



2020 Awards Program FAQ & Checklist

**** PROGRAMS MUST TAKE PLACE BETWEEN 1 SEPTEMBER 2018 AND 31 AUGUST 2019 ****

IMPORTANT DATES – MARK YOUR CALENDARS!

1 September 2018	Beginning Date for Eligible Programs
31 August 2019	Cut-off Date for Eligible Programs
5 August 2019	Award Entry Site Open
31 August 2019	Early Bird Entry Deadline Recognition Award Nominations Dues
27 September 2019	Entry Deadline (all categories)
4 October 2019	Late Entry Deadline (late fee applies)
15 November 2019	Finalists Notified
1 February 2020	Awards Gala at the Sheraton Puerto Rico Hotel & Casino, San Juan, Puerto Rico USA

AT A GLANCE: **AWARD ENTRY CHECKLIST**

EXCELLENCE AWARD

- Up to 1,000-word description detailing the answers to the criteria specific to the award category.
- One (1) PDF document that includes supporting materials (12 page / 5MB maximum size). The PDF can include a combination of photos, samples, drawings, graphics, maps, and printed collateral.
- One (1) 100-word Judges Description: This 100-word description **cannot** include your company's name or logo. This is viewed by the judges as a summary for your entry.
- One (1) 100-word Publicity Description: This 100-word description **should** include your company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and ADMEI media/press releases.



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ACHIEVEMENT AWARD

- Up to 1,000-word description detailing the answers to the criteria specific to the award category.
- VARIES BY CATEGORY: The event budget (The final amounts billed to client including all fees paid by client directly to vendors)
- A letter from the client referring to their satisfaction with the event and DMC and/or approving the submission is required regardless of whether the client is identified or anonymous. Please upload this letter to the "Supporting Documents" section. NOTE: This letter is only for ADMEI administrative records and will not be made public. A sample client letter is included in this document.
- A maximum of twelve (12) photographs. Photographs can be submitted separately or in a collage. Note that while a collage is one file, each picture in the collage will count toward the total photographs allowed.
- Support materials must be uploaded with your entry and are limited to a maximum of ten (10) items such as: fabric swatches, menus, invitations, drawings, graphics, maps, printed collateral, video, and conference URL.
- One (1) 100-word Judges Description: This 100-word description **cannot** include your company's name or logo. This is viewed by the judges as a summary for your entry.
- One (1) 100-word Publicity Description: This 100-word description **should** include your company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and ADMEI media/press releases.

RECOGNITION AWARD

- Up to 1,000-word description detailing the answers to the criteria of the specific award category.
- A high-resolution photograph of the nominee for publicity purposes.
- Two (2) letters of recommendation/support from employer, vendor, client, or industry peer.
- One (1) 100-word Publicity Description: This 100-word description **should** include the nominee's and company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and ADMEI media/press releases.

FREQUENTLY ASKED QUESTIONS

WHAT PROGRAMS OR EVENTS QUALIFY TO BE ENTERED FOR AN AWARD?

All programs submitted for the 2020 ADMEI Awards must have occurred between 1 September 2018 AND 31 August 2019 and take place in the submitting DMC's local destination. (Exception: If submitting for Best Collaborative Event, the event must have taken place in the location of one of the DMCs listed in the collaboration.)

WHAT IS THE DIFFERENCE BETWEEN THE ACHIEVEMENT AWARD AND THE EXCELLENCE AWARD?

The Achievement Award is for an entire program (teambuilding/event/tour program). The Excellence Award is for specific component of DMC services provided (technology integration/décor/crisis management).



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CAN I SUBMIT A PROGRAM IN MORE THAN ONE CATEGORY?

Absolutely! For example, one event from a multi-event program can be submitted for Best Innovative Event Achievement Award in its budget category and for Excellence in Event Décor/Design. The entire program can also be submitted for Best Overall Program.

WHO IS ELIGIBLE TO SUBMIT AN ENTRY FOR AN AWARD?

ADMEI Company Members in good standing are eligible to submit for ADMEI Awards. The DMC must have played an integral role in the development of the event, program, or activity being submitted; and the event must have taken place in the DMC's destination. (Exception: If submitting for Best Collaborative Event, the event must have taken place in the location of one of the DMCs listed in the collaboration. Collaborative Events can also be submitted for Best Overall Program.)

WHO CAN I NOMINATE FOR A RECOGNITION AWARD?

You may nominate another Destination Management professional or yourself for the ADMEI Volunteer of the Year, Carol Norfleet Destination Management Rising Star, Destination Management Professional of the Year, and Hall of Fame | Lifetime Achievement awards. Please submit nominations by 31 August 2019.

WHAT DOES IT COST TO SUBMIT AN ENTRY?

Excellence and Achievement Award entry fees are listed below in U.S. dollars.* There is no fee for Recognition Award entries. Entries submitted and paid for by 18:00 ET – 31 August 2019 receive a \$25 discount. A late fee of \$25 will automatically be charged for all submissions received between 18:01 ET, 27 September 2019 and 23:59 ET, 4 October 2019.

SUBMISSION DEADLINE	EXCELLENCE AWARDS	ACHIEVEMENT AWARDS	RECOGNITION AWARDS
31 August 2019 – 18:00 ET	\$120 USD	\$170 USD	Nomination Due: \$0
27 September 2019 – 18:00 ET	\$145 USD	\$195 USD	
4 October 2019 – 23:59 ET	\$170 USD	\$220 USD	Completed Entry Due: \$0

WHEN AND HOW DO I PAY FOR MY ENTRIES?

