or less) title of the event in Microsoft Word. (This is to be included on the CD or USB drive only, not in the binder.)
 - Two high resolution (300 dpi or better) .pdf, .jpg, or .tif formatted photos of the event, which will be used if the entry is nominated.

NOTE: The CD or USB should be labeled with the entrant's name, category, event name and event date and placed inside the application plastic sleeve.

4. **Cover Page:** Include the name of the category and the date of the event you are entering as the second page/sleeve of the binder (immediately following the application form).
5. **Sections & Tabs:** Divide the binder into sections with tabs---beginning with the 100-word overview and then include one section for each additional judging criterion. Each tab must be clearly marked with the corresponding category titles on the side tab. (Please see the entry criteria for the category that you are entering for more complete information on judging criteria). **Requirements (Entries not fulfilling these requirements WILL be disqualified):**
- The first tab (overview section) should come immediately after your cover page.
 - Overview (Summary of Event) section: A word count must be listed on the bottom left hand corner of the page.
 - Please respond to each section of the criteria with **no more than two typed pages**. Photos are allowed within the type-written sections, provided that the EXACT same photo is also included in the primary collateral section.
 - Place each page in a plastic sleeve.

Hints/Suggestions:

- Tab titles vary from category to category ---please check individual category criteria.
 - While not required, consider using visible tabbed dividers to ensure the judges are able to see your tabs beyond the edge of the plastic sleeve.
6. **Collateral:** In addition to the text (criteria), collateral pieces should be included in your entries. All collateral material must be contained in a clear plastic sleeve (including photos and videos).
- **Management Collateral (where applicable):** Categories requiring management collateral may include up to 20 pieces or pages of management collateral. **Example:** A multi piece production schedule or script would be considered one piece of collateral.
 - **Primary Collateral:** Categories requiring primary collateral may include up to 20 pieces or pages of collateral. **Examples:** Five photographs or fabric swatches on one page counts as one piece/page of primary collateral. An invitation or other multi-page printed material (that can be contained in one sleeve) counts as ONE piece of primary collateral. All categories are allowed (but not required) to submit one 10-minute video clip on DVD as one piece of your collateral. Video clips should always be placed in a plastic sleeve in the primary collateral section.
7. **Display Page (NEW!):** Each entry is required to submit one 8.5" x 11" display page. All the information below should also be included on the CD or USB flash drive and as a display page. This display page will be used to exhibit the events that are selected as nominees. Your display page should include:
- At least two photos of the event.
 - The four-word event title

- The 100-word overview
- Entrant Name (s) and Company Name(s)

NOTE: *This page will be removed prior to judging.*

8. **Names & Logos:** Do not include names and/or company logos ANYWHERE in your entry (with the exception of the Best Industry Contribution category and on the required application forms, CD or USB and display page). Names and/or logos should not be included in any text, support materials, collateral (including videos, photos, invitations, invoices, etc.) **Entries including entrants names and/or logos WILL be disqualified.**

DO NOT INCLUDE:

- Your name (or the names of anyone on your team).
 - Your company's name or logo.
9. **Budgets:** When entering categories that are budget-specific, a detailed budget **must** be included. **Requirements (Entries not fulfilling these requirements WILL be disqualified):**
- The retail value of all items used, including donated, sponsored and inventory items, preferred supplier rates and discounts **MUST** be included. Failure to disclose the full market value of all goods and/or services will result in a disqualification.
 - **Entries not including the required budgets or entered into the wrong budget categories will be disqualified.**
 - **Failure to disclose the full market value of all goods and/or services will result in a disqualification.**

Example: *Donated crew meals, wholesale costs, donated linens, donated entertainment*

The total budget figures must be converted into USD in addition to the local currency.

