



**2009 SAM AWARDS**  
**\* ADVERTISING & MARKETING AWARDS \***  
**BEST BILLBOARD (INDOOR/OUTDOOR) (AD1)**  
**Submission Guidelines**

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**Entry Deadline: FRIDAY, NOVEMBER 13, 2009 by 4:00 PM – NO EXCEPTIONS**  
**FEE: \$180.00/entry (+GST)**

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#### CRITERIA

- **Billboard (Indoor/Outdoor) must have been initially displayed during the period between November 1, 2008 and November 1, 2009 and not previously entered. National Campaigns are not permitted for submission.**
- Billboard must be a non-moving advertisement.
- Billboard Advertisement Types: Movie Theatres, Bathrooms, Transits, Vehicles, Shopping Malls, etc.
- Proof of Performance – invoices from vendor, showing billboard was visible for at least twenty-eight (28) days, must be provided with submission.

#### NUMBER OF ENTRIES

Maximum of eight (8) entries for Single Family and/or eight (8) entries for Multi-Family per member company for Advertising & Marketing Awards.

#### SUBMISSION REQUIREMENTS

1. Company Logo – on CD  
- black & white or colour (both if available) in JPG and EPS format (must be true vector file, not converted)  
**NOTE: Entrants submitting for multiple awards are only required to submit their company logo once.**
2. Full Payment - acceptable payment methods: MasterCard, Visa and Cheque – made payable to the Canadian Home Builders' Association - Calgary Region.
3. Master Submission Form – one (1) hard copy  
**NOTE: Only one copy of the Master Submission Form is required to be submitted per entry deadline.**

***All electronic components can be included on one cd***

4. Award Entry Form – one (1) hard copy and one (1) CD
5. Billboard in Application – one (1) image in hard copy and one (1) CD
6. Proof of Performance – one (1) hard copy of invoices from vendor, showing billboard was visible for at least twenty-eight (28) days

#### JUDGING PROCEDURES / DETAILS

- **Judging will take place in-house Friday, December 4, 2009.**
- Incomplete entries are judged accordingly and may, at the discretion of the judges, be disqualified due to insufficient information and materials.
- Entries will be judged according to the following criteria:
  - › Impact (*What is your first impression? Initial impact.*)
  - › Content (*Does the content deliver a clear message?*)
  - › Delivery (*Is the method of delivery appropriate to the intended message?*)
  - › Theme and Concept
  - › Creative Design (*Innovation. Creativity.*)



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**ACCEPTABLE IMAGE / PHOTO FORMATS**

**Please ensure that all photo requirements are provided in individual sheet protectors.**

The image quality requested below is required to produce the video presentation and all marketing materials.

Images on CD (ie. pictures, photos, advertisements, etc.) can be submitted in the following formats:

- JPG or TIFF

**NOTE: Must be 300 DPI; size 8" x 10", NOT to exceed file size of 4 MB per image.**

Printed photos can be submitted in the following formats:

- Size of 8" x 10", protect photos by using plastic sleeve protectors
- Do not glue or mount photos on board or any other product

**NOTE: Place label on the back of photo.**

**NAMING / LABELING FILE DOCUMENTS, IMAGES AND PHOTOS**

**When naming / labeling, please provide the following information:**

Award Reference ID\_Company Name\_Document / Image Detail

EXAMPLES using **ABC Homes** as the company:

- ⇒ AD1\_ABC Homes\_Award Entry Form
- ⇒ AD1\_ABC Homes\_Billboard in Application

**GRAND SAM QUALIFIER**

For *builder members* to qualify for the Grand SAM Award, you must enter a minimum of two (2) Advertising & Marketing Awards.

- 100% of ALL points awarded for Advertising & Marketing Awards go towards *Builder of the Year* or *Multi-Family Builder of the Year*.

**POINT ALLOCATION**

<b>1<sup>st</sup> Place = 10 pts.</b>	<b>2<sup>nd</sup> Place = 8 pts.</b>	<b>3<sup>rd</sup> Place = 6 pts.</b>	<b>4<sup>th</sup> Place = 4 pts.</b>	<b>5<sup>th</sup> Place = 2 pts.</b>
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**GENERAL CONDITIONS & INFORMATION**

- Entrant must be a Canadian Home Builders' Association - Calgary Region (CHBA – Calgary Region) Member in good standing.
- Full payment must be accompanied with submission(s). Acceptable payment methods: MasterCard, Visa and Cheque – made payable to the Canadian Home Builders' Association - Calgary Region. Please include all entry fees in one payment.
- All materials submitted become the property of the CHBA – Calgary Region and will not be returned. Refer to our privacy policy online at [www.chbacalgary.com](http://www.chbacalgary.com) or contact the CHBA – Calgary Region office to receive a hard copy.
- All entrants agree to allow any information contained in their submission(s) to be exhibited and/or published at the discretion of the CHBA – Calgary Region.
- All entries and judging forms are audited for irregularities and inconsistencies by the accounting firm of Rahal, Warren & Chugh.
- You will not be notified of missing components.



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**HOW TO SUBMIT ENTRIES**

Follow the SUBMISSION REQUIREMENTS.

\* Remember to save a copy of your submission for reference. \*

**Mail or Courier completed submission(s) to:**

**2009 SAM Awards**  
**c/o Canadian Home Builders' Association - Calgary Region**  
#100 7326 10<sup>th</sup> Street NE  
Calgary, AB T2E 8W1

**Tel: 403.235.1911 ▪ Fax: 403.248.1272 ▪ Email: [info@chbacalgary.com](mailto:info@chbacalgary.com) ▪ Web: [www.samawards.com](http://www.samawards.com)**