



canadian event industry

AWARDS

CELEBRATING 20 YEARS

— 2017 CALL FOR ENTRIES —



HONOURING THE BEST CANADIAN EVENT PROFESSIONALS

WHAT IS CEIA?

The Canadian Event Industry Awards are the hallmark of achievement in the Canadian event and meeting industry. 2017 marks the 20th anniversary of the awards. Since its inception over 627 Canadian producers, designers, chefs, entertainers, caterers, marketers and planners from every area of the industry have been recognized for their excellence and commitment to the industry.

ELIGIBILITY

Any Canadian-based company that has produced an event or qualifying element of an event between January 1, 2016 and December 31, 2016.

FINALISTS

Nominees will be selected by an esteemed panel of experts from the event, design and catering industries in Canada and nominees will be announced late February 2017. Winners will be announced at the Gala Awards Dinner held on Thursday March 30, 2017 in Toronto.

KEY DATES & FEES

Call-For-Entries Period Opens
Thursday December 15, 2016

Early Bird Entry Option:
Fee: \$75
Deadline: Sunday February 5, 2017 - Midnight

Standard Entry Option:
Fee: \$125
Deadline: Sunday February 12, 2017 - Midnight

THE 20TH ANNUAL CANADIAN EVENT INDUSTRY AWARDS

IS PRESENTED BY

canadianspecialevents
MEDIA GROUP

canadianeventawards.com



20
YEARS





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AWARD CATEGORIES & CRITERIA

EVENT TECHNICAL AWARDS

1. Best Lighting Design for an Event

Must be entered by the company directly responsible for the lighting design and installation. Can be a joint project between producer and support team. Judging criteria: creative, challenges, design, meeting objectives and degree of complexity.

2. Best Technical Support for an Event

This category only applies to technical event production support. It includes elements such as achievement in rigging, staging, AV support, sound design, power distribution, etc. It does not mirror the logistics category. Judging criteria: design or planning challenges, meeting objectives, degree of complexity, creative solutions, overall design.

3. Best Audio Visual Design for an Event

Must be entered by the company directly responsible for the AV design and installation. Can be a joint project between producer and support team. Judging criteria: AV design, meeting objectives, degree of complexity, creative solutions, logistical challenges and overall visual impact.

4. Most Innovative Use of Event Technology

Must be entered by the company or individual directly responsible for implementing an innovative technology component into an event or meeting. The technology can be related to any element of the event. A description of the technology, its use, why it is innovative, the obstacles and outcome should be

included. Judging Criteria: innovation, suitability for the event, logistics in execution, strategy and impact.

5. Best Event Photography

Refers to photos from events that showcase the celebration or spirit of the event. This is the only application where embedded images in a pdf/ word doc is acceptable. Include a min. of 15 images in the application doc. but ONLY submit 10 attachment images in high-res jpeg format. Capture scenes that are unique and relevant to the event (i.e. Nova Scotia Seafood Festival should capture colorful food presentations, costume characters, etc), and that form a collection. Include images that show people engaged in the event activities. Provide backup if the images were used in promotional activity including online, print, editorial and advertising. Judging criteria based on overall collection, imagery, storytelling and quality.

EVENT PLANNING/ PRODUCTION AWARDS

6. Best Event Produced for a Corporation by 3rd Party Planner

Must show proof they produced the event and which elements they managed. A budget and reference letter from client is required. Entry must include a budget. Video submissions are recommended but not mandatory. Judging Criteria: creativity, challenges overcome, planning logistics, budget allocation, design, entertainment value, meeting objectives, overall strategy and impact.

AWARD CATEGORIES & CRITERIA

EVENT PLANNING/ PRODUCTION AWARDS (Continued)

7. Best Event Produced for a Corporation by an in House Team or Planner

Entrants must work for the company being entered. Must show proof of production elements, include budget and reference letter from superior proving event was successful. Entry must include a budget. Video submissions are recommended but not mandatory. Judging Criteria: creativity, challenges overcome, planning logistics, budget allocation, design, entertainment value, meeting objectives, overall strategy and impact.

