

## RULES & REGULATIONS

- All companies or individuals are eligible to enter.
- Companies will be assigned to one of four divisions: **Division I: Companies with 1 to 9 employees; Division II: 10-25 employees; Division III: 26-50 employees; Division IV: 51 or more employees.**
- Entries must have been produced between January 1, 2009 and December 31, 2009.
- The firm entering the piece must have performed the majority of the work for the category entered.
- An individual piece may be entered in only one category.
- Identification tags for all entries must be completed and taped to the back of the piece it identifies.
- Each color and process, such as embossing, varnish, diecutting and stamping, must be counted as a color to qualify for a certain category. Example: a one-color printed piece that is embossed and foil stamped would be entered as a three-color entry. Each piece must be entered in the highest possible category.
- All categories (except for C, Q, U, CC, and FF) have 3 sub categories 1. 1 and 2 color; 2. 3 and 4 color; 3. 5 or more colors, under Printing, Design and Miscellaneous segments. Please pick 1., 2. or 3. for your color category.  
Example: If you are entering a piece under the F. Category (Books) it is 4 colors. Your company has 20 employees and you want it judged for printing. Your entry would look like this:  
Category: F. Books  
Color Category: 2  
Division: II  
Entry is for: Printing
- All entries (with the exception of limited-edition prints) become property of PIAMS.
- Duplicate awards will be available for all people involved in the production of an entry for an additional fee.
- Please include a description of your piece that may help our judges.
- Deadline for entering pieces is **February 26, 2010.**
- For more information contact PIAMS at

(303) 771-1578  
or  
www.piams.org

## CRITERIA FOR JUDGING

### Technical Printing Excellence

- Register, clarity and neatness of impressions
- Sharpness of halftones and line drawings
- Definition in material requiring detail
- Attention to symmetry of margins, columns and spacing
- Richness and tonal qualities of color
- Effective contrast or softness as required by design or purpose of piece
- Quality of binding, stitching, punching, diecutting, inserting and folding
- Quality and effectiveness of paper stock or other printed surface
- Overall visual impact

### Quality of Art and Design

- Overall art composition
- Typography
- Flair, originality and creativity
- Effective use of color
- Construction and format
- Clarity and readability
- Unusual spacing, size and shape
- Total visual impact
- Effectiveness from an overall design standpoint

### Judges

Entries will be judged by a panel of industry experts using an impartial system.

### Entry Fee

\$40 for each entry submitted by PIAMS members  
\$65 for each entry submitted by non-members  
\$25 for each entry submitted by a student or a school  
Entry fee includes mounting.

ALL entries must be accompanied by a check made payable to PIAMS.

## AWARDS

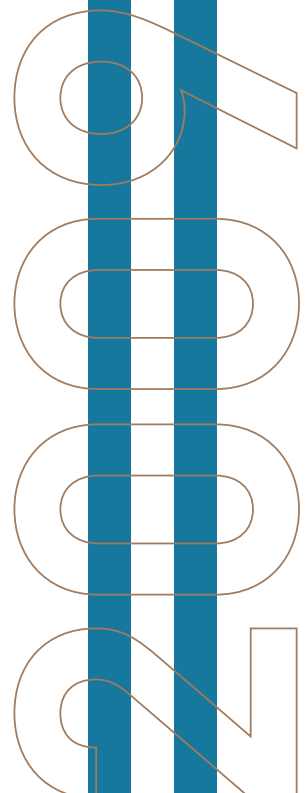
**Best of Show – Division I, II, III and IV**  
**Best of Category**  
**Award of Excellence**  
**Special Judge's Award**

## CATEGORIES

- |   |  |
|---|--|
| <b>A. Advertising/Point of Sale</b>   | <b>Y. Posters</b>  |
| <b>B. Best Use of Paper</b>   | <b>Z. Printing on Newsprint</b>  |
| <b>C. Bindery/Finishing</b>   | <b>AA. Promotional Campaigns</b><br>Entry must include multiple pieces produced for a single purpose or promotion. Some components of the promotional package must include pieces that are customized/personalized, using any of the technology/process categories; some of the pieces may have been produced by another process. Please include a paragraph or brief description of the project and the processes used to produce the entry. Example: promotion that includes multiple pieces in the outbound package—personalized letter, personalized brochure, a bounce-back card and envelope—plus a poster that respondent receives. The poster and bounce-back card may have been produced digitally, or not; the envelope is produced using litho. All are part of the promotional campaign. |
| <b>D. Book Cover/Jackets</b>  | <b>BB. Self Promotion</b>  |
| <b>E. Booklets</b>  | <b>CC. Special Printing Techniques</b><br>1. Diecutting<br>2. Embossing<br>3. Engraving<br>4. Foil Stamping<br>5. Laminating<br>6. Screen Printing<br>7. Non-Traditional Techniques<br>8. Thermography   |
| <b>F. Books</b>   | <b>DD. Stationery/Business Cards</b>   |
| <b>G. Brochures</b>   | <b>EE. Students</b><br>Open to any student or student group in high school, adult school, vocational school, or college and involved in the creation or production of print communications. In-plant university press operations not run by students are ineligible for this category.   |
| <b>H. Business and Annual Reports</b>   | <b>FF. They Said It Couldn't Be Done</b><br>This category is for printers who exceed limitations and expectations when tackling the numerous challenges faced on the toughest jobs. Entries must include a copy of the finished piece, and a paragraph describing the challenges of the job and how they were overcome.  |
| <b>I. Calendars</b>   |  |
| <b>J. Catalogs</b>  |  |
| <b>K. Corporate Identity</b>  |  |
| <b>L. Digital Printing</b>  |  |
| <b>M. Direct Mail</b><br>Entries submitted must have an accompanying description.   |  |
| <b>N. Environmentally Sound Materials</b><br>Entries must use at least two of the following:<br>• Recycled Papers<br>• Soy or vegetable-based inks<br>• Direct-to-plate<br>• Aqueous coating, energy-curable inks and coatings<br>• Other environmentally sound product not mentioned above.<br>Must include a paragraph describing the materials and processes employed. |  |
| <b>O. Flyers</b>  |  |
| <b>P. Folders/Portfolios/Binders</b><br>Folders/portfolios with pockets and Binders (entries submitted with inserts will be judged as a unit). Stand-alone binders that wish to be judged on specific components, such as a pre-printed insert, should provide a description of the production process.   |  |
| <b>Q. Illustration</b><br>1. Black and White<br>2. Full Color   |  |
| <b>R. Labels &amp; Wraps</b>  |  |
| <b>S. Magazines</b>   |  |
| <b>T. Maps</b>  |  |
| <b>U. Miscellaneous</b><br>Materials that do not fit the criteria for any other category.   |  |
| <b>V. Newsletters</b>   |  |
| <b>W. Packaging</b>   |  |
| <b>X. Postcards/Greeting Cards/Invitations</b>  |  |

