



BEST EVENT INNOVATION AWARD ENTRY CHECKLIST

Awards the Planner, Producer, Coordinator, Vendor, Catering Manager, etc. for the best event innovation. An event innovation is an event element created that would be considered trend-setting and a contribution to the industry. Event innovations include: design/décor concepts, rental creations, reinventions or creative uses of traditions or traditional concepts, etc.

Questions/Budget/Collateral		Max Characters/Items
<p style="text-align: center;">Please answer all questions in one word processing document and save it as *one PDF file including all photos and collateral.</p> <p>No entrant name(s), company name(s) images of the entrant or entrant company logo may appear in any part of the entry, including file names or digital files. Entries including entrant's names and/or entrant's company logos WILL be disqualified. (If an entrant is an employee of the client's company, the client company logo may appear in images only, no reference to the entrant, images of the entrant or reference to the client's company may appear).</p>		
1	Create a new word processing document and name the file with your unique Entry ID as assigned. Enter your Entry ID and Page #'s in the Footer of the document so they show on every page of your submission.	N/A
2	Describe the innovative product, service, concept or trend. Include number of guests attended and duration of event (number of hours).	6000
3	Explain how and why the innovative product, service, concept or trend was developed and implemented.	6000
4	Describe what makes this innovative product, service, concept or trend innovative for the Special Events Industry.	6000
5	Explain the impact of your innovative product, service, concept or trend on the Special Events Industry.	6000
6	Event Collateral – Include up to twenty (20) items. (one photo is one item). Visual/collateral/products that are used to create the look, feel, experience for example, photos, invitations, menu cards, nametags, signage. Press coverage such as magazine or newspaper articles may not be used.	100 ch per item; 20 items max
7*	Multi-Media Collateral – Contains content that captures the essence of the event. Collateral must be a video or Power Point presentation. This is only required for Best Event Videography. Multi-media collateral may be saved in a separate file using your Entry ID and "MMC" added to the file name.	Limit 1 'upload' up to 5 min