8. Best Fundraising Event

Refers to entire production, including the dollars raised and media exposure generated. Include cost summaries, objectives, marketing materials and event plan as well as proof of targets reached. Judging Criteria: logistics involved, creativity, use of budget, overall design, success in fundraising, success in profiling the charity, media exposure and creativity in marketing.

9. Best Corporate Team Building Event

Refers to different types of team activations that are aimed at enhancing social relations and clarifying team members' roles. Provide information on how the corporate event improved interpersonal relations and social interactions by achieving results and how they contributed to building effective working relationships. Judging Criteria: creativity, team interaction, overall strategy, impact and outcome, logistics.

10. Best Public Entertainment Event or Festival

Refers to events produced for a specific city, district, province, community or public celebration. Corporate OWNED festivals or events must have been open to the public. Include event budgets, marketing materials (if applicable) and proof of production elements. Show risk management and identify how logistical needs for attendees and event were met. The event must be open to the public. Proof of the entertainment value, public event issues such as security, visibility, family facilities (if applicable) must be included. Video submissions are recommended but not mandatory. Judging Criteria: creativity, logistics, budget, impact overall entertainment value, programming, risk management, attendee engagement and logistics.

11. Best Event for a High Profile Charity

Refers to the event production only, funds raised and marketing are not judged. A high profile charity is a nationally recognized charitable organization with significant public exposure and offices and or public initiatives in more than one region of the country. Heart & Stroke Foundation, The Michael J. Fox Foundation, Canadian Cancer Society, all university and hospital foundations and major charities would fall under this charitable category. These charities have in house event team and larger budgets work with. Judging Criteria: creative concept, challenges, logistics, use of budget, event design, entertainment value, meeting objectives, overall strategy, success in profiling the charity, impact and overall wow factor.



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AWARD CATEGORIES & CRITERIA

EVENT PLANNING/ PRODUCTION AWARDS (Continued)

12. Best Entertainment Production

Refers to the entertainment element of an event, not the event itself. Video footage MUST be included with all entries. Budget required. Judged on creative programming, impact on audience, wow factor, entertainment value, suitability and budget allocation.

13. Best Event Produced by an Association, Board or Committee

Must have been produced for an association by its board and or a board appointed committee. Budget required. Judging criteria: creative, challenges, logistics, design, entertainment value, budget allocation, meeting objectives and overall strategy.

14. Best Event Produced for a Community Based Charitable Organization

Community Based Charity is a neighborhood non-profit charity group raising funds for a local cause. Examples include local non-profits such as animal rescue, libraries, and small fundraisers/. These charities are small, often run by volunteers or few staff, and have smaller budgets. Judging Criteria: creativity, logistics, use of budget, event design, entertainment, meeting objectives, overall strategy and success in profiling the charity.

15. Outstanding Logistical Achievement

Refers to the level of logistical challenges and the degree of complex solutions required to execute an event or element of an event. Please state objectives and challenges clearly and explain how

these were successfully overcome. Judged on complexity, creative solutions and problem solving, meeting objectives and logistics strategy.

MEETING /CONVENTION AWARDS

16. Best Conference

Must include a full description of the entire program, including all functions. Include the audience, goals and objectives including how those were reached. Demonstrate the mission statement for the conference and identify key elements of production including (if applicable): housing, transportation, events, program, collateral material (if you produced it), logistical challenges, scheduling and programming. Budget required. Judging criteria: programming, achievement of defined measurables, execution, logistics, venue selection and set up/flow, speaker or sponsor management, AV support, use of technology, use of vendors and objectives. Include metrics when possible.