10. Any entry not meeting the above criteria will be disqualified and will not be judged or returned.
11. ISES cannot return entries to applicants. Entries will be available for pick up at the Awards Celebration on July 27, 2008. Any remaining entries will be sent to university event management programs as case studies for students or will be used in educational programs specifically designed to improve the quality of entry applications in future years.
12. The nominees in each category will be notified by email no later than July 2, 2008. Nominees will be required to supply two (2) electronic photographs of the event either in a .pdf, .jpg, or .tif file, and must be sent in a format containing a minimum of 300 dpi. Winners will be announced at the 2008 Crystal ICON Awards on July 27, 2008. **Transportation and tickets to the Celebration are the sole responsibility of the nominees. Receiving a nomination does not guarantee seating at the awards ceremony.**
13. Entries must be received by 6pm on June 15, 2008. There will be no exceptions. Entries should be sent to:
 ISES Houston
 c/o Elias Events
 6214 Beverly Hill, #24
 Houston, Texas 77057 USA.

Questions may be directed to Mia Monroe at 713-775-5797 or mia_monroe77@yahoo.com

9. Each person will receive 0.25 CSEP points for entries, 0.5 points for nominees, and 1 point for winning an award. Points will be awarded per one entry only. Each person may receive a maximum of 1.75 CSEP points regardless of the number of entries submitted.

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Entry Application

2008 Crystal ICON Awards Deadline: June 15, 2008, at 6pm.

- Complete one separate application per entry
- Include a \$75.00 entry fee per entry.
Send to: ISES Houston c/o Elias Events 6214 Beverly Hill #24, Houston, Texas 77057, USA.

Print or type clearly.

Single ISES Member Entry

Member submitting Entry _____

Member ID _____

Name of the Entry _____

Category of the Event _____

Company Name _____

Address/City/State/Zip/Country _____

Phone _____ Fax _____ Email _____

Client Contact (information to be confidential) _____

Check: **Credit Card:** **AMEX** **VISA** **MASTERCARD**
(Please circle)
Name on Card: _____
Exp. Date: _____
Card Number: _____
Signature: _____

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Entry Application

2008 Crystal ICON Awards Deadline: June 15, 2008, at 6pm.

- Complete one separate application per entry.
- Include a \$75.00 entry fee per entry.
Send to: ISES Houston c/o Elias Events
- 6214 Beverly Hill #24, Houston, Texas 77057, USA.

Print or type clearly.

Joint Entries must be current ISES members of the same business type (i.e. two caterer members who jointly catered an event, or two event producer members who jointly produced an event). Only one entry fee is required when submitting a joint entry, and only one check or credit card payment is permitted. Only one trophy will be presented. Additional trophies are available for purchase.

Joint ISES Member Entry

ISES Member #1 _____

Member ID _____

Name of the Entry _____

Category of the Event _____

Company Name _____

Address/City/State/Zip/Country _____

Phone _____ Fax _____ Email _____

Client Contact (information to be confidential) _____

ISES Member #2 _____

Member ID _____

Company Name _____

Address/City/State/Zip/Country _____

Phone _____ Fax _____ Email _____

Check:
Credit Card: **AMEX** **VISA** **MASTERCARD**
(Please circle)

Name on Card: _____
Card Number: _____
Exp. Date: _____
Signature: _____

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Entry Application

2008 Crystal ICON Awards Deadline: June 15, 2008, at 6pm.

Send to: ISES Houston

c/o Elias Events 6214 Beverly Hill #24, Houston, Texas 77057, USA.

Print or type clearly.

Each team must select one primary contact for entry purposes. Only one application form must be submitted per team entry. Each member on the team must submit their own \$75.00 entry fee with the entry. Each member on the team must also provide a 1 page synopsis of their contributions to the event and how the team worked together.

