



# GRAPHEX AWARDS - HOW TO SLAY THE COMPETITION

Webinar Dec 13th





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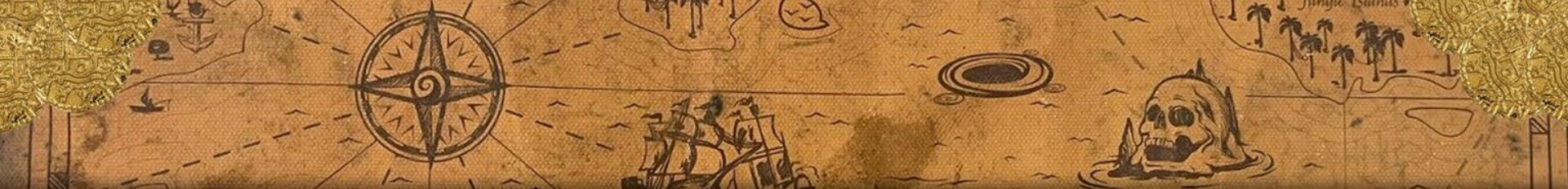


**PRESENTED BY:**

**TERESA CAMPBELL**

**PIA MIDAMERICA PRESIDENT**





# Agenda

- It starts as a regional competition among KS, MO, OK & TX graphic & print service providers and top winners go on to compete internationally in Americas Print Competition
- Where to find what you need – **[pamidam.org/graphex](http://pamidam.org/graphex)**
- Review the category list
- Gather information on what you need before you fill out the entry form
- Benefits of entering and winning
- Handling and delivering your entries





# THE THEME

**PRINTERS**  
**OF THE**  
**CARIBBEAN**  
**GRAPHEX 2023**



## CALL FOR ENTRIES

- Submit by **Friday, Jan. 13** for \$10 off each entry, code **EARLYBIRD2023**
- Final deadline (samples + entry form) **Friday, Jan. 27, 2023**
- **Next Tuesday, Dec. 13th - Register for our GraphEx Entries Webinar** where we will share best practices from category selection to picking your pieces to promoting entries to shipping or dropping off your entries.

### REGISTER FOR WEBINAR



**ONLINE ENTRY FORM** // Use our online entry system for easy submitting & payment. The completed form will be emailed – just print it off and mail with your samples.

### SUBMIT ENTRIES

**UPDATED CATEGORY LIST** // Even more digital printing and expanded packaging categories, including sample boards and illuminated signage. Download the full list with submission instructions.

### DOWNLOAD CATEGORY LIST

**STEP BY STEP** // Find full details on how to



## GRAPHEX 2023

The Graphic Excellence Awards are a celebration of the power of print, technical achievements, innovation and of you, the print professionals who have honed your craft, continue to work tirelessly to service your customers, and do it all with a smile. We are so honored to serve you.

### CALL FOR ENTRIES



Have a great piece produced in 2022? Don't waste any time submitting entries for next year's Graphic Excellence Awards. Submit before Jan.13th for early-bird pricing

[LEARN MORE AND SUBMIT 2023 ENTRIES](#)

[VIEW OUR 2022 KS/MO WINNERS](#)

[VIEW OUR 2022 OK/TX WINNERS](#)

### NOMINATIONS

Was there anyone who really stood out and went above and beyond the call of duty this year? Recognize and honor them for their outstanding contributions to our industry with a 2023 GraphEx people nomination.

All nominations are due by February 24, 2023.

[CSR PROFESSIONAL](#)

[HR PROFESSIONAL](#)

[OUTSTANDING TEAM](#)

[PRINT CHAMPION KS/MO](#)

[PRINT CHAMPION OK/TX](#)

[PRODUCTION PROFESSIONAL](#)

[YOUNG PROFESSIONALS](#)

### AHOY MATEYS!



This year's theme is **Printers of the Caribbean!** With inspiration from the *Pirates of the Caribbean* movies, expect to see pirates, loot maps, 'n lots o' doubloons! Register today for a sail on the high seas.