17. Best Corporate Meeting

Refers to planning and running an effective meeting or series of meetings for business, corporate, sales, management, mediation, strategic planning and/or team building. Demonstrate the meeting planner's management strategy. Explain how the meeting was effective and met objectives. Judged on programming, achievement of defined measurables, execution, logistics, venue selection and set up/flow, speaker or sponsor management, AV support, use of technology, use of vendors and objectives. Include metrics whenever possible.



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AWARD CATEGORIES & CRITERIA

MEETING /CONVENTION AWARDS

(Continued)

18. Best Multiple Day Incentive or Convention Program

Refers to incentive travel groups or conventions taking place over multi-days. Include the following coverage in your entry where applicable:

Strategy, budget, timelines, destination selection, programming, use of venue facilities, use of innovative technologies and service providers, implemented - project management, operations, logistics, registration & communications, housing, vendors, objectives and successes in budgeting. Judged on the above criteria plus achievement of defined measurables. Include metrics wherever possible.

CATERING & FOOD AWARDS

19. Most Creative Catering Presentation

This is a food category which may combine décor. However, judges will not consider décor unless it supports the food presentation. The entrant must be the caterer, not the planner unless they are one in the same. Do not include overall room design in application. Entry may be for plated or buffet designs. Judged on creativity, use of color, practicality, design, logistics, and budget allocation.

20. Best Overall Catered Event

This is an event category which includes the food design, preparation and service of in the overall

event. It is recommended that the planner and caterer joint enter and the must entry includes details about the event itself. Include things like design, table design, food service, menus, floor plan, scheduling, etc. Judges will consider décor if supports the food presentation. Budget is required. Judging criteria: creative, challenges, logistics, design, theme integration, budget allocation, food service, meeting objectives, menu and food design.

DESIGN & DÉCOR AWARDS

21. Best Event Décor \$0 - \$30,000

This category is for decor only and does not include entertainment or catering. Retail value cannot exceed \$30,000. Actual billing may be requested to validate costs. Include clear pictures, budgets and proof that you designed and installed the décor. This must also include the value of any sponsored components of the décor. Budget is required and 10 images are suggested. Judged on creativity, suitability, objectives, budget allocation, logistics, impact, and use of materials in design.

22. Best Event Décor \$30,000- \$80,000

This category is for décor only and does not include entertainment or catering. Retail value cannot exceed \$80,000. Actual billing may be requested to validate costs. Include clear pictures, budgets and proof that you designed and installed the décor. This must also include the value of any sponsored components of the décor. Budget is required and 10 images are suggested. Judged on creativity, suitability, objectives, budget allocation, logistics, impact and use of materials in design.



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AWARD CATEGORIES & CRITERIA

DESIGN & DÉCOR AWARDS (Continued)

23. Best Event Décor \$80,000 +

This category is for décor only and does not include entertainment or catering. Retail value must exceed \$80,000 to qualify. Actual billing may be requested to validate costs. Include clear pictures, budgets and proof that you designed and installed the décor. This must also include the value of any sponsored components of the décor. Budget is required and 10 images are suggested. Judged on creativity, suitability, objectives, budget allocation, logistics, impact and use of materials in design.

24. Best Tablescapes

Category is for table décor only and does not include entertainment or catering. Include clear pictures, budgets, and proof that you designed and installed the table décor. This must also include the value of any sponsored components of the décor. Budget is required and 10 images are suggested. Judged on creativity, suitability, objectives, budget allocation, logistics, impact and use of materials in design.

EVENT TECHNICAL AWARDS

25. Best Brand /Product Launch Event

Refers to trade events, media events, and consumer events for attendees to experience a product/brand first hand. Clearly demonstrate how you organized the event by determining the purpose such as product distribution, media coverage, consumer awareness, sales, or influencer outreach. Define the target audience and key location attributes that reflect your product and its impact on those attending.

Provide examples outreach, value for audience and attendance. Budget required. Video submissions are recommended but not mandatory. Judged on execution, attendance, media reach (if applicable), logistics, wow factor, creativity in design and concept.