Team ISES Member Entry

ISES Member Primary Contact _____

Member ID _____

Name of the Entry _____

Company Name _____

Address/City/State/Zip/Country _____

Phone _____ Fax _____ Email _____

Client Contact (information to be confidential) _____

Team Member #2 _____ Company _____

Phone _____ Fax _____ Email _____

Team Member #3 _____ Company _____

Phone _____ Fax _____ Email _____

Team Member #4 _____ Company _____

Phone _____ Fax _____ Email _____

Team Member #5 _____ Company _____

Phone _____ Fax _____ Email _____

Check:

Credit Card: **AMEX** **VISA** **MASTERCARD**
 (Please circle)

Name on Card: _____

Card Number: _____

Exp. Date: _____

Signature: _____

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Entry Notebook Guidelines

CORPORATE EVENT PLANNING (2 categories)

This category is for corporate event planners, producers, meeting planners, producers and managers of parades, festivals, circuses, carnivals, sporting events, concerts, convention and exposition service managers, facility venue managers, any other entities who provide these types of Corporate Planning services for the special events industry, or who are producing turnkey production services for business and corporate events.

Event Categories:

1. Event with Total Budget under \$100,000 USD
2. Event with Total Budget over \$100,001 USD

This category is for corporate event professionals, facility venue managers, producers and manager of events for corporations.

Budget Categories:

Budget Under \$75,000 USD
Budget \$75,000 - \$200,000 USD
Budget over \$200,000 USD

Entry Criteria:

Tab 1: Overview

- Include a 100- word overview describing the event. (include a word count in the bottom, left- hand corner of the page).

Tab 2: Concept

- Describe the overall event concept.
- Outline the client's goals and objectives for the event.
- How did the event concept meet the client's goals and objectives?

Tab 3: Design

- Describe the event's overall design, including its complexity, creative elements and/or logistical details.
- Describe the event challenges and how they were met and overcome.

Tab 4: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post- production phases of event management.
- Describe steps taken to ensure risk management control.

Tab 5: Budget

- A detailed budget MUST be included. (See Rules and Regulations for complete budget rules)

Tab 6: Management Collateral

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

Tab 7: Primary Collateral

- This May include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

Tab 8: Display Page

- Each entry is required to submit one 8.5" x 11" display page. This display page will be used to display the events that are selected as nominees. Your display page should include:
 - At least two photos of the event.
 - The four- word event title
 - The 100-word overview
 - Entrant Name (s) and Company Name(s)

BEST ISES TEAM EFFORT (2 Categories)

In the entry, the participants must only be referred to as caterer, decorator, florist, etc.

Entry Categories:

1. Event with Total Budget under \$100,000 USD
2. Event with Total Budget over \$100,001 USD

The Event Planner or Lead Team Member must complete Tabs 1-7.

This category honors excellence by a team of ISES event professionals (team minimum of three ISES members). The team leader is responsible for the entry submission.

Guidelines:

For this entry, the participants must only be referred to ISES Caterer, ISES Decorator, ISES Florist, etc. (or similar descriptions that eliminate specific names). The team leader must complete Tabs 1- 7. An entry application form, application fee and one-page synopsis (See Tab 5) must be submitted with the entry for each ISES team member entering this category.

Entry Criteria:

Tab 1: Overview

- Include a 100- word overview describing the event. (include a word count in the bottom, left- hand corner of the page)

Tab 2: Concept

- Describe the overall event concept.
- Outline the client's goals and objectives for the event.
- How did the event concept meet the client's goals and objectives?

Tab 3: Design

- Describe the event's overall design, including its complexity, creative elements and/or logistical details.
- Describe the event challenges and how they were met and overcome.

Tab 4: Production Management

- Describe your production management process. This should include the development, pre-production, production, and postproduction phases of event management.
- Describe steps taken to ensure risk management control.

Tab 5: Involvement

- Each ISES member entering this award category must provide a one- page, typed, 10 font, synopsis of their contributions to the event and how the team worked together.

