

## ENTRY GUIDELINES: HOW TO PICK A WINNER

The following Guide Lines and tips for choosing your best printed pieces is by **Glenn Peiry** who has judged more than 60 printing competitions around the US, for more than 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 more than 30 years and for 12 very happy years was a cast member for Walt Disney World in Orlando, FL working as a Production Manager and Print Buyer.

### 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!