

SIZZLING WORK



THE 54TH ANNUAL HOUSTON SHOW

CALL FOR ENTRIES

DEADLINE

The entry deadline for The 2009 Art Directors Club of Houston Annual Competition is Friday, October 2, 2009 at 5:00 p.m.

Hand-deliver, Mail or FedEx entries to:

ATTN: ADCH 2009 SHOW
Page/International Communications
2748 Bingle
Houston, TX 77055
Phone: 713.464.8484

All entries arriving after October 2nd will not be considered for judging.

The final deadline is Friday, October 2, 2009 at 5:00 p.m.

No entries will be accepted after this date. Late entries should be mailed or delivered to Page/International Communications (see above). Judging for the Houston Show will be held at Page/International Communications on Oct. 17-18.

AWARD SHOW

The 54th Annual Art Directors Club of Houston Show is:
Friday, November 13, 2009 at 6:30 p.m., Downtown Houston

ELIGIBILITY

To be eligible, all work must have been completed between September 1, 2008 and September 1, 2009. Work entered in previous ADCH competitions under any format will not be accepted. You or your company should own the rights or have permission to enter the work for the competition and exhibition.

CALL FOR ENTRIES (CONT...)

NON-ENGLISH

ADCH accepts non-English entries in the Advertising and Interactive Design categories. Within these two categories, non-English entries will be judged separately against all other non-English work. Enter the intended category and mark the entry “NE”. Please include the English translation with any non-English entry. For the Judges’ awards, all non-English work is equally considered against all entries, both English and non-English.

SINGLE, SERIES, OR CAMPAIGN?

- SINGLE entry consists of one piece (book, poster, packaging, AR, CD cover, logo, web site, etc.).
- SERIES is a group of three - five (maximum) pieces with a similar theme, concept or purpose in the same media (posters, magazine covers, brochures, identity programs, ad series, etc.).
- CAMPAIGN is a group of three - five (maximum) pieces with a similar theme, concept or purpose in more than one media.

STEP 1

PREPARE ENTRIES

Entries do not need to be mounted.

PRINT ENTRIES | Submit logos and trademarks (category D1) as PDFs on 8.5” x 11” page on CD. See further details in Design category listings. Submit annual reports, brochures, and books unmounted. Photographic prints are acceptable. Secure multiple pieces of a Series or Campaign together with a binder clip. Small entries (stationery packages, note cards, etc.) should be placed in a 9” x 12” envelope.

3-DIMENSIONAL | Submit packaging entries unmounted or as a photographic print.

TV/VIDEO | Submit VHS videocassettes in cassette cases or a DVD in a case. Do not put identifying leaders, color bars, or slates on video entries. Each entry must be on a single cassette or disc. A Series entry must have all items of the series on a single cassette or disc.

ELECTRONIC MEDIA | Submit URLs for all entries for online judging.

PHOTOGRAPHY/ILLUSTRATION | See print entries.

CALL FOR ENTRIES (CONT...)

STEP 2

ATTACH ENTRY FORMS

Online registration and entry detail submission will be available soon after the release of the Call for Entries. Check <http://www.adch.org> for more details.

EXCEL FILE | All entries MUST be accompanied by the Excel Entry Form available from the Awards Show section of the ADCH web site (www.adch.org). All entries must be typed into the spreadsheet and burned onto a CD. Place the CD in the same envelope with the Master Entry Form. See step 3 below.

WINNERS LIST | ADCH will now publish the contact information of all show winners, including all participants contributing to each winning piece. If you would like your contact info published please enter the information on the Excel form under the page titled "contact info - all participants."

SINGLE ENTRIES | Each entry MUST have 3 completed copies of the Entry Form. Attach one copy to the back of the entry (actual piece, 9 x 12 envelope or cassette case, CD case, etc.). Also attach a #10 envelope containing the 2 remaining copies of the form.