2023 Key Deadlines:

Early Bird – Jan 13

Final Entry – Jan 27

Nominations – Feb 24



## DIGITAL & OFFSET PRINTING

### ANNOUNCEMENTS & INVITATIONS

- 10 Announcements & invitations — offset (1, 2 or 3 colors)
- 11 Announcements & invitations — offset (4 or more colors)
- 12 Announcements & invitations — digital
- 13 Announcements & invitations — specialty (i.e. screen printing, comic printing methods, non-paper substrates)

### ANNUAL REPORTS

- 20 Annual reports — offset
- 21 Annual reports — offset (combo, process color cover with 1, 2 or 3 color text or vice versa)
- 22 Annual reports — digital
- 23 Annual reports — digital / offset combo

### ART REPRODUCTION

- 30 Art reproductions — offset
- 31 Art reproductions — digital

### BOOKLETS

- 40 Booklets, small format — offset (6 x 9 or smaller)
- 41 Booklets, small format — digital (6 x 9 or smaller)
- 42 Booklets, large format — offset (over 6 x 9)
- 43 Booklets, large format — digital (over 6 x 9)
- 44 Booklets — web

### BOOKS

- 50 Books, hard cover — offset
- 51 Books, hard cover — digital
- 52 Books, soft cover — offset
- 53 Books, soft cover — digital

### YEARBOOKS

- 54 Yearbooks — offset
- 55 Yearbooks — digital
- 56 Yearbooks — digital / offset combo
- 57 Yearbook supplements

### BROCHURES

- 60 Brochures, folded from flat sheets 11" x 17" or smaller
- 61 Brochures — offset (1, 2 or 3 colors)
- 62 Brochures — offset (4 or more colors)
- 63 Brochures — digital
- 63 Brochures — digital / offset combo

### BROADSIDES

- 60 Not stitched or glued, only folded from flat sheets 11" x 17" or larger
- 65 Broadslides — offset (1, 2 or 3 colors)
- 66 Broadslides — offset (4 or more colors)
- 67 Broadslides — digital

### CALENDARS

- 70 Calendars, flat — offset
- 71 Calendars, flat — digital
- 72 Calendars, booklet — offset
- 73 Calendars, booklet — digital

### CAMPAIGNS

- 80 Two or more companion pieces that promote a product or brand.
- 81 Sales campaigns — offset
- 81 Sales campaigns — digital
- 82 Direct mail campaign — offset
- 83 Direct mail campaign — digital

## 2023 CATEGORIES

- 84 Corporate identity campaigns — offset (2 or more printed pieces designed to be used together to present a unified identity. Such as: stationery, brochures, business cards, presentation folders, sale sheets, bill stuffers, etc. Letterhead & envelope count as one item.
- 85 Corporate identity campaigns — digital (see #84 for description)
- 86 Sales campaigns — digital/offset combo

### CARDS

- 90 Rack cards — offset
- 91 Rack cards — digital
- 92 Individual greeting card / notecard — offset
- 93 Individual greeting card / notecard — digital
- 94 Series of greeting cards / notecards — offset
- 95 Series of greeting cards / notecards — digital
- 96 Postcard — offset
- 97 Postcard — digital
- 98 Postcard series — offset
- 99 Postcard series — digital

### CATALOGS

- 100 Catalogs — offset (for business, consumer or service industries. May include products or listings for exhibits, education, or member institutions.
- 101 Catalogs — sheetfed (up to 32 pages, including cover)
- 102 Catalogs — web (up to 32 pages, including cover)
- 103 Catalogs — web (over 32 pages, including cover)
- 104 Catalogs — digital (up to 32 pages, including cover)
- 105 Catalogs — digital (over 32 pages, including cover)
- 106 Web & sheetfed combination catalogs
- 107 Web / sheetfed & digital combination catalogs
- 108 Catalog inserts

### DIRECTORIES & SOURCE BOOKS

- 110 Directories & source books — offset (1, 2 or 3 colors)
- 111 Directories & source books — offset (4 or more colors)
- 112 Directories & source books — digital

### INTERNAL COMMUNICATIONS

- 115 Produced for a single organization's internal use only.
- 116 Internal communications — offset (1, 2 or 3 colors)
- 116 Internal communications — offset (4 or more colors)
- 117 Internal communications — digital

### MAGAZINES, PERIODICALS & PUBLICATIONS

- 120 Magazines, periodicals & publications — sheetfed
- 121 Magazines, periodicals & publications — web
- 122 Magazines, periodicals & publications — digital
- 123 Combination magazines (sheetfed cover, web interior)
- 124 Web / sheetfed & digital combo magazines
- 125 Publication inserts — offset (up to 40 lb. stock)
- 126 Publication inserts — offset (over 40 lb. stock)
- 127 Publication inserts — digital

