



2008 IN-AWE ENTRY CRITERIA

ELIGIBILITY

Entries must have been produced between February 2007 and February 2008. All entries must relate to medical or healthcare marketing, targeting to the professional, trade or consumer. Materials may be submitted by agencies; print, film, video or electronic production companies; studio; printers; or any other company or individual that produces advertising and related work for a medical or healthcare industry.

PREPARATION OF ENTRIES

Print/Graphics/Design

ALL ENTRIES MUST BE MOUNTED ON BLACK BOARD WITH A 2-INCH BORDER ON ALL SIDES. Submit mounted reprints, tear sheets or proofs, sales aids, direct mail, booklets, kits, posters, etc. All entries larger than 20x30 inches must be submitted as a mounted reproduction. Graphics entries must be submitted in the printed form in which they appeared. Tape one Entry Form and one Marketing Statement to the back of each single entry. For Campaigns (two or more pieces promoting the same product or service), please make copies of the Entry Form and Marketing Statement, tape one of each to the back of each component and number the pieces "1 of 3," "2 of 3," etc. No facsimile submissions will be accepted. For campaign entries, you are encouraged to mount as many pieces onto one black board as possible. The smallest board size that is acceptable is 11x17 inches. The largest board size is 20x30 inches. Items too large or too heavy to mount, such as binders, are excluded from the mounting requirement (please be sure to include an Entry Form and a Marketing Statement both inside and outside the material, if applicable).

TV/Film/Video

DVD is the preferred medium for submissions for TV/Film/Video. Submit each single entry on either a separate DVD or a separate 1/2-inch VHS videocassette. Submit campaigns of three spots or more edited together on a DVD or single 1/2-inch VHS videocassette, with at least two seconds of black between spots. Include a 10-second countdown, but DO NOT include color bars or excessive leader. Tape an Entry Form and Marketing Statement to the outside of the DVD box and identify the entry on the DVD itself with a label. For VHS, tape an Entry Form and Marketing Statement to both the videocassette and the outside of the cassette box.

Radio/Audio

Submit each single entry on a separate CD-ROM or audiocassette. Submit campaigns of three spots or more edited together on one CD-ROM or audiocassette with at least two seconds between spots. DO NOT include excessive leader. Tape an Entry Form and Marketing Statement to the outside of the CD-ROM/cassette box and identify the entry on the cassette itself with a label.

Interactive

Submit each entry on a separate DVD or CD-ROM, clearly labeled with the entry category and name of the work. If the entry was designed and optimized for the web, submit one (1) copy; if your entry is a CD or a DVD, please provide six (6) copies of the entry. Label each copy and supplement with viewing instructions. For websites/online work, provide the address of the site (URL) and include a generic username and password for access to a login protected website. Submit e-blasts, animations, and interactive exhibit kiosks on CD-ROM, labeled with entry category and supplemented with viewing instructions and applications so that your program can be launched easily for judging. Again, if the entry is not web enabled, provide six (6) copies. Include a Marketing Statement in electronic form (PDF) for each entry, clearly labeled as to category and entry name.

ENTRY REQUIREMENTS

Two completed Entry Forms and two Marketing Statements must be submitted for each entry according to the following requirements (photocopy the originals as necessary): attach one Entry Form and one Marketing Statement, and include a duplicate of each with your payment.

MARKETING STATEMENT

Because all entries will be judged on 1) how well the entry meets the stated strategic marketing objectives and 2) the quality of the creative execution, entries that do not include a completed Marketing Statement will be disqualified. Please type or print your Marketing Statement on a plain white piece of paper (no letterhead).

Include the following for each entry:

Specific industry category: Pharmaceutical/biotech, Device, Diagnostic,
Payer/provider

Target audience

Situation/challenge

Communication objective

Strategy

Creative solution

Results

HINT: Shorter is better. We recommend that marketing statements not exceed 400 words. Any materials not complying with the above entry requirements may be disqualified.

Entries may be reassigned to another category if the judges deem it appropriate.

Multiple boxes of entries should be marked on the outside "1 of 4," "2 of 4," etc. DO NOT send original artwork. All entries become the property of the Healthcare Communication & Marketing Association and will not be returned. By entering the IN-AWE competition, the sender grants permission to HCMA to reproduce free of charge the materials entered in HCMA publications, the IN-AWE ceremony and in promotional materials related to the IN-AWE competition (such as trade journal publicity).

ENTRY DEADLINE: MARCH 20, 2008

Entries postmarked after this date will be charged a \$50 late fee. THE ABSOLUTE, FINAL CUTOFF DATE FOR RECEIPT OF ALL ENTRIES IS APRIL 4, 2008. Sorry, but entries received after that date will not be considered for judging.

Any Questions? Call Navin Samuels at the HCMA, 856.423.2896 x107

ENTRY FEES

HCMA Member

Single entry \$150

Campaign entry \$175

Non-member

Single entry \$175

Campaign entry \$200

You can reduce your entry fees by becoming an HCMA member now. Visit the HCMA Web site to complete an online application, or call our office at 610.868.8530. Entry fees are non-refundable.

All entries must be accompanied by check, credit card number and expiration date or money order (in U.S. funds only) payable to the **Healthcare Communication & Marketing Association**. Foreign checks or money orders must be drawn on a U.S. bank.

IN-AWE AWARDS CEREMONY AND EXHIBITION

All winning entries will be announced at the IN-AWE dinner ceremony on Thursday, June 5, 2008, during the HCMA Annual Conference. This year's event will be held at The Adolphus Hotel in Dallas, Texas.

AWARDS

Three types of awards are presented. One gold obelisk is awarded in each category for the best work. Silver and bronze awards are presented for entries in those categories also deserving of recognition. The "Best of Show" obelisk is awarded by judges for the one entry that transcends all others.

HANGING FEES

If your entry is selected as a winner, you will be notified by mail in May 2008 and asked to send in a PDF (print) or edited cut (broadcast/video) of your winning entry. The hanging fee is \$150, and will allow all winning entries and credits to be displayed in our winners' gallery during the HCMA Annual Conference being held at The Adolphus Hotel in Dallas, Texas, June 4-6, 2008. Hanging fees are non-refundable.

JUDGING

The judges will be looking for the best examples of work that combines successful achievement of marketing objectives with unique and imaginative creative executions. This year's distinguished panel of judges will convene in April and represent medical/healthcare companies; agencies; and print, film, video and electronic production companies.