SERIES/CAMPAIGN ENTRIES (3-5 PIECES) Similar to Single Entries, each entry MUST have 3 completed copies of the Entry Form. Attach one copy to the back of ONE piece of the series/campaign along with the #10 envelope containing the two remaining copies of the completed entry form. All pieces of a series/campaign entry MUST be clipped together.

STEP 3

MASTER ENTRY FORM TALLY & PAYMENT

- Total the number of entries and fees (see chart below) and complete the Master Entry Form.

In an envelope marked "FEES"

- Include 2 copies of the completed Master Entry Form.
- Include payment in full (by check, MasterCard, Visa or American Express).
 - Payment must include ADCH Membership fees if joining at this time.
 - Please make all checks payable to: Art Directors Club of Houston.
- Place the envelope marked FEES inside the package with your entries.
- Only one entrant (individual or organization) per Master Entry Form and package of entries.
- Include the Excel entry spreadsheet on CD.

CALL FOR ENTRIES (CONT...)

ENTRY FEES (PER ENTRY)

	Members*	Non Members
Single	\$35	\$50
Series	\$45	\$65
Campaigns	\$60	\$80
(Per Entry)		

* Discounted member entry rates may be used by the following:

- Current ADCH members.
- New/Renewing ADCH members who enclose membership forms and payment with their entries.

NOTE: Entries outside the Houston area Austin, Dallas, San Antonio, etc. are not discounted.

New/Renewing ADCH members who enclose membership forms and payment with their entries will receive the members rate. To take advantage of member rates, join now and include the membership dues with your payment. The Excel entry spreadsheet includes a worksheet to help you calculate your entry fee total.

WINNING ENTRIES

Notices of acceptance will be mailed the week of October 8th in the form of an invoice for exhibition fees. This invoice will include a copy of the entry form for each accepted entry and mounting instructions on foam core for gallery hanging. Letters of non-acceptance will also be mailed at this time.

EXHIBITION FEES (PER ENTRY)

	Members*	Non Members
Single	\$35	\$50
Series	\$45	\$65
Campaigns	\$60	\$80

For More Information

Houston Show Chairs:

Alex Barber e-mail: info@adch.org

Jamie Farquhar e-mail: info@adch.org, phone: 713.320.6167

ADCH web site: www.adch.org

CATEGORIES

GRAPHIC DESIGN

IDENTITY

- D1 Logos and Trademarks
(Provide as PDF on 8.5" x 11" page and include a brief explanation on the front, bottom right corner: the name of company or organization and a brief description of its business or activities.)
- D2 Stationery package
- D3 Corporate Identity Programs (3-5)
(series or campaign)

CORPORATE/INSTITUTIONAL LITERATURE

- D4 Annual Reports
- D5 Consumer Brochures and Booklets
- D6 Internal Brochures and Booklets
- D7 Catalog
- D8 Business or Institutional Series (3-5)
- D9 Misc. Company Literature (invitation, announcement, card, etc.)

EDITORIAL

- D10 Magazine Full Issue
- D11 Magazine Cover, Spread or Single-Story Design
- D12 Newsletter Single Issue
- D13 Newsletter Series (3-5)

PACKAGING

- D14 Single Package
- D15 Package Series (3-5)
- D16 Audio/Video Package (record, cassette, CD, video, software)
- D17 Audio/Video Package Series (3-5)

BOOKS

- D18 Book, Cover or Jacket, Single

CAMPAIGN

- D19 Campaigns created for more than 1 media (3-5)

GRAPHIC DESIGN(CONT...)

ENVIRONMENTAL GRAPHICS

D20 Signage, Display, Kiosk, Architectural Graphics - Single

D21 Signage, Display, Kiosk, Architectural Graphics -
Series/Campaign

POSTERS

D22 Single Poster

D23 Poster Series (3-5)

MISCELLANEOUS DESIGN

D24 Self-Promotion

(Printed promotions for your design firms and agencies, paper companies,
illustrators, photographers, etc. Entrant must be client.)