26. Best Experiential Marketing Event

Refers to engagement marketing, sometimes called “experiential marketing,” “event marketing,” “on-ground marketing”, “live marketing” or “participation marketing” and engages consumers and invites and encourages them to participate in the evolution of a brand. Describe how you measure the extent to which a consumer had a meaningful brand experience when attending the event. Demonstrate the two-dimensional (two-way) communication where consumers participated, shared, and interacted with a brand to create the engagement. Video submissions are recommended but not mandatory. Judged on key concepts used including activation management, Judged on execution, attendance and outreach, logistics, interactivity, creativity in design and concept development.

27. Best Show Booth/ Brand Display or Pavilion

Must be a static or interactive display used to market a product or service at an actual event. Cannot be a permanent installation. Entrant must be responsible for both design and construction. Include clear pictures and a list of construction materials. Budget required. Judged on design and creative, useability, budget allocation, logistics, use of materials and visual impact.



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AWARD CATEGORIES & CRITERIA

WEDDING AWARDS

28. Best Wedding Creative

This refers to the creative design of the overall wedding and or reception or a significant component. It may include entertainment or catering if the applicant had input and it was part of the creative component being entered. Include clear pictures, budgets, and proof that you designed and installed the décor. Budget required. Judged on creative, design, budget allocation, outcome, impact and overall uniqueness.

29. Best Wedding under \$75,000

Is for the overall wedding production and must include, design, catering, entertainment and entire wedding image. Include clear pictures. Budget required. Judged on creative, challenges, use of budget, design, entertainment value, meeting couples objectives, impact, components and wow factor.

30. Best Wedding Over \$75,000

Is for the overall wedding production and must include, design, catering, entertainment and entire wedding image. Include clear pictures. Budget required. Judged on creative, challenges, use of budget, design, entertainment value, meeting couples objectives, impact, components and wow factor.

BRIGHTEST STAR AWARDS

31. Most Outstanding Event Up to \$200,000

These awards are given to the top producer of any type of event; corporate or private which is deemed the most exceptional in all aspects of the overall plan. The event budget must be within the specified dollar values and must reflect the retail amount that was billed to the client. For food & beverage functions, only include catering as part of your total budget if you contracted the caterer. This category will be judged on creative, design, challenges, innovation, budget, impact entertainment, technical (if applicable). Include your role in the project, prove your challenges and solutions, and include photos. Video submissions are recommended but not mandatory. Budgets must also include any sponsored components

32. Most Outstanding Event Over \$200,000

These awards are given to the top producer of any type of event; corporate or private which is deemed the most exceptional in all aspects of the overall plan. The event budget must be within the specified dollar values and must reflect the retail amount that was billed to the client. For food & beverage functions, only include catering as part of your total budget if you contracted the caterer. This category will be judged on creative, design, challenges, innovation, budget, impact, entertainment, technical (if applicable). Include your role in the project, prove your challenges and solutions, and include photos. Video submissions are recommended but not mandatory. Budgets must also include any sponsored components of the event.



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AWARD CATEGORIES & CRITERIA

BRIGHTEST STAR AWARDS (Continued)

33. Entertainer of the Year

Presented to live performers exclusively. Include samples of your work; video is mandatory. Detail type of entertainment including the number and quality of clients and events in 2016. Judging will be based on referral letters, video footage, and quality of entertainment value. Please submit a year in review summary, images supporting your entry, a professional headshot, personal bio and 3 letters of reference from 2016 clients.

34. Wedding Professional of the Year

This award is given to the person who inspires others to achieve event success in the world of wedding planning; who stands out from the crowd by having made exceptional contributions to the wedding industry over the past year; and/or who creates bridal success stories time and time again and operates their business or career with the highest level of enthusiasm, accomplishment and professional integrity. The award-winning candidate is innovative and inspires others with their passion, knowledge, creativity and over the top customer service. Please submit a year in review summary, images supporting your entry, a professional headshot, personal bio and 3 letters of reference from colleagues, 2 from 2016 bridal clients.