Tab 6: Budget

- A detailed budget MUST be included. (See Rules and Regulations for complete budget rules)

Tab 7: Management Collateral

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

Tab 8: Primary Collateral

- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

Tab 9: Display Page

- Each entry is required to submit one 8.5" x 11" display page. This display page will be used to display the events that are selected as nominees. Your display page should include:
 - At least two photos of the event.
 - The four- word event title
 - The 100-word overview
 - Entrant Name (s) and Company Name(s)

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BEST EVENT PRODUCED FOR A NON-PROFIT ORGANIZATION (2 Categories)

This category is for non-profit professionals and other entities who provide these types of non-profit event services. Event in this category may include (but are not limited to) fundraisers, institutions, campaigns, kick-off events and/or donor events.

Entry Categories:

1. Event with Total Budget under \$100,000 USD
2. Event with Total Budget over \$100,001 USD

Entry Criteria:

Tab 1: Overview

- Include a 100- word overview describing the event. (include a word count the bottom, left-hand corner of the page).

Tab 2: Concept

- Describe the overall event concept.
- Outline the client's goals and objectives for the event.
- How did the event concept meet the client's goals and objectives?

Tab 3: Design

- Describe the event's overall design, including its complexity, creative elements and/or logistical details.
- Describe the event challenges and how they were overcome.

Tab 4: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post- production phases of event management.
- Describe steps taken to ensure risk management control.

Tab 5: Budget

- A detailed budget MUST be included. (See Rules and Regulations for complete budget rules)

Tab 6: Management Collateral

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

Tab 7: Primary Collateral

- May include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

Tab 8: Display Page

- Each entry is required to submit one 8.5" x 11" display page. This display page will be used to display the events that are selected as nominees. Your display page should include:
 - At least two photos of the event.
 - The four- word event title
 - The 100-word overview
 - Entrant Name (s) and Company Name(s)

EVENT DESIGN/DÉCOR

This category honors event design---including theme décor, floral design, prop, scenery and/or display design and balloon artistry.

Entry Categories:

3. Event with Total Budget under \$50,000 USD
4. Event with Total Budget over \$50,001 USD

Entry Criteria:

Tab 1: Overview

- Include a 100- word overview describing the event. (include a word count in the bottom, left- hand corner of the page).

Tab 2: Concept

- Describe the overall event concept.
- Outline the client's goals and objectives for the event.
- How did the event concept meet the client's goals and objectives?

Tab 3: Design

- Describe the event's overall design, including its complexity, creative elements and/or logistical details.
- Describe the event challenges and how they were met and overcome.
- Explain how the design was innovative and creative.

Tab 4: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post- production phases of event management.
- Describe steps taken to ensure risk management control.

Tab 5: Budget

- A detailed budget MUST be included. (See Rules and Regulations for complete budget rules)

Tab 6: Management Collateral

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

Tab 7: Primary Collateral

- May include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

Tab 8: Display Page

- Each entry is required to submit one 8.5" x 11" display page. This display page will be used to display the events that are selected as nominees. Your display page should include:
 - At least two photos of the event.
 - The four- word event title
 - The 100-word overview
 - Entrant Name (s) and Company Name(s)

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BEST SOCIAL EVENT PLANNING (NO WEDDINGS)

This category is for social event professionals including consultants, facility venue managers or any other entities who provided these types of social planning services. Example: bat mitzvahs, celebration events, birthdays, sweet 16 parties.

Entry Criteria:

Tab 1: Overview

- Include a 100- word overview describing the event. (include a word count the bottom, left-hand corner of the page)

Tab 2: Concept

- Describe the overall event concept.
- Outline the client's goals and objectives for the event.
- How did the event concept meet the client's goals and objectives?

Tab 3: Design

- Describe the event's overall design, including its complexity, creative elements and/or logistical details.
- Describe the event challenges and how they were met and overcome.

Tab 4: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post- production phases of event management.
- Describe steps taken to ensure risk management control.