### MAGAZINE SERIES

- 130 (Entries should consist of at least three issues of the same magazine title during a one-year period. Work will be judged on consistency in series.)
- 130 Magazine series — sheetfed
- 131 Magazine series — web
- 132 Magazine series — digital

### MENUS

- 135 Menus — offset
- 136 Menus — digital
- 137 Menus — digital / offset combo

## DIGITAL & OFFSET PRINTING CONT'D

### NEWSLETTERS

- 140 Newsletters — offset (1, 2 or 3 colors)
- 141 Newsletters — offset (4 or more colors)
- 142 Newsletters — digital

### NEWSPRINT

- 145 Newsprint (1, 2 or 3 colors)
- 146 Newsprint (4 or more colors)

### POSTERS

- All posters, truck or window posters, car cards, or calendar posters intended for use as a decoration or promotion
- 150 Posters — offset
- 151 Posters — digital

### PRESENTATION FOLDERS & KITS

- 160 Presentation folders — offset (1, 2 or 3 colors)
- 161 Presentation folders — offset (4 or more colors)
- 162 Presentation folders — digital
- 163 Presentation kits — offset (1, 2 or 3 colors)
- 164 Presentation kits — offset (4 or more colors)
- 165 Presentation kits — digital
- 166 Presentation kits — digital / offset combo

### PRINTER'S SELF-PROMOTION

- 170 Printer's self promotion — offset (individual pieces)
- 171 Printer's self promotion — digital (individual pieces)
- 172 Printer's self promotion — digital / offset combo (individual pieces)
- 173 Printer's self promotion — offset (campaigns or multiple pieces)
- 174 Printer's self promotion — digital (campaigns or multiple pieces)
- 175 Printer's self promotion — digital / offset combo (campaigns or multiple pieces)

### PROGRAMS

- 180 Programs — offset (1, 2 or 3 colors)
- 181 Programs — offset (4 or more colors)
- 182 Programs — digital

### SELF-MAILERS

- 183 Self-mailers — offset (1, 2 or 3 colors)
- 184 Self-mailers — offset (4 or more colors)
- 185 Self-mailers — digital
- 186 Self-mailers — digital / offset combo

### SINGLE SHEET

- 190 Single Sheet — offset (1, 2 or 3 colors)
- 191 Single Sheet — offset (4 or more colors)
- 192 Single Sheet — digital

### STATIONERY & OFFICE MATERIALS

- 200 Single stationery item — offset (business card, letterhead, labels, etc.) (1, 2 or 3 colors)
- 201 Single stationery item — offset (see items above) (4 or more colors)
- 202 Single stationery item — digital (see items above)
- 203 Envelopes — offset (converted)
- 204 Envelopes — digital (converted)
- 205 Envelopes — offset (non-converted)
- 206 Envelopes — digital (non-converted)
- 207 Stationery packages — offset (1, 2 or 3 colors)
- 208 Stationery packages — offset (4 or more colors)
- 209 Stationery packages — digital

### MISCELLANEOUS

- 210 Specialty, novelty or misc. printed materials — offset (which do not fit criteria for any other categories, such as: book covers or jackets, decals, DVD / CD covers, games, holograms, maps, matchbooks, menus, playing cards, etc.)
- 211 Specialty, novelty or misc. printed materials — digital
- 212 Specialty, novelty or misc. printed materials — digital / offset combo
- 213 Specialty, novelty or misc. printed materials — flexo

## PACKAGING PRINTING

- 220 Bags / gift bags
- 221 Branded product line packaging (multiple pieces)
- 222 Corrugated packaging
- 223 Flexo printed packaging
- 224 Flexible film packaging
- 225 Container — offset (containers are open, lidless)
- 226 Container — digital (containers are open, lidless)
- 227 Container — flexo (containers are open, lidless)
- 228 Folding carton — offset (cartons fully closed)
- 229 Folding carton — digital (cartons fully closed)
- 230 Folding carton — flexo (cartons fully closed)
- 231 Plastic packaging
- 232 Retail-ready packaging
- 233 Rigid box (paper & board only)
- 234 Rigid box (combo or non-paper substrates)
- 235 Tags & labels — flexo
- 236 Tags & labels — offset
- 237 Tags & labels — digital
- 238 Tags & labels — letterpress
- 239 Wraps, rolled products & pressure sensitive
- 240 Wrapping paper
- 241 Flexo/hot stamp — in-line finishing combination
- 242 Flexo/cold stamp — in-line finishing combination
- 243 Tissue printing