35. Caterer of the Year

This award is given to the person who inspires others to achieve success in the field of food service and design; who stands out from the crowd by having made contributions to the catering industry over the past year; who displays exemplary ingenuity of ingredients, preparation and presentation of a collection of catered items; and who consistently demonstrates outstanding presentation of creative event menus. This individual will have proven in their submission, that over the preceding 12 months they have shown exemplary performance in their discipline, have contributed to the growth and development of the industry, have gone above and beyond client and peer expectations and have raised the bar for those they work with and/or for. Please submit a year in review summary, images supporting your entry, a professional headshot, personal bio and 3 letters of reference from colleagues, 2 from 2016 catering clients.



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AWARD CATEGORIES & CRITERIA

BRIGHTEST STAR AWARDS (Continued)

36. Event Professional of the Year

This award is given to the person who inspires others to achieve event success, who stands out from the crowd by having made exceptional contributions to the industry over the past year, who creates success stories time and time again and operates their business or career with the highest level of enthusiasm, accomplishment and professional integrity. This individual may be professionally involved in the special event industry in any discipline of planning or producing events or meeting, incentives, involved in event design, décor, technical production, coordination, catering or facility management. This individual will have proven in their submission, that over the preceding 12 months they have shown exemplary performance in their discipline, have contributed to the growth and development of the industry and have gone above and beyond client and peer expectations and have raised the bar for those they work with and/or for. Please submit a year in review summary, images supporting your entry, a professional headshot, personal bio and 3 letters of reference from colleagues, 2 from clients.

37. Emerging Industry Leader

Submissions are not accepted for this category. Candidates are selected by CSE Magazine. To make a suggestion on an individual you believe embodies the qualities of an emerging leader in the Canadian event and meeting industry, submit their name by e-mail at: celebrate@canadianeventawards.com

38. Spirit of the Industry

Submissions are not accepted for this category. To make a suggestion on an individual you believe embodies the spirit of the Canadian event and meeting industry, submit their name by e-mail at: celebrate@canadianeventawards.com



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HOW TO ENTER THE AWARDS

TIPS FOR PREPARING YOUR ENTRY

The online entry portal can be found at:
www.canadianeventawards.com

Login or register to create an account and password once you have prepared your entry and are ready to apply. You only need to do it once to begin the entry process and may return at a later date to enter more entries or edit current ones.

Make sure you have everything you need including the information listed under “Entry Package Form” (refer to *Eligability, Rules & Fees* page near the end of this kit), images and/or videos, pdf or word doc., and credit card for payment. You may also pay by Paypal.

A note about online entries: The main body of the entry must be submitted in Word Format or PDF.

DO NOT EMBED IMAGES IN DOCUMENT UNLESS THE FILE IS UNDER 5 MB. Images and videos or supporting materials should be submitted separately. Follow the online instructions when uploading files.



Description: Tailor your description to the category you are entering. Describe the process involved in the design, planning and execution of the event and why these elements were challenging. Max 1000 words. (points deducted for overage).

- Do NOT enter the same description (For example, Best Décor entry should not have the same description for Best Wedding).
- Flowery wording and romancing of details does not help in the judging process.

Objective Statement: Explain the event or event’s element objectives and how they were met. You may use point form. Also include an explanation of why you feel the event was outstanding and how it fits into the category. 300 words max. (contact if exceptions required)

Reference Letters: Include a reference letter from the client or governing body (the person who contracted you or your company), stating that you, in fact, were responsible for doing the work. If you were the client, have a superior write the letter stating the event was successful. Check your category for details on requirement.

Photos (Critical): You will be sending these digitally. They CANNOT be over 5 MB each. You may embed images in PDF but document size cannot surpass 15 MB and you STILL MUST submit MIN 5 - MAX 10 JPEG images.

Choose images reflecting the category you entered (i.e. For the Best Wedding Award, do NOT send in a food shot. Label each image file: “Your Company Name and Category of Entry” (i.e. “AnnieEvents_Best_Decor.jpeg”).