D25 Invitations, Announcements

D26 Direct Mail

D27 Calendars

D28 Miscellaneous (any item not included in other categories)

PRO BONO AND PUBLIC SERVICE

(Entries are limited to pro bono work produced without creative fees for non-profit organizations or causes. Work entered in this category may not be entered in other GRAPHIC DESIGN categories.)

D29 Logos and Trademarks

(IMPORTANT: please include a brief explanation on the back, bottom right corner:
the name of company or organization and a brief description of its
business or activities.)

D30 Letterheads and Identity Packages
Series (3-5)

D31 Annual Reports

D32 Brochures and Books

D33 Editorial - Single or Series

D34 Poster - Single or Series

D35 Invitations, Announcements

D36 Miscellaneous (any items not included in other categories)

D37 Motion Graphics

INTERACTIVE DESIGN

WEB SITES

- E1 Corporate/Institutional
- E2 Entertainment/Retail
- E3 Self-Promotion
- E4 Pro Bono

(Entries are limited to pro bono work produced without creative fees for non-profit organizations or causes. Work entered in this category may not be entered in other INTERACTIVE DESIGN categories.)

- E5 Microsite

- E6 Social Media

(i.e., blogs, wikis, podcasts, collaborative tools and other forms of participatory communications.)

WEB BANNERS

- E7 Banner/Display Ad - Single

- E8 Banner/Display Ad - Series (3-5)

- E9 Rich Media Ad - Single

- E10 Rich Media Ad - Series (3-5)

(Rich Media includes Flash, motion graphics and video content used for advertising and marketing on the Internet.)

INTERACTIVE PRESENTATIONS - CD-ROMS/KIOSKS

- E11 Corporate/Institutional

- E12 Entertainment/Retail

- E13 Self-Promotion (Entrant must be client.)

MISCELLANEOUS INTERACTIVE

- E14 Miscellaneous (Any item not included in other categories.)

CAMPAIGN

- E15 Interactive Campaign, 2+ forms of media

E-MAIL

- E16 E-mail Single

- E17 E-mail Series

VIRAL

- E18 Viral Single

- E19 Viral Campaign

ADVERTISING

CONSUMER NEWSPAPER

- A1 Single Ad
- A2 Series (3-5)

CONSUMER MAGAZINE

- A3 Single Ad
- A4 Series (3-5)

BUSINESS-TO-BUSINESS MAGAZINE

- A5 Single Ad
- A6 Series (3-5)

TELEVISION

- A7 Single Ad
- A8 Series (3-5)

OUTDOOR OR TRANSIT

- A9 Single Ad
- A10 Series (3-5)

CAMPAIGN

- A11 Campaigns created for more than 1 media (3-5)

MISCELLANEOUS ADVERTISING

- A12 Any items not included in other categories - Single
- A13 Any items not included in other categories - Series (3-5)

PRO BONO AND PUBLIC SERVICE

(Entries are limited to pro bono work for non-profit organizations or causes, or public service messages and position statements on issues from any type of advertiser.

Work entered in this category may not be entered in other ADVERTISING categories.)

- A14 Newspaper or Magazine Ad - Single
- A15 Newspaper or Magazine Ad - Series (3-5)
- A16 Television - Single

PHOTOGRAPHY

ADVERTISING

- P1 Newspaper, Magazine or Outdoor - Single
- P2 Newspaper, Magazine or Outdoor - Series (3-5)

EDITORIAL

- P3 Consumer Magazine, Trade Magazine or Newspaper - Single
- P4 Consumer Magazine, Trade Magazine or Newspaper -
Series (3-5)

CORPORATE/INSTITUTIONAL

- P5 Publications, Brochures, Booklets, Annual Reports, Catalogs, etc. - Single
- P6 Publications, Brochures, Booklets, Annual Reports, Catalogs, etc. - Series (3-5)

E-CULTURE

(Anything that is published and produced for electronic or digital medium:

Web sites, CD-ROMS and interactive design e-promotion, e-greeting animations, etc.)