Submission deadlines are posted above. Entry fees may be charged (Visa, MasterCard or American Express). Please enter your payment information on the payment page of the online entry process. Entries will not be accepted without payment information. **Hard copy submissions will not be accepted.**

WHAT TYPES OF SUPPORTING DOCUMENTS CAN I SUBMIT WITH MY ENTRY?

Questions, criteria, and supporting documentation vary for each award. Please refer to the Entry Instructions & Awards Overview document for all necessary inclusions in each award category.

IS A LETTER REQUIRED FROM THE CLIENT FOR THE ACHIEVEMENT AWARD SUBMISSION?

Yes, a submission approval letter from the client referring to their satisfaction with the event and DMC is required regardless of whether the client is identified or anonymous. A sample client letter is included in this packet. Please upload this letter in the "Supporting Documents" section within the online entry process. This letter is only for ADMEI administrative records and will not be made public.



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IS A BUDGET REQUIRED FOR ALL ENTRIES?

No, the event budget is only required for some Achievement Award entries (the final amounts the client was billed including all fees). Budgets are for the judges' eyes only and will not be shared.

CAN I SUBMIT FOR A PROGRAM OUTSIDE OF MY LOCAL DESTINATION?

Programs must take place in the submitting DMC's local destination. (Exception: If submitting for Best Collaborative Event, the event must have taken place in the location of one of the DMCs listed in the collaboration.)

WILL I BE NOTIFIED OR REFUNDED IF I AM DISQUALIFIED?

Entry fees are non-refundable. Disqualified entries will be notified after the Awards Gala and before 28 February 2020. To avoid being disqualified, make sure no items included the award entries include your company's name or logo, or photographs of yourself or staff members. You may submit a photo with DMC logo and staff member's faces blocked or blurred. Entries will be disqualified for failure to comply with any of the stated rules. Incomplete entries or non-compliance will result in disqualification. This will be solely at the discretion of the judges.

WHEN WILL I FIND OUT IF I AM A FINALIST?

Finalists will be notified on or before 15 November, 2019. The judging panel reserves the right to withhold an award in the event no suitable entry is submitted. *Award finalists qualify for ADMEI's Annual Conference standard member registration rate (\$975) even if the rate has expired.*

WHAT IF I HAVE AN IDEA FOR A NEW AWARD OR A MODIFICATION TO AN AWARD?

ADMEI welcomes all comments, suggestions, questions, and feedback to continue to elevate our awards program. You can send your ideas to info@admei.org.

ADDITIONAL QUESTIONS?

Submit additional questions via email to: info@admei.org.



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PREPARING YOUR ENTRY

Start early! Below are some steps and suggestions to think about when preparing your entries.

- Identify the programs you wish to submit in advance.
- Begin the written description as early as possible.
- Review the questions specific to your selected category.
- Create a draft or working document before program operations.
- Complete the description, answering all questions, immediately after the program's operations while the details are still fresh.
- Collect support materials throughout the planning and operations process. These materials may include:
 - Photographs
 - Samples
 - Fabric Swatches
 - Menus
 - Invitations
 - Drawings
 - Graphics
 - Maps/Diagrams
 - Floor Plans
 - Printed Collateral
- Collect client information including:
 - A submission approval letter from the client referring to their satisfaction with the event and DMC is required regardless of whether the client is identified or anonymous. Please upload this letter on the "Supporting Documents" section. This letter is only for ADMEI administrative records and will not be made public.
 - Testimonials and quotes from client.
 - Permission from client to use name, logo, and any collateral material associated with their organization.
- A note on photographs:** Take more than you think you will need! Include overall and detail shots. Focus in on the elements you plan to highlight in your entry. These photographs should tell the story of your event!
- Keep in mind that Achievement Award finalists are required to produce an electronic storyboard which will be shared with ADMEI members and via the website. See the information on electronic storyboard submissions for more details.



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REQUESTING A CLIENT LETTER

SAMPLE TEMPLATE

Shared by Lee Hutchison, DMCP of PRA Dallas/Fort Worth

The Association of Destination Management Executives International recognizes the best programs management demonstrated by creativity and overall execution of services for programs offered by Destination Management companies. This global competition highlights outstanding programs by focus and overall budget.

<**Name of your DMC**> would like to submit the <**Program Name**> for an ADMEI Achievement Award in the <**category name**>.

Submission of this program for this award requires the approval of the client. You may choose to have the program submitted anonymously, which would mean that your corporate name will not appear anywhere in print or on the web.

If <**client**> approves the submission of your program for this category, please submit:

- A letter of reference that notes your satisfaction with the program and the DMC that implemented the program. ***This letter is required for the entry to be accepted for judging, whether or not <client> is identified.***
- Determination whether <client> wishes to be listed by name or referred to generically as "client/organization/corporation."

<**Name of your DMC**> is proud of its work on behalf of <**client**>. We hope you will approve the submission of your program to this prestigious awards program.

<**Name of your DMC**> Awards history:

Year Achievement Award Finalists/Winners: Category

Example: 2018 ABC DMC Award Winner Finalist: Best Overall Program

Account Manager
DMC
Address
City/State/Zip/Country