Photo by
www.4

HOW TO ENTER THE AWARDS *CONTINUED*

Video Footage: Video MUST be 3 Minutes or less. ONLY A FEW CATEGORIES REQUIRE VIDEO (check the category info. before submitting a video). For the initial entry process your video MUST be linked online where judges can view it. Only if you are nominated, will you be required to submit actual mp4 or quicktime video.

100 Word Summary: A 100 word summary of the event must be included. This will be used for marketing, please ensure it describes your event well.

Supporting Materials: Include any supporting materials such as flyers or media clippings or marketing pieces. image files. Do NOT send the actual marketing pieces unless they are under 5 MB in total.

Deciding What To Enter: The category you enter must correspond directly to the work that you do (i.e. if you enter Best Food Presentation, you must be the caterer not the contractor). If you enter Best Wedding, you must be responsible for planning every detail you enter. You cannot submit the entire wedding if you only planned the reception etc.... if you need any help feel free to call our office, sometimes you will qualify for a category you may not realize.

Joint Entries or Multiple Categories: A company or individual may enter the same event in more than one category, but you must submit an entirely new package and include all elements in each entry. Judges cannot photos or descriptions from one entry and apply them to another entry. Each entry MUST be complete and tailored to the category. It will work against you if you duplicate an entry and just change the title.

Company Bio: Unless you are submitting for Event Professional of the Year or Entertainer of the Year, please do not include a personal or corporate bio or history. The submission is for the event, not for your company.

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**FOR MORE INFORMATION OR TO ENTER VISIT
WWW.CANADIANEVENTAWARDS.COM**

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ELIGIBILITY, RULES & FEES

ENTRY PACKAGE FORMAT

All entries must include:

- Objective Statement
- Event description and related category criteria as outlined in the category requirements listed above (Maximum 1000 words)
- Agreement /reference letter from client
- Budget (if applicable)
- Marketing materials/charts/drawings/artwork/any extra documentation
- 100-word summary: A 100 word summary of the event must be included on the last page of your entry

DEADLINES

Entries must be received by midnight February 5, 2017 to qualify for the early bird entry. Late entries submitted after February 5, 2017 will be charged \$125.00 per entry and will be accepted until February 12, 2017 - midnight.

PAYMENTS

Credit card payments are accepted through our online system or by calling our office at 877-212-3976.

Cheques will not be accepted for entry fees. Interact transfer is available as a payment option.

Entry fees are \$75.00 per entrant. Each additional entrant, be it individual or company, listed on the entry form is \$75.00.

RULES

- All entries must have taken place between January 1, 2016 and December 31, 2016. A separate package must be submitted for each entry
- All entries judged by dollar value must include a detailed budget. All budgets must be in retail pricing (the total amount the client was billed). The full amount of all entry fees for each entrant listed must accompany your entry package
- Budgets are not displayed and are kept confidential
- Judges decisions are final
- It is the responsibility of the nominees to cover any cost related to attending the awards.
- There is no limit to the amount of work that can be submitted by a single entity. Submissions may be entered into multiple categories for additional entry fees. The judges' decisions are final and binding and cannot be appealed by the entrant.
- Entries become the property of Canadian Special Events Media Group and may be published in Canadian Special Events, EventTech Canada, and EventSpace Canada publications or their associated websites. Unless otherwise instructed, event images and copy may be used to promote the Industry Event Awards. All budgets and client details will remain confidential.



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AWARDS
CELEBRATING 20 YEARS

SAVE THE DATE

Deadline for early entry submission is **February 5, 2017** at midnight
and late entry submission is **February 12, 2017** at midnight.

CONTACT US

877-212-EXPO (3976)

celebrate@canadianeventawards.com

info@canadianspecialevents.com

VISIT US

For awards information visit

www.canadianeventawards.com

Check out our magazine's website at

www.canadianspecialevents.com

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