



2005 SAM AWARDS
*** INDUSTRY ACHIEVEMENT AWARDS ***
BEST NEW IDEA
Submission Guidelines

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

- MAXIMUM 1 ENTRY PER MEMBER COMPANY -

FEE: All Industry Achievement 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

- New Idea must have been devised during the period between *December 1, 2004 and December 1, 2005* and not entered previously
- National Campaigns not allowed for submission
- Entry must have proof that company was the first to introduce idea *or* are the exclusive distributor or manufacturer of idea
- 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.
- Digital Images: must be at least 300 DPI and submitted on CD Rom or electronically. Acceptable files: JPG, TIF or EPS. Not acceptable files: BMP or GIF.
- Labeling Images/File Names/Materials: must have company name, category and image number (ie. Image 1 of 4)
- Media Type submissions: brochure and direct mail piece – 7 print copies unmounted and 1 electronic copy; indoor/outdoor billboard – 7 photos of billboard in application and 1 electronic copy; moving media – 2 DVD copies; radio commercial – 2 copies on CD or media player format (ie. MP3, WMV, WAV, etc.); print ad – 1 mounted tear sheet; website – URL address
- Award Show Picture(s): one (1) image of your choice (image must be duplicate of electronic copies submitted for judging) – name file “show picture”
- Four (4) images of your choice in electronic format
- One (1) copy of *proof that company was first to introduce idea or are the exclusive distributor or manufacturer of idea*

GRAND SAM QUALIFIER

Not Applicable

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.



2005 SAM AWARDS
*** INDUSTRY ACHIEVEMENT AWARDS ***
BEST NEW IDEA
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: _____

ENTRY CHECKLIST

- PAYMENT ENTRY FORM REQUIRED IMAGES PROOF NEW PRODUCT/IDEA
 REQUIRED MEDIA TYPES AWARD SHOW PICTURE

PRODUCT/IDEA DETAILS

PRODUCT/IDEA: _____

PRODUCT/IDEA MARKET: _____

LAUNCH DATE: _____

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

1. Give a brief description (10-15 words) of the innovation to use for public release:



2005 SAM AWARDS
*** INDUSTRY ACHIEVEMENT AWARDS ***
BEST NEW IDEA
ENTRY FORM

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

2. *What makes this an innovative new product or idea?*

3. *How is the product/idea being marketed? How has the market responded to this new product/idea? What is the impact to the marketplace?*

4. *What did you desire as a result and what actually happened?*