Tab 5: Budget

- A detailed budget MUST be included. (See Rules and Regulations for complete budget rules)

Tab 6: Management Collateral

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

Tab 7: Primary Collateral

- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

Tab 8: Display Page

- Each entry is required to submit one 8.5" x 11" display page. This display page will be used to display the events that are selected as nominees. Your display page should include:
 - At least two photos of the event.
 - The four- word event title
 - The 100-word overview
 - Entrant Name (s) and Company Name(s)

TECHNICAL PRODUCTION

This category honors technical or design services for the special event industry including (but not limited to) lighting, audio visual, multi- media, staging and special effects.

Entry Criteria:

Tab 1: Overview

- Include a 100- word overview describing the event. (include a word count in the bottom, left- hand corner of the page)

Tab 2: Concept

- Describe the overall event concept.
- Outline the client's goals and objectives for the event.
- How did the technical production concept meet the client's goals and objectives?

Tab 3: Design

- Outline the technical products and/or services utilized for the event.
- Explain how the event's technical production including creative elements and logistical details.
- Describe the degree of difficulty in the execution of the technical production for this event.
- Describe the production challenges and how they were overcome.

Tab 4: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post- production phases of event management.
- Describe steps taken to ensure risk management control.

Tab 5: Management Collateral

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

Tab 6: Primary Collateral

- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

Tab 7: Display Page

- Each entry is required to submit one 8.5" x 11" display page. This display page will be used to display the events that are selected as nominees. Your display page should include:
 - At least two photos of the event.
 - The four- word event title
 - The 100-word overview
 - Entrant Name (s) and Company Name(s)

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CRÈME DE LA CREME

This category is for catering: either on- premise or off- premise catering professionals. Eligible entrants may include caterers, specialty bakeries, restaurants, facility operators, hotels, or any other entity that provides food to the special events industry.

Event Categories:

1. On-Premise Catering
2. Off-Premise Catering

Entry Criteria:

Tab 1: Overview

- Include a 100- word overview describing the event. (include a word count in the bottom, left- hand corner of the page).

Tab 2: Concept

- Describe the overall event concept.
- Outline the client's goals and objectives for the event.
- How did the event concept meet the client's goals and objectives?

Tab 3: Innovation

- Effectively describe the food service presentation.
- Did the event demonstrate innovative culinary skills and presentation?
- Did the presentation enhance and complement the theme of the event?

Tab 4: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post- production phases of event management.
- Describe steps taken to ensure risk management control.
- Describe how the catering integrated into the overall event.

Tab 5: Management Collateral

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

Tab 6: Primary Collateral

- May include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

Tab 7: Display Page

- Each entry is required to submit one 8.5" x 11" display page. This display page will be used to display the events that are selected as nominees. Your display page should include:
 - At least two photos of the event.
 - The four- word event title
 - The 100-word overview
 - Entrant Name (s) and Company Name(s)

ENTERTAINMENT PRODUCTION

(2 Categories)

This category is for the entertainment producer, choreographer, designer or the performers of event entertainment.

Budget Categories:

Budget Under \$50,000 USD

Budget \$50,001 USD

Entry Criteria:

Tab 1: Overview

- Include a 100- word overview describing the event. (include a word count in the bottom, left- hand corner of the page)

Tab 2: Concept

- Describe the overall event concept.
- Outline the client's goals and objectives for the event.
- How did the entertainment production concept meet the client's goals and objectives?

Tab 3: Design

- Outline the entertainment products and/or services utilized for this event.
- Explain the event's entertainment production including creative elements and logistical details
- Describe the degree of difficulty in the execution of the entertainment production for this event..
- Describe the production challenges and how they were overcome.

Tab 4: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post- production phases of event management.
- Describe steps taken to ensure risk management control.

Tab 5: Budget

- A detailed budget MUST be included. (See Rules and Regulations for complete budget rules)

Tab 6: Management Collateral

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.
- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

Tab 7: Primary Collateral

- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (i.e.: five photos on one page counts as one page/piece).

