



2005 SAM AWARDS
*** ADVERTISING & MARKETING AWARDS ***
BEST WEBSITE
Submission Guidelines

Entry Deadline: FRIDAY, DECEMBER 2, 2005 by 4:00 PM – NO EXCEPTIONS

- MAXIMUM ALLOWABLE ENTRIES PLEASE REFER TO CRITERIA -

FEE: All Advertising & Marketing Awards - \$150.00/entry (+GST)

ELIGIBILITY

- Open to all CRHBA Members in good standing
- Full payment must be enclosed with entry. Please make ONE (1) cheque payable to *Calgary Region Home Builders Association* for each entry deadline - GST must be included. Entries not accompanied by the appropriate fees or submission requirements will be deemed “incomplete” and will be returned to the applicant.
- Acceptable payment methods: Cheque, Visa and Mastercard

CRITERIA

- Website must have been newly launched or has undergone substantial changes between *December 1, 2004 and December 1, 2005*.
- Maximum of two (2) entries per member company per category, *as long as entries are in separate member status*. For example: One (1) entry for Single Family Builder and one (1) entry Multi-Family Builder, or One (1) entry for Developer and one (1) entry for Multi-Family Builder, etc.
- All entries and judging forms are audited for irregularities and inconsistencies by the accounting firm Rahal, Warren & Chugh

REQUIREMENTS

- ALL entries must be submitted in full on 2005 SAM Awards Entry Forms
- Narrative Component: Do not exceed word maximum requirement.
- URL address

GRAND SAM QUALIFIER

- 40% of ALL Advertising & Marketing Awards points go towards: *Builder of the Year; Multi-Family Builder of the Year* – must enter minimum of two (2) categories
- 25% of ALL Advertising & Marketing Awards points go towards: *Partner of the Year* – must enter minimum of one (1) category in either *Advertising & Marketing* or *Partner Awards*

POINT ALLOCATION

| | | | | |
|---------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| 1 st Place = 10 pts. | 2 nd Place = 8 pts. | 3 rd Place = 6 pts. | 4 th Place = 4 pts. | 5 th Place = 2 pts. |
|---------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|

* Ties will be awarded same points.

Please submit entries to:

2005 SAM AWARDS
c/o Calgary Region Home Builders Association
#100, 7326 – 10th Street NE
Calgary, AB T2E 8W1

For additional information please contact Jennifer Ngo at 403.730.4250.

*All entries, images, and supporting documentation become the property of the CRHBA.
Please refer to our Privacy Statement online at www.crhba.com or to receive a copy contact the CRHBA office.*



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ENTRY FORM

MEMBER COMPANY: _____

CONTACT NAME: _____ TITLE: _____

EMAIL: _____ FAX: _____

PHONE: _____ MOBILE: _____

PAYMENT METHOD: CHEQUE CHQ. #: _____ VISA MASTERCARD

CARD HOLDER'S NAME: _____

CARD NUMBER: _____ EXPIRY DATE: _____

MEMBER STATUS

SINGLE FAMILY MULTI-FAMILY DEVELOPER PARTNER RENOVATOR

ENTRY CHECKLIST

PAYMENT ENTRY FORM

WEBSITE DETAILS

URL ADDRESS: _____

DATE WEBSITE LAUNCHED/UNDERGONE SUBSTANTIAL CHANGES: _____

NARRATIVE COMPONENT * 30 WORDS MAXIMUM PER QUESTION *****

1. *Who is the target market? What is the site objective?*

2. *Describe the concept, creative design, and production:*



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NARRATIVE COMPONENT *** 30 WORDS MAXIMUM PER QUESTION ***

3. *Describe the special features of the website:*

4. *Concept/Creative Design by:*
