

**29TH ANNUAL
BRONZE
• QUILL •
AWARDS
IABC LAS VEGAS**



CALL FOR ENTRIES



IABC/Las Vegas is Nevada's premier association for professional business communicators. The chapter's annual Bronze Quill awards promote professional growth and are a hallmark of excellence in business communication.

ELIGIBILITY

Any Nevada-based organization or individual who prepares business communication projects for distribution may enter. Entries must not have been produced for resale. All entries must have an initial distribution between November 1, 2008 and October 31, 2009, and include measurement results.

ENTRY AND WORK PLAN

Entrants may submit the same work sample in as many divisions that apply. Each submission must include one copy of each of the following with the exception of the entry form:

- Entry form (two copies)
- Work plan
- Work sample
- CD that includes a JPG or PDF for use in the program and/or on the IABC/Las Vegas website.
- **Include a single check to cover all of your submissions.**

PLEASE NOTE: The work plan for the Design, Illustration and Photography divisions is structured differently from the written, electronic, or program management divisions as shown below. Details online at www.iabclasvegas.com.

The work plan may not exceed two pages and should include:

- Entry title
- Entrant's name
- Division and category
- Need/opportunity
- Goals and objectives
- Audience
- Solution Overview
- Details of implementation
- Budget
- Measurement/evaluation of outcome

Package entries however you wish – it doesn't have to be fancy. If your work sample is oversized (i.e. a poster), please submit a photo instead. All electronic and multimedia entries (and electronic elements of Total Integrated entries) must be submitted on a DVD or CD (no VHS, please). For Web-related entries, submit on a DVD/CD or just include the URL on your Statement of Objectives. You may also submit printed Web copies to ensure the entry may be judged in the event of technical limitations. Be sure to clearly label all DVDs, CDs.

If any entry or part of an entry is produced by an agency, the entrant is responsible for coordinating with the agency to ensure there are no duplicate entries. Duplicate entries will be disqualified.

Please do not submit irreplaceable materials. All entries become the property of IABC/Las Vegas and will not be returned. IABC is not responsible for lost entries.

DEADLINE

Early-bird entry:
Wednesday, January 6, 2010

Deadline entry:
Wednesday, January 13, 2010

You may mail, courier or deliver entries to:
Joanna Blockey, ABC, LVA-300
Southwest Gas
5241 W. Spring Mountain
Las Vegas, NV 89193-8510

Entries may also be dropped off from 8:30 am–5:00 pm at the same location above.

Pick-up service is available for members who submit more than 5 entries, 8 entries for non-members. This pick-up service is only available on January 13.

ENTRY FEES	Early Bird	Deadline
IABC member*:	\$40 per entry	\$60 per entry
Non-IABC member:	\$50 per entry	\$65 per entry
Students:	\$20 for up to 10 entries	

*To qualify for the IABC member rate, the entrant must:

- be one of the primary members of the project team
- be listed among people to credit for the submission
- be a member of IABC/Las Vegas in good standing

Become a member and save money on membership fees and Bronze Quill entry fees! Visit www.iabclasvegas.com for details, or contact Charlene Mariano, vice president of membership, at 702.524.1335 or membership@iabclasvegas.com.

AWARDS NOTIFICATION, PRESENTATION & EVALUATION

All entrants will be notified by e-mail. Awards will be presented at a celebration luncheon on February 24, 2010. Invitations will be mailed in early January. Judges' evaluations for all entries may be picked up at the event.

For more details on the entry form and electronic statement of objectives, drop-off location directions, and general information, contact **Joanna Blockey, ABC**, at bq@iabclasvegas.com or 702.876.7368 or visit www.iabclasvegas.com

DIVISIONS & CATEGORIES

DESIGN Judges will consider excellence in creative design solutions, organization, execution and production in design.

- D1** Magazine
- D2** Magapaper/tabloid
- D3** Newsletter
- D4** Brochure
- D5** Special publications
- D6** Organizational identity (logos/letterhead)
- D7** Publication cover

ELECTRONIC AND DIGITAL COMMUNICATION Includes computer-based communication projects that use electronic production and/or delivery tools. Judges will consider how well the presentation effectively communicated with its intended audience. Technical excellence is a requirement.

- E8** Video (budget under \$9,999, including staff creative time)
- E9** Video (budget \$10,000 or more, including staff creative time)
- E10** Multimedia presentation/CD/DVD
- E11** Web site – Internet
- E12** Web site – Intranet
- E13** Single ad – broadcast – radio
- E14** Single ad – broadcast – television
- E15** E-Zine (electronic magazine), E-newsletter
- E16** Banner ad, E-card, Pop-up
- E17** Audio-only program
- E18** Slide and sound program, Powerpoint

ILLUSTRATION / PHOTOGRAPHY Judges will consider overall quality and effectiveness of photographs and how well they achieve stated objectives.