Tab 8: Display Page

- Each entry is required to submit one 8.5" x 11" display page. This display page will be used to display the events that are selected as nominees. Your display page should include:
 - At least two photos of the event.
 - The four- word event title
 - The 100-word overview
 - Entrant Name (s) and Company Name(s)

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Entry Notebook Guidelines

BEST WEDDING

This category is for wedding consultants, coordinators or any other entities who provide wedding services.

Entry Criteria:

Tab 1: Overview

- Include a 100- word overview describing the event. (include a word count the bottom, left-hand corner of the page)

Tab 2: Concept

- Describe the overall event concept.
- Outline the client's goals and objectives for the event.
- How did the event concept meet the client's goals and objectives?

Tab 3: Design

- Describe the event's overall design, including its complexity, creative elements and/or logistical details.
- Describe the event challenges and how they were met and overcome.

Tab 4: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post- production phases of event management.
- Describe steps taken to ensure risk management control.

Tab 5: Budget

- A detailed budget MUST be included. (See Rules and Regulations for complete budget rules)

Tab 6: Management Collateral

- This may include, but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.

- Must not exceed 20 individual pieces/pages. (See rules and regulations "Collateral" section for more information regarding collateral.)

Tab 7: Primary Collateral

- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

Tab 8: Display Page

- Each entry is required to submit one 8.5" x 11" display page. This display page will be used to display the events that are selected as nominees. Your display page should include:

- At least two photos of the event.
- The four- word event title
- The 100-word overview
- Entrant Name (s) and Company Name(s)

EVENT PHOTOGRAPHY/ VIDEOGRAPHY

This category honors excellence in event photography and videography. Category open to photographers, videographers, or event producers only

Entry Criteria:

Tab 1: Overview

- Include a 100- word overview describing the event. (include a word count in the bottom, left- hand corner of the page)

Tab 2: Concept

- Describe the purpose of the event and your client's role (ie: event host, planner, caterer, producer, etc.)
- How did the concept for video/photographing the event support the client's goals and objectives?
- Explain how the photographs and/or videos achieved these goals.

Tab 3: Design

- Describe how the photographs and/or video reflect the event's overall aesthetics, complexity, and creative details.

Tab 4: Challenges

- Outline the specific challenges you met while video/photographing the event.
- How did you overcome these challenges?

Tab 5: Primary Collateral

- This may include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (ie: five photos on one page counts as one page/piece).

Tab 6: Display Page

- Each entry is required to submit one 8.5" x 11" display page. This display page will be used to display the events that are selected as nominees. Your display page should include:

- At least two photos of the event.
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2008 Crystal ICON Awards

(Formerly the HOUSTON SPECIAL EVENT AWARDS)

Entry Notebook Guidelines

MARKETING DESIGN/CONCEPT

This category is for producers and designers of event marketing collateral, including advertising, promotional pieces, invitations, event signage, etc .

Entry Criteria:

Tab 1: Overview

- Include a 100- word overview describing the event. (include a word count in the bottom, left- hand corner of the page).

Tab 2: Concept

- Briefly outline the overall event concept.
- Describe the marketing/design concept including creative elements.
- How did the marketing/design concept meet the client's goals and objectives?

Tab 3: Production Management

- Describe your production management process. This should include the development, pre-production, production, and post- production phases of the production process.
- Describe the degree of difficulty in the designed marketing collateral.

Tab 4: Measurement

- If possible describe the process for measuring the success of the marketing/design concept.
- How did the design integrate into the overall event theme and objectives?

Tab 5: Budget

- A detailed budget **MUST** be included. (See Rules and Regulations for complete budget rules)

Tab 6: Primary Collateral

- May include, but is not limited to: photos, renderings, printed materials, programs, invitations.
- Must not exceed 20 individual pieces/pages and/or photos (i.e.: five photos on one page counts as one page/piece).

Tab 7: Display Page

- Each entry is required to submit one 8.5" x 11" display page. This display page will be used to display the events that are selected as nominees. Your display page should include:
 - At least two photos of the event.
 - The four- word event title
 - The 100-word overview
 - Entrant Name (s) and Company Name(s)