- P7 E-Culture - Single
- P8 E-Culture - Series (3-5)

SELF-PROMOTION/UNPUBLISHED

- P9 Self-Promotion - Single
- P10 Self-Promotion - Series (3-5)

ILLUSTRATION

ADVERTISING

- N1 Newspaper, Magazine or Outdoor - Single
- N2 Newspaper, Magazine or Outdoor - Series (3-5)

EDITORIAL

- N3 Consumer Magazine, Trade Magazine or Newspaper - Single
- N4 Consumer Magazine, Trade Magazine or Newspaper - Series (3-5)

CORPORATE/INSTITUTIONAL

- N5 Publications, Brochures, Booklets, Annual Reports, Catalogs, etc. - Single
- N6 Publications, Brochures, Booklets, Annual Reports, Catalogs, etc. - Series (3-5)

E-CULTURE

(Anything that is published and produced for electronic or digital medium: Web sites, CD-ROMS and interactive design, e-promotion, e-greeting animations, etc.)

- N7 E-Culture - Single
- N8 E-Culture - Series (3-5)

SELF-PROMOTION/UNPUBLISHED

- N9 Self-Promotion - Single
- N10 Self-Promotion - Series (3-5)

SPECIAL THANKS

PRINTING | Southwest Precision Printing, L.P.

PAPER | Unisource

DESIGN | Axiom, www.axiom.us.com

ENTRY FORMS

THE HOUSTON SHOW 2009 MASTER ENTRY FORM

(Complete ONE form per Entrant/Company and place two copies in #10 envelope marked "FEES" along with payment.)

Entrant/Company (Print above line)		Address	
City	State	Zip	Email
Contact	Phone		Fax
Release Signature (See "The 2008 Houston Show Release" at bottom of page.)		Print Name	Title

ENTRY FEES					Method of Payment (Check one): _ MasterCard _ Visa _ American Express Needs to be by: <input type="checkbox"/> Check (Please make checks payable to Art Directors Club of Houston.)
Quantity	Type of Entry	Member*	Non-Member	Amount	
_____	Single	\$35	\$50	_____	
_____	Series	\$45	\$65	_____	
_____	Campaigns	\$60	\$80	_____	
_____	Late Fees: Additional Per Entry	\$30	\$35	_____	
Total Entry Fees			Total	_____	_ Yes _ No A stamped, self-addressed, padded envelope has been included for return of electronic media, not accepted into the Show
Membership Join now and save!			\$100	_____	
			Total Payment	_____	

Credit Card No.	Expiration Date
Cardholder's Signature	Print cardholder's name as it appears on card

* Verify membership status at info@adch.org, or join and save on entry and hanging fees.

ENTRY FORM

Complete for each entry and follow instructions – a completed form should be attached to each entry (ONE piece of a series/campaign). Two additional copies are required and must be included in a #10 envelope attached to the back of each entry (or one piece of a series/campaign).

Check One:

_ SINGLE
 _ SERIES (# of Pieces _____)
 _ CAMPAIGN (# of Pieces _____)
 Includes electronic media? _ Y _ N

		Category Name (Print above line)
Category	Number	

Contact (Print above line)	Company Name	
Creative Director	Art Director	Printer/Production Co./Other
Copywriter	Designer	Composer/Arranger
Agency	Photographer	Illustrator
Client	Programmer	Other
Title of Entry		
Explanation		

THE 2009 HOUSTON SHOW RELEASE

Entries accepted in The 2009 Houston Show/Art Directors Club of Houston (ADCH) 54rd Annual Competition will be displayed at the awards exhibition related to the show. In addition, ADCH will publish accepted entries on our web site. Entries chosen for display will be credited using information on the entry forms submitted with each entry. Usage will be royalty-free to ADCH. Complete the Master Entry Form granting ADCH permission to use your entry(ies) as stated above. Your signature also indicates that your company has received the necessary releases for copyrighted media in order to display this work. (The person signing the form should be an officer or other authorized representative of the entrant's company.)