

ENTRY GUIDELINES: HOW TO PICK A WINNER

The following Guide Lines and tips for choosing your best printed pieces is by **Glenn Petry** who has judged more than 60 printing competitions around the US, including the prestigious, PIA/GATF Premier Print (“Benny”) Competition, for the past 16 years. He started his career setting type, running a Linotype, letter press and small offset presses. He has been a CSR, Pressman, Bindery Technician, Print Buyer for Eli Lilly for 13 years, and most noted for his 12 years as Production Manager and Print Buyer for Walt Disney World in Orlando, Florida.

WHY BOTHER TO ENTER?

Marketing Advantages

- Industry Recognition
- Building Better Customer Relations
- Promote Your “Excellence” with Potential Clients
- Create Marketing Campaign Materials
- Run Announcements in Local Papers
- Use Press Releases in Trade Publications
- Creates Moral Booster for Employees
- Appeals to Potential Employees – New Salespeople
- Center Company Event around the Recognition

HOW DO YOU GET STARTED?

Don't Wait Until the Entry Due Date!

- Make the Commitment to Participate
- Involve Everyone in the process
- Create a Sense of Pride
- Use Qualified Personnel to examine Pieces
- Start Gathering Pieces Immediately upon Completion
- Put Aside 4 or 5 Samples of each Qualified Piece
- Secure these Samples in a strict “Hands-Off” Location
- Consider Entering an Exceptional Piece in Several Categories

HOW TO CHOOSE A QUALIFIED PIECE

From a Judge's Perspective

- Binding/Finishing – Scores are not Cracked
- Paper Grain Direction –No Cracking of Backbone
- Foil Stamping – Registration and Proper Pressures
- Coatings – Appropriate Usage
- Hickies – One of these can cause a piece to be disqualified
- Scratches and Smudges
- Stitching –Binding
- Registration
- Clarity– Line Drawings/Halftones
- Smoothness of the Ink lay
- Color Consistency
- Roller or Gear Marks
- Crossovers Line up
- Folios Positioned Consistently
- Creep or “Push-Out Control – Margins
- Photo Consistency
- Use of Paper
- Smoothness –Not Excessive Use of Spray Powder
- Emboss – Clean and Sharp
- Die Cuts – Clean with No Heavy Nicks
- Gates Line Up

THE JUDGING PROCESS

Stringent Procedures Apply

- All Entries are cataloged in a database with a unique number and physically labeled with that number
- Each piece is then filed until all entries have been received
- Judging takes place in mid- February
- All pieces are displayed on table tops, grouped by category
- As the Judges make their decisions, each winning piece is again flagged in the database along with its award level.
- Photographs are then taken of the major award winners
- Official letters of notification go out to all winning Companies; stating that they have won either an award of Excellence or better.
- Final Award results are kept strictly confidential until Awards Night

THE ENTRY PROCESS

How to submit Your Best Pieces

- Start Early
- The Call-for-Entry Form
- Each individual piece or multi-piece group must be submitted with an entry form
- Flag if piece must be returned
- Do Not Staple, Mount or Fold or Tape
- Use Large Envelopes for Multiple Piece Entries to protect them from handling
- Protect Larger Pieces appropriately
- Take your Entries to the PIA Office
- Entry Fees – Cover entry handling – not awards

THE CATEGORIES

How to Best Categorize an Entry

- Some Categories are obvious – Annual Reports, Posters, Greeting Cards, etc.
- If you're not sure, try to avoid using the category of Booklets/ Brochures & Catalogs (hundreds of entries)
- Look for entries with unique aspects – i.e. Broadside vs. Flyer
- Miscellaneous – The entry has to very unique to qualify for this category
- If the piece is extremely unusual and you simply cannot determine a category for it; ask the PIA Staff for assistance

YOU'RE A WINNER!

Gala – Awards Celebration

- Invite your team – They helped make this award possible
- Bring your customer – share the moment
- Bring a camera – for marketing and recognition
- Celebrate Excellence of Print Spread the Word Post Event Marketing
- Purchase Additional Certificates
- “On-Hold” Recording – You are now an Award Winning Printer!
- Get out your Press Releases
- PowerPoint Presentation is available from the Association
- Association Photos of Award Entries are available
- Keep up the Good Work!