

AIGA Las Vegas

WORK SHOW 2017

OFFICIAL RULES & FEES

ENTER AT WORKSHOW2017.COM

Extended Deadline **9/7** Deliver entries to eurie creative
633 S. 4th St, Ste 4

DROP-OFF LOCATION

eurie creative
633 S. 4th Street, Ste 4, Las Vegas, NV 89101
702-383-9805

QUESTIONS

Contact Victor Rodriguez at 702-383-9805 or
victor@euriecreative.com

ELIGIBILITY

The 2017 AIGA Las Vegas Work Show is limited to Nevada companies and residents. Although entries may have been published, broadcast or displayed in other markets, they must have originated in Nevada. All entries must be new work. "New Work" is defined as having an original concept or copy, whether or not the layout or imagery is original. A determination by the 2017 Work Show committee of an entry's eligibility is final. Entries must be the result of paid creative services and media placement; the only exceptions are Self-Promotion, Student and Pro Bono categories.

To be eligible for this year's competition, entries must have been published, broadcast or displayed between June 14, 2012 and August 1, 2017. All entries are subject to verification by AIGA. Upon request, entrants will provide proof of eligibility, such as a tear sheet or insertion order; failure to comply may result in disqualification without refund.

FEES

Payment must accompany all entries. Fees for all entries into the 2017 AIGA Las Vegas Work Show are as follows:

AIGA Members	Non-Members
\$35/\$45	\$55/\$65
single/campaign	single/campaign
Student AIGA Members	Student Non-Members
\$15	\$25
per entry	per entry

Please make your check or money order payable to AIGA Las Vegas. We accept Visa, MasterCard and American Express; include your credit card account information on the Manifest. You must include your payment when you drop off your entries. All payments are nonrefundable. You may also mail your entries and payment to: eurie creative, 633 S. 4th Street, Ste. 4, Las Vegas, NV 89101.

WORK FROM JUNE 14, 2012–AUGUST 1, 2017 IS ELIGIBLE!

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SUBMISSION REQUIREMENTS

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PRESENTATION

You **MUST** provide each entry in its own envelope.

DO NOT MOUNT ANY ENTRIES TO BLACK BOARD.

Clear envelopes are preferred, otherwise manila envelopes will be accepted. Do not submit any envelopes smaller than 9"x12". Oversized physical pieces, such as posters and 3D pieces, may be placed in a large clear plastic bag tied off at the top.

ALL ENTRIES MUST include a zip drive/DVD with images of the piece. Digital files should not be larger than 8MB and should be provided as an RGB JPEG and high-resolution PDF. (If needed, the PDF can be larger in size but should not exceed 30MB).

Copywriting, Photography, Illustration, Mixed Media and Typography entries must be a component of a published piece.

Billboards, Environmental Graphics, Duratrans and other nonpublication entries must include photographs of each work in its environment on the zip drive/DVD provided with the entry.

The following entries must be saved in the specified format to a zip drive/DVD: Websites must have three screenshots and URL, Digital Advertising and Motion Graphics in native format as submitted to vendor and include three screenshots, Television Spots as .mp4 or .mov without slate, Radio as .mp3 without slate. Incorrect URLs or defective media may result in disqualification.

ENTRY FORMS

Go to workshow2017.com to complete all entry forms.

Photocopied Entry Forms and Manifest Sheets are acceptable.

You **MUST** print **THREE** entry forms for each submission. One form must accompany payment with the printed Manifest, the other two forms must be included with the entry in the envelope.

DO NOT FORGET TO PRINT THE MANIFEST.

At the bottom of each entry form there will be an entry number unique to your entry. You **MUST** copy and adhere a label containing the unique entry number to the upper front right corner of the envelope, each piece that is part of the entry and each zip drive/DVD associated with the entry.

You may add a descriptive label no larger than 4"x2" and attach it to the front, lower right corner of the envelope.

Also include this description on your entries' zip drive/DVD as a PDF or Word Document.

Please be clear when completing your Entry Forms. Correction of typographical errors on an award due to an illegible entry or misspelling will be the responsibility of the entrant.

An artist's representative who submits work on their client's behalf must sign each Entry Form.

Failure to follow these rules may result in disqualification.

WORK FROM JUNE 14, 2012–AUGUST 1, 2017 IS ELIGIBLE!

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THE CATEGORIES

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- 1 LOGOS, TRADEMARKS & SYMBOLS**
- 2 BUSINESS CARDS**
Business cards not part of stationery systems
- 3 STATIONERY SYSTEMS**
A minimum of three elements: business card, letterhead and envelope/ mailing label
- 4 BUSINESS COLLATERAL—PRINT**
Any printed piece, such as a catalog or flyer, designed to promote a company or to present its capabilities
- 5 BUSINESS COLLATERAL—ELECTRONIC**
Any electronic piece designed to promote a company or to present its capabilities
- 6 ANNOUNCEMENTS & INVITATIONS**
Any piece announcing or promoting a person, company or event
- 7 POSTERS**
Posters, banners and duratrans
- 8 ENVIRONMENTAL GRAPHICS**
Signage, kiosks, marquees, trade show displays, POP displays, etc.
- 9 MERCHANDISE**
Items such as apparel, pins and badges designed to promote a person, company or event
- 10 PACKAGING**
Three-dimensional packages
- 11 EDITORIAL & BOOK DESIGN**
A magazine, newsletter or other publication or a spread therein or a published book jacket or cover
- 12 PRINT ADVERTISING**
Advertising for newspapers, magazines or other publications or outdoor billboards
- 13 ADVERTISING CAMPAIGN**
A minimum of three unique elements, in two different media, such as print and television
- 14 INTEGRATED BRANDING**
A minimum of three unique elements that display a cohesive brand image in three different media
- 15 DIGITAL ADVERTISING**
Web banners, social media ads, emails and online newsletters (single and campaigns)
- 16 WEBSITES**
- 17 SELF-PROMOTION****
Any element or elements promoting a person or company
- 18 COPYWRITING**
For visual media
- 19 PHOTOGRAPHY**
Traditional or digital
- 20 ILLUSTRATION**
Traditional and digital illustration
- 21 MIXED MEDIA**
A design containing a minimum of two media
- 22 TYPOGRAPHY**
- 23 MOTION GRAPHICS**
Any animated sequence or segment
- 24 TELEVISION SPOTS**
- 25 RADIO**
- 26 PRO BONO**
Any work produced on behalf of a non-profit organization, including all AIGA pieces
- 27 STUDENT****
Any work by a part- or full-time student

** These categories are exempt from the rule that entries must have been published, broadcast or displayed. Work in these categories are ineligible for Best of Show. Also, note that Self-promotion entries may not be submitted in other categories and vice versa.