## POINT-OF-PURCHASE & SIGNAGE

- 250 POP (40° or less) counter / shelf — offset
- 251 POP (40° or less) counter / shelf — digital
- 252 POP (40° or less) hanging — offset
- 253 POP (40° or less) hanging — digital
- 254 POP (40° or less) wall / window — offset
- 255 POP (40° or less) wall / window — digital
- 256 POP (40° or less) floor / stand alone — offset
- 257 POP (40° or less) floor / stand alone — digital
- 258 Wide format (40° or more) POP — offset
- 259 Wide format (40° or more) POP — digital
- 260 Wide format (40° or more) signs / banners — offset
- 261 Wide format (40° or more) signs / banners — digital
- 262 Wide format (40° or more) display graphics — offset
- 263 Wide format (40° or more) display graphics — digital
- 264 POP fabrication (includes heat bending, wood work, etc.)
- 265 Wide or grand format, special installation\* (Entries must include a single component on the substrate of the project. With project details of installation and video clip of finished installation that can be uploaded and viewed from YouTube. Final install photo required with entry.)
- 266 Wide or grand format, interior/exterior escapes\* (For those one-of-a-kind or too large to transport. Entries in category must include a single component on the substrate of the project. With project details of installation and video clip of finished installation that can be uploaded and viewed from YouTube. Final install photo required with entry.)
- 267 Wallpaper, special installation
- 268 Vehicle wraps
- 269 Illuminated signage

## SPECIALTY PRINTING TECHNIQUES

- 270 3-D printing, print requiring 3-D glasses to see image
- 271 3-D printing, additive manufacturing
- 272 Engraving
- 273 Hi-fidelity, print using more than 4-colors (i.e. touch plates) in halftone areas to enhance images & graphics.
- 274 Lenticular
- 275 New technology\* (Print using new technology not listed in this category. Entry must include description of technology and methods used.)
- 276 Screen printing
- 277 Specialty inks\* (Submit printed sample and a paragraph describing the ink specialty.)
- 278 Spot UV
- 279 Stochastic
- 280 Thermography
- 281 Dye sublimation
- 282 Spot varnish



## SUSTAINABLE PRINTING

- 290 Environmentally sound materials  
*(Entries must use at least TWO of the following: recycled papers, soy or vegetable based inks, aqueous coating, energy-carable inks and coatings, or other environmentally sound methods not mentioned here. \*Submit entry with a paragraph describing the materials and processes employed.)*
- 291 Environmental certification *(Entries must have FSC, SFI or PEFC cert.)*

## VARIABLE DATA PRINTING

- 300 Variable data *(Entries must include at least two different printed samples and if applicable a snapshot of PURL and ROI data. Submit with a paragraph describing the VDP process. Variable foil should be entered in Binding & Finishing categories.)*

## BINDING AND FINISHING

- 309 Binding, Smyth-sewn
- 310 Binding, case
- 311 Binding, comb, spiral, wire-o, or coil
- 312 Binding, perfect
- 313 Binding, tape
- 314 Binding, turned edge
- 315 Diecutting
- 316 Foil stamping — traditional
- 317 Foil — digital enhancements
- 318 Embossing or debossing
- 319 Lamination coating & film *(including cast and cure)*
- 320 Specialty coatings, fragrances, invisible inks, scratch off, etc.\*  
*(Include description of project & process)*
- 321 Specialty coatings — digital\* *(Include description of project & process)*
- 322 Binding & finishing techniques, combinations\* *(Include description)*
- 323 Binding & finishing techniques, other\* *(Include description of project & process)*
- 324 Unique folds, pop-ups, assembly techniques involvement devices

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GRAPHIC EXCELLENCE AWARDS

## PACKING UP THE ENTRIES

- Please send 3 copies of each entry piece. This will ensure minimal wear on each entry, thereby showing best at both Dallas / Fort Worth and Kansas City Galas.
- Fill out ONE Entry Form for each entry. (Three samples & one entry form.)
- Attach entry forms carefully.
- Don't use cellophane ties, heavy-duty clamping clips or paper clips that can scratch pieces. Do utilize plastic bags to group pieces. Use light tack artist tape to attach entry forms to the back of pieces. Consider using photographer's gloves for handling pieces, as finger prints and soil often do not come off.
- Pay online or enclose a check payable to PIA MidAmerica for the total number of entries times the entry fee.
- Package / ship in sturdy box / container so that entries do not get damaged in transit.