- I19** Black & white photograph
- I20** Color photograph
- I21** Hand-drawn illustration
- I22** Computer-generated illustration

PUBLICATIONS Judges will consider how all elements-writing, design, photography, and illustration-work together to achieve the stated objectives and communicate with the intended audience. Include publication date, circulation and frequency in the work plan.

- P23** Magazine
- P24** Newsletter/Magapaper/Tabloid
- P25** Annual Report

SOCIAL MEDIA Social Media projects should capitalize on emerging communication channels to reach electronic-based audiences. Submissions should address why these strategies were applied, whether they were combined with traditional media and unique implementation challenges.

- SM26** Social Networks (LinkedIn, Facebook, etc.)
- SM27** Microblogging (Twitter, etc.)
- SM28** Conversation-enabled publishing forums (blogs, podcasts)
- SM29** Content-sharing sites (YouTube, Flickr, Del.icio.us, etc.)

SPECIAL PURPOSE COMMUNICATIONS Judges will consider how effectively the project served its intended purpose.

- S30** 3D materials (t-shirts, giveaways, buttons, etc.)
- S31** Pamphlets, brochures and collateral
- S32** Posters
- S33** Exhibits, displays and outdoor
- S34** Single ad — print
- S35** Calendar
- S36** Product labels and packaging
- S37** Cards, invitations

TOTAL INTEGRATED COMMUNICATION OR MARKETING PROGRAM Judges will consider how effectively the total communication program met stated goals, objectives and results. Please specify on the work plan whether the entry is an employee communication, public relations or marketing program.

- T38** Short-term – An employee communications, public relations or marketing program or campaign carried on for a specific purpose or objective, for example: a grand opening campaign.
- T39** Long-term – An employee communications, public relations or marketing program or campaign carried on for a specific purpose or objective, for example: an ongoing public awareness campaign.
- T40** Crisis communication – A full-fledged crisis communication plan specifying plans for recovery.

WRITING Judges will consider originality, creativity, substance, style, achievement of stated objectives and appropriateness for intended audience.

- W41** News
- W42** Feature
- W43** News release
- W44** Technical
- W45** Series
- W46** Speech or script writing
- W47** Copywriting (brochures, ads, direct mail, etc.)
- W48** Full-length publications
- W49** Writing portfolio (must include at least three different projects)
- W50** Editorial, op-ed, white paper
- W51** Writing for online distribution

STUDENT PROJECTS Students are eligible to enter work in any of the above categories. Entrants must be full-time undergraduate or graduate students attending a college or university in Nevada. For details, visit www.iabclasvegas.com.

Sponsorship Opportunities

For information about Bronze Quill sponsorship opportunities, contact **Joanna Blockey, ABC**, at sponsorship@iabclasvegas.com or 702.876.7368 or **Victor Rodriguez** at victor@euriecreative.com or 702.383.9805.

ENTRY FORM



COMPLETE THIS FORM and attach two copies of it to your entry. Each submission must be accompanied by its own entry form. An electronic entry form is available at www.iabclasvegas.com.

Entry title: _____

Check one: Professional entry Student entry **Check one:** IABC member Non-member

Entry code: _____

Division: Design Social Media
 Electronic & Digital Communication Special Purpose Communications
 Illustration & Photography Total Integrated Comm. or Marketing Program
 Publications Writing

Submitted by: _____ Submitting organization: _____

Mailing address: _____

Phone number: _____ Email address: _____

The work in this entry must have been completed between November 1, 2008 and October 31, 2009. By signing this form, you certify that all information is accurate and that proper rights were secured for any elements of the entry that are not original.

Submitting person's signature: _____

Project team (list the people to be credited at the ceremony):

If the entry earns a Bronze Quill, list the name(s) and/or company to be engraved on the obelisk (space is limited):

Name and address of supervisor to receive notification of your award: _____

PAYMENT INFORMATION

Payment must be received with your entry; IABC/Las Vegas will not send invoices.

- Check (attach check to entry form). Include a single check to cover all of your submissions. Multiple entrants from one company may also submit a single check. Attach to the check a list of entries, divisions and categories, individual fees and the total amount submitted. Please make checks payable to IABC/Las Vegas.
- Credit Card (complete information below): Visa, MasterCard and American Express are accepted.

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Students:	\$20 up to 10 entries	
No. of Entries _____	Total Due \$ _____	

Contact Name: _____ Phone: _____

E-mail: _____

Name on Card: _____ Visa MC AmEx

Billing Address: _____

City: _____ State: _____ Zip: _____

Credit card number: _____ Expiration date: _____

3-digit code on back (4-digit code for AmEx): _____

