



2009 SAM AWARDS
*** INDUSTRY ACHIEVEMENT AWARDS ***
BEST INNOVATIVE IDEA/PRODUCT (IA1)
Submission Guidelines

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

PURPOSE

To recognize industry new innovative ideas and/or products from the past year.

CRITERIA

- **Innovative Idea/Product must have been initially launched during the period between November 1, 2008 and October 31, 2009 and not previously entered. National Campaigns are not permitted for submission.**

NUMBER OF ENTRIES

No Limitations.

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.

***Please collate the following materials into seven individual judging packages
All electronic components an be included on one cd***

4. Award Entry Form – seven (7) hard copies (as cover page to judging packages) and on CD
5. Electronic copy of marketing materials and/or photographs of product

JUDGING PROCEDURES / DETAILS

- **Judging will take place as an in-house presentation to judges on Wednesday, December 2, 2009 at the CHBA – Calgary Region office.**
- **When the submission is received, your presentation time will be assigned.**
- **The presentation may not exceed five minutes in length. A “Question and Answer” period for five minutes will follow the presentation.**
- **A practice session for presenters (opportunity to see Board room, organize technical resources necessary) will be made by appointment only for Thursday, November 26, 2009.**
- **Incomplete entries are judged accordingly and may, at the discretion of the judges, be disqualified due to insufficient information and materials.**
- **Gifting to judges will not be accepted.**
- **Entries will be judged according to the following criteria:**



2009 SAM AWARDS
*** INDUSTRY ACHIEVEMENT AWARDS ***
BEST INNOVATIVE IDEA/PRODUCT (IA1)
Submission Guidelines

- Innovation and Creativity (Does it work? Is it useful? Is the idea fresh and innovative?)
- Was the goal of the idea/product properly explained?
- Does the product fulfill the purpose?
- Overall Appeal (Is it a good idea or product?)

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:

- ⇒ IA1_ABC Homes_Entry Form
- ⇒ IA1_ABC Homes_Website

GRAND SAM QUALIFIER

Not applicable for this award.

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 send only one payment for all submissions.
- 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 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.



2009 SAM AWARDS
*** INDUSTRY ACHIEVEMENT AWARDS ***
BEST INNOVATIVE IDEA/PRODUCT (IA1)
Submission Guidelines

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 10th Street NE
Calgary, AB T2E 8W1

Tel: 403.235.1911 ▪ Fax: 403.248.1272 ▪ Email: info@chbacalgary.com ▪ Web: www.samawards.com