## CATEGORIES AND AWARDS

Pieces must have been printed in 2022 and may be entered in more than one category. Three (3) copies of each entry, accompanied by an entry form, must be submitted in each category in which the piece is entered. In the 2023 competition there are three divisions.

- Division 1, Small Firm (Companies employing 1 to 20 employees)
- Division 2, Medium Firm (Companies employing 21 to 100 employees)
- Division 3, Large Firm (Companies with more than 101 employees)

• Student (See qualifying rules for student entries)

Each division will have identical categories. Entries which are considered exceptional within the category will be recognized with an "Award of Recognition," with the single best entry receiving a "Best of Category," "Best of Category" winners will compete first for the most prestigious "Best of Show" honors, then "Best of Division" and then "Specialty Awards." Top winners cannot compete for more than one top award. Except by special request in advance of the judging, all entries become the property of the 2023 GraphEx Graphic Excellence Awards Competition.

**IMPORTANT NOTE:** \*Entries without accompanying description will be disqualified.

- 325 Product packaging assembly
- 326 Binders
- 327 Tip-on
- 328 Sample board

## OTHER

- 350 **THEY SAID IT COULDN'T BE DONE\***  
This category is for "over the top" production. Entries into this category will require production notes, clearly explaining how the piece was produced. A brief summary of the project scope and expectations by the client and how your print team found the solutions to meet those needs. Note specific unforeseen challenges experienced throughout the production process and how they were resolved. What if any, aspect of the finished piece was a direct suggestion by your team that really "made" the piece successful?
- 400 **INTEGRATED MARKETING\***  
Entries in integrated marketing must show printed material plus any combination of involvement in at least three areas of a broad spectrum of creative services, such as website, information architecture, interior or exterior design, construction, programming, video production, photography, flash marketing presentations, and/or online marketing campaigns, QR codes, PURLs, etc. Entries are judged on overall quality and consistency in cross-media compliance and identification. Description required of integrated methods used in this campaign. Please include any analytical statistics to support promotion success if available.
- 410 **CASE STUDY MARKETING\***  
Entries in case study marketing must show printed material plus any combination of involvement of other venues to market. Description required of campaign objectives, campaign strategy, campaign summary with response and methods used in this campaign. Please include any analytical statistics to support promotion success if available.

## JUDGING & AWARDS PROCESS

### JUDGING

To ensure a fair and unbiased competition, all entries will be judged by a team of printing experts from outside Kansas, Missouri, Oklahoma and Texas. The judges will be instructed to base their decisions first on technical complexity and the quality of printing, then on design features and overall appearance. Entries with visible or technical flaws will be eliminated from the competition.

### AWARD HIERARCHY

- Best of Show
- Division Awards
- Specialty Awards
- Best of Category
- Award of Recognition

### ANNOUNCEMENT OF AWARD WINNERS

A letter of notification will be emailed to all "Best of Category" and "Award of Recognition" winners immediately following the judging. Division and Major Award winners will be announced at the 2023 Graphic Excellence Awards Galas to be held during the month of April in both Dallas / Fort Worth and Kansas City.

### WINNER RECOGNITION

Winners of "Best of Category" will receive one framed certificate at no charge, which will be awarded at the 2023 Graphic Excellence Awards Gala. Winners of "Awards of Recognition" may purchase framed certificates for \$45 each. Additional framed certificates may be purchased for clients. Additional trophies may be ordered as well. A certificate order form will be available to each winner confirming the wording on the certificate, which can be customized on duplicate awards.

### MEDIA RECOGNITION

News releases announcing the major winners will be sent to local, regional and national trade magazines and business publications. Select local newspapers will also receive news releases relating to local award winners. Event photos will be available at [piamidam.org/graphex](http://piamidam.org/graphex).

2023 GRAPHX CATEGORIES • [PIAMIDAM.ORG/GRAPHX](http://PIAMIDAM.ORG/GRAPHX)

In this form:

- Entering company
- Printing company, *if different from entering company*
- About entry piece(s)
- Entry requirement acknowledgement
- Payment information

## Entering Company

Contact information for company submitting entry

Company \*

Membership \*

- PIA MidAmerica member     Non-member  
 Student

# of employees \*

ex: 23

Division \*

- Division 1 – Small Firm (1–20 employees)  
 Division 2 – Medium Firm (21–100 employees)  
 Division 3 – Large Firm (101+ employees)

Contact Name \*

First & last name

Contact Email \*

example@example.com

Phone Number \*

123-456-7890

Phone Number  
Type \*

Address \*

## Entry Piece(s)

Multiple entries may be submitted at the same time. Simply click the "Add another entry" button at the end of this section. The text boxes can expand by pulling on the bottom right corner of the box.

