



*Rockin'
the
Heartland!*

Eligibility

Anyone responsible for the creation of the item for use by a company involved in the built environment is eligible to enter. If submitting material from any firm where the individual was previously employed, or submitting as a consultant, written permission from the firm must be submitted with each entry. Outside consultants utilized to develop materials (i.e. graphics designers, writers, etc.) must be identified. You do NOT have to be an SMPS member to submit.

What can be Submitted?

Any materials that fulfill the criteria of the categories listed are eligible. The item must have been first published, occurred or issued after January 1, 2010.

Submittal Requirements

Intent to Submit is due January 27, 2012 (Name, Contact information, Categories, Payment). Final submittals are due February 20, 2012 (Clarification Statement, Presentation Boards, Samples).

Award Date

Awards will be presented at the SMPS Heartland Conference Awards Gala held on April 25th, 2012 in Cleveland, Ohio. More information to follow on the event.

Mail to

Terry Caywood, The Sextant Group, 700 Waterfront Drive, Pittsburgh PA 15222; or e-mail to tcaywood@TheSextantGroup.com

Please note: Final entries are due February 20, 2012. Each entry must be submitted separately and should be clearly marked "SMPS - Pinnacle Award Submission". Your submission must include a Presentation Board, Clarification Statement, and Samples.

Cost

1st Entry: \$100 for SMPS Members; \$125 for Non-Members. Additional Entries: \$75 for SMPS Members; \$100 for Non-Members.

Judging Criteria

Jurors have been selected for their expertise in marketing and communications. Entries will be judged based on the following merits:

- Submission meets the objectives stated in the clarification statement
- Visual impact of graphic design, photography and illustrations
- Effectiveness of copy and concept in communication with the target audience
- Cohesiveness of concept and copy
- Production costs
- Results

One "Pinnacle Award" will be awarded in each category.

The *SMPS Pinnacle Awards* honor individuals and firms responsible for excellence in marketing communications in the following categories:

Advertising - An individual advertisement or ad campaign, any size, any number of colors, placed in business, trade, or general-interest publications.

Newsletter-External - An external, client-focused publication in either print or electronic format.

Feature Writing - A published story/article or white paper, written by a member of the firm, to meet a public relations or marketing objective.

Internal/Employee Communication - Any communication piece intended for an employee audience, including but not limited to, a recognition program, awards, program, intranet, or communications associated with mergers, acquisitions, or new business-line initiatives. Also includes internal newsletters. Submission may include print or electronic formatted documents.

Direct Mail Piece - A marketing piece designed to reach a specific target audience through a print or electronic piece to elicit a response. A direct mail piece may be in the form of a letter, pamphlet, postcard, or announcement in either print or electronic format.

Swag - trade show trinkets, hand-outs, swag, tchotchkies, any novelty item designed to reinforce brand and enhance awareness.

Please note that SMPS has the right to change the category of the entry based on the number of entries received in each category.

Intent to Submit

We intend to submit the following for your consideration in the 2012 SMPS Pinnacle Awards:

Project Name(s): _____	Entry Fee(s): \$ _____	Category(s): _____
_____	_____	_____
_____	_____	_____
_____	_____	_____
		Total: \$ _____

Contact Name: _____

Company Name: _____

Address: _____

Phone: _____ Email: _____

Please return this form along with the registration fee no later than January 27, 2012 at 5:00 PM.

Mail to: Terry Caywood, The Sextant Group
700 Waterfront Drive, Pittsburgh PA 15222
412.323.8580 x205
tcaywood@TheSextantGroup.com

Make checks payable to SMPS Heartland Regional Conference



*Your Heart in the Work?
Show Your Work to the Heartland...*

- Get recognition for your hard work
- Show off a job well done
- Cost-effective way to gain attention for your firm
- Contribute to the betterment of the AEC industry

*Complete an Intent to
Submit today!*

SMPS

Heartland Regional Conference

Chicago | Columbus | Greater Cincinnati
Indiana | Kentucky | Michigan
Northeast Ohio | Pittsburgh | Wisconsin
Society for Marketing Professional Services

2012 SMPS Heartland Regional Conference

Are you ready to rock?

Hosted by the SMPS Chapters in Indiana, Columbus, Greater Cincinnati, Northeast Ohio, Michigan, Kentucky, Pittsburgh, Chicago and Wisconsin, this event will offer networking, skills development and fun with some of the nation's top professional marketers in the A/E/C industry. Along with a leading crew of instructors, several top marketing and business development professionals from around the country will share their insights on developing your communications and leadership skills and charting your career path.

Schedule-at-a-Glance

Wednesday, April 25, 2012

- AM CPSM Exam
Conference Registration Begins
- PM Awards Program
Opening Keynote

Thursday, April 26, 2012

- AM Breakfast and Breakout Sessions
Luncheon with Keynote Panel
- PM Breakout Sessions Continue
Social Event

Friday, April 27, 2012

- AM Brunch with Closing Keynote

2012 SMPS PINNACLE AWARDS

Call for Entries



Chicago - Columbus - Greater Cincinnati - Indiana - Kentucky - Michigan - Northeast Ohio - Pittsburgh - Wisconsin

SMPS

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c/o The Sextant Group
700 Waterfront Drive
Pittsburgh, PA 15222



2012 SMPS Pinnacle Awards

@ the SMPS Heartland Conference