## JUDGING PERCENTAGES

- |                                 |   |
|---------------------------------|---|
| <b>Design</b>                   | Technical Printing (25%)<br>Quality of Art and Design (75%) |
| <b>Printing</b>                 | Technical Printing (75%)<br>Quality of Art and Design (25%) |
| <b>Miscellaneous Categories</b> | Technical Printing (50%)<br>Quality of Art and Design (50%) |



# PRIDE AWARDS ENTRY FORM

PIAMS USE ONLY

Yes, I want to place our entry in the 2009 PIAMS Pride Awards Competition. We certify that the entry was produced between January 1, 2009 and December 31, 2009. Specify the number of entries below.

\$40 for each entry submitted by PIAMS members  
 \$65 for each entry submitted by non-members  
 \$25 for each entry submitted by a student or school

-----  
 TOTAL

The above entry fee is enclosed with this form. One check may cover several entry fees, but each entry must have an Entry Form. Make checks payable to:

**(PLEASE TYPE)**

Entrant \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Title of Entry \_\_\_\_\_

Ultimate Client \_\_\_\_\_

Printed by \_\_\_\_\_

CATEGORY	_____
COLOR CATEGORY	_____
DIVISION	_____
ENTRY IS FOR	_____
PRINTING	_____
DESIGN	_____
MISC.	_____

- INSTRUCTIONS:**
1. Detach the identification tag from the bottom of this Entry Form and tape it to the back of the actual entry piece.
  2. Complete this Entry Form accurately and enclose it with your check for the entry fee. See the Call For Entries special instructions inside this brochure.
  3. Mail your entry piece with the completed Entry Form and your check for the entry to:  
**PIAMS - Pride Awards**  
 5000 Osage St., #700  
 Denver, CO 80221
  4. All entries (with the exception of limited edition prints) become the property of PIAMS and cannot be returned.
- Duplicate entries are available by calling PIAMS.

**DEADLINE: FEBRUARY 26, 2010**

**PIAMS PRIDE AWARD IDENTIFICATION TAG**

CATEGORY \_\_\_\_\_

COLOR CATEGORY \_\_\_\_\_

DIVISION \_\_\_\_\_

ENTRY IS FOR \_\_\_\_\_

PRINTING \_\_\_\_\_

DESIGN \_\_\_\_\_

MISC. \_\_\_\_\_

PIAMS USE ONLY

TAPE THIS TAG TO THE BACK OF EACH ENTRY AND MAIL WITH ENTRY FEE TO  
 PIAMS PRIDE AWARDS • 5000 OSAGE ST., #700 • DENVER, CO 80221

**PIAMS**  
 5000 OSAGE ST.  
 # 700  
 DENVER, CO 80221



## PRINTING AND IMAGING ASSOCIATION Mountain States 2009 PRIDE AWARD COMPETITION



- ADVERTISING/POINT OF SALE
- BEST USE OF PAPER
- BINDERY/FINISHING
- BOOK COVER/JACKETS
- BOOKLETS
- BOOKS
- BROCHURES
- BUSINESS AND ANNUAL REPORTS
- CALENDARS
- CATALOGS
- CORPORATE IDENTITY
- DIGITAL PRINTING
- DIRECT MAIL
- ENVIRONMENTALLY SOUND MATERIALS
- FLYERS
- FOLDERS/PORTFOLIOS/BINDERS
- ILLUSTRATION
- LABELS & WRAPS
- MAGAZINES
- MAPS
- MISCELLANEOUS
- NEWSLETTERS
- PACKAGING
- POSTCARDS/GREETING CARDS/INVITATIONS
- POSTERS
- PRINTING ON NEWSPRINT
- PROMOTIONAL CAMPAIGNS
- SELF PROMOTION
- SPECIAL PRINTING TECHNIQUES
- STATIONERY/BUSINESS CARDS
- STUDENTS
- THEY SAID IT COULDN'T BE DONE

# CALL FOR ENTRIES