Please enter information for each piece you're submitting in this section. Full details and Category List at <https://piamidam.org/graphex>.

Members: \$50/entry  
Non-members: \$90/entry  
Students: \$20/entry

*Early-bird discount applies to member and non-member entries postmarked on or before Jan. 13, 2023 - \$10 off per entry - use code EARLYBIRD2023*

Use "Add another entry" to submit multiple pieces / categories. \*

\* Entry Title

As you would like entry to appear on a trophy

\* Category Number (number only)

Details at [piamidam.org/graphex](https://piamidam.org/graphex)

\* Description

Please be specific about how your piece was created

\* Printing Equipment used

Make & model of press, bindery & finishing equipment, etc.

\* Paper & ink

Paper & ink brands, make, mill, distributor, etc.

\* Printing is

- offset-only  
 flexo-only  
 digital-only  
 combination

Manufacturing partner(s)

Any outsourced diecutting, foil, emboss, print partner, etc.

Supplier partner(s)

Name any supplier or vendor that provided foils, dies, unique components or technology for your project.

Enter online, print  
confirmation email  
& submit with  
entry samples.

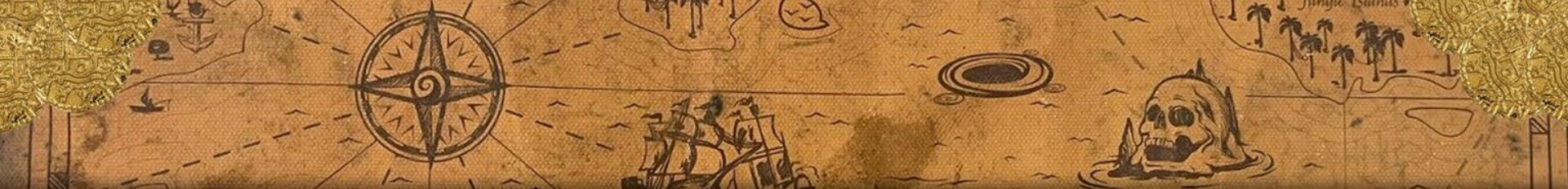




# GUIDELINES

- Must be produced in 2022
- Student division and divisions by company size – 1-20, 21-100, 101+
- 3 samples of each entry (KS/MO, OK/TX, National)
- Early bird deadlines and discounts – **Jan 13** saving \$10/entry, final deadline **Jan 27**
- Blind judging from independent judges outside the region
- Don't fret over picking the right category – judges will recategorize
- The story behind an entry is extremely valuable – this is where you can shine!
- Collaboration between the client, designer, suppliers and manufacturing partners are important
- Specifics about the equipment and supplies often explain how complicated it was to accomplish – uncoated paper, special ink, unique stitching, etc.





## JUDGING HIERARCHY

- By division – each category is judged first by best of category and award of excellence. Some categories are saturated. Consider where your piece may fit. Receiving an award of excellence shows superior quality of which you should be proud.
- You will be informed of what best of categories and award of excellence you receive.
- Best of category winners go on to compete for best of show, best of division and specialty award honors. The top award, Best of Show, is selected first. Entries winning top levels are ineligible for other high level awards.
- Specialty awards are across all divisions include Best Use of Ink, Best Use of Paper, Judge's Choice, Best of Digital, Best of Packaging, Best Finishing, etc.





## DIFFERENTIATE YOUR ENTRIES

- Get input from your entire team on what pieces to submit including designers, marketing, sales, customer service, quality control, pressmen, bindery, etc. They know the detailed stories behind the scenes.
- Pull the 3 best samples. Production issues (cracking, scuffs, hickeys, banding, out of register, binding problems, crossovers that are inconsistent) on all 3 samples will be disqualified. If you have press sheets available consider hand binding your samples.
- Look at it under a loupe. Crisp dots are key. Judges will be using loupes and have a discerning eye.
- Is it something you'd want to keep a copy of?



# SLAY THE COMPETITION

Major winners often have design elements that take advantage of print and production capabilities using various inks, substrates and/or finishing techniques.



# UNIQUENESS

Look for unique paper, ink, cutting, binding and finishing. Do you print in 3D? Did you print 175 or 200 line screen? Scaccato, stochastic, hexichrome?



# UNIQUENESS

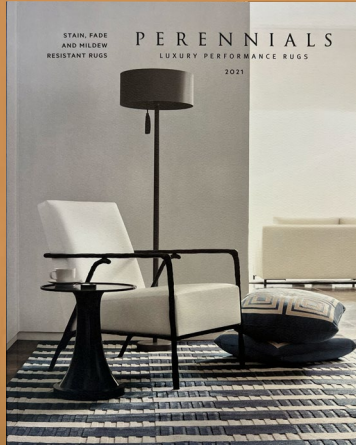
Tell the judges the story about how you were able to keep the quality consistent from page to page, how you solved a difficult production issue, or what you did to make the project so supercool. Include a short 25 word paragraph telling the judges all about it.





# WHAT DO YOU DO WELL?

MidAmerica leads the country for specialty techniques, incredible digital printing, catalogs and publications. Is your company rockstars at prepress? Are you known for announcements and invitations or for catalog work? Maybe packaging or structural design is your thing. With over 200 categories to enter, pick the area(s) where your project shines.



# PARTNERS, SUPPLIERS & COLLABORATORS

- The piece is judged in totality - not just the aspects that you touched
- Celebrate your collaborators' talents by recognizing their part in your entry
- Build stronger relationships for future projects



# HOW ABOUT FINISHING?





# IS PACKAGING AND POINT-OF-PURCHASE YOUR THING?





# IS GEOMETRY YOUR THING?

Does the dust jacket wrap around perfectly? Is there a graphic on it that lines up with precision? Are the covers absolutely perfect?



# WHAT ABOUT LARGE FORMAT?

Car wraps, wall murals and building signage should be submitted with photos and/or videos of the actual piece and a small version to show the dimensional innovation.





## HANDLING & DELIVERING YOUR ENTRIES

- Take care when handling your entries
- Always handle with clean hands
- Avoid any paper clips, binder clips, or tape
- If you must attach anything to your entry, use a barrier such as a manilla envelope, sheet protector, or chipboard
- Protect your piece with packing materials to avoid damaged corners and wear and tear during shipping
- Posters should be shipped flat or in a tube
- Entries may be hand-delivered to our Dallas office location







# THE BEST OF THE BEST

- This competition is the Oscar, Emmy and Tony of our industry
- Making sure your entries are perfect will allow them to compete internationally
- The US shines in POP displays, engineering, posters, collegiate work, interactive and large format
- Take advantage of entering categories where you think not worthy to enter
- If entering multiple categories for the same project, submit multiple samples if possible
- More entries give you a better chance of winning
- The projects that you were too close to and seemed to cause heartache are likely worthy of submitting





# FIND YOUR EXTRAORDINARY WORK

- When were you a problem solver for your client?
- Where did you put in extra time and effort?
- When did the client select your company because they knew you could deliver?
- Were you the trendsetter?
- What piece did you produce where there were no shortcuts taken by the client?
- Do you have pieces with multiple passes and excellent binding?
- How about high quality simple techniques?
- What have you produced that was impressive?





# THE VALUE OF ENTERING

- Builds client relationships for increased retention and loyalty
  - Signals to your customers that you are proud of the projects you do with them
  - Tells prospective clients that you invest and value quality production standards
- Motivate and build strong teams, support culture initiatives, and attract talent
  - Promotes that you value quality work to your current and prospective employees
  - Opportunity to recognize rock star and rising star individuals at your company
- Increase brand leadership and brand authority in the marketplace by promoting the stories and successes of individual projects
- Helps with annual planning as well as articulating the value of your work and services



# THE VALUE OF WINNING

- The competition is steep and winning is an incredible accomplishment – be sure to market your award all year long
- Celebrate with your staff and client
- Add your winning to your letterhead and envelopes, email signatures, business cards, delivery trucks and more
- Reproduce the circle of excellence to hand out to your clients and prospects as well as duplicate awards
- We will market for you in press releases, at the KS/MO and OK/TX galas and PrintOberfest events and share photos
- Almost all winning entries are reproduced by the same printer year after year



## Q & A

Teresa Campbell  
President  
PIA MidAmerica

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[info@pamidam.org](mailto:info@pamidam.org)

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