

CALL FOR ENTRIES | www.pincshow.com

You are invited to enter your best pieces of work in the 2009 Showcase of Print Excellence. This is your opportunity to gain recognition for the work that you produce. The benefits of participation include showcasing your effort to your customers and the graphic arts community, and receiving recognition for your dedication to the quality of print production.

Best of Show, Grand Award and Best of Category winners will be photographed and become part of the Showcase Awards Luncheon to be held during the PINCSHOW on May 1 plus the *2010 PINC Print Buyers Guide* which goes out to over 8,000 companies and individuals. The Best of Show winner will also receive a full page ad in the *2010 Print Buyers Guide*.

WHO CAN ENTER?

Any individual or company involved in the printing industry or involved in the production of an entry within the PINC coverage areas may enter. **All entries must have been produced within the PINC coverage area.**

JUDGING OF ENTRIES

Judging will be done by a panel of printing and design experts. All the winners will be notified via letter in April, approximately one month prior to the Showcase Awards Luncheon on Friday, May 1, 2009.

AWARDS

Gold, Silver and Bronze award winners will be recognized. Certificates of Award will be presented to the individual or company entering the piece.

All direct entry Gold award winners (except Design sub-category Gold winners), will automatically be sent on to the Printing Industries of America Premier Print Awards at no additional cost.

ENTRY DEADLINE

Friday, March 13, 2009

DATE OF PRODUCTION

Entries must have been produced between **March 2008 and February 28, 2009.**

FEES

PINC member company

First entry free, with paid second entry
\$50 – per entry; \$45 after 3 **paid** entries

Example:

\$50 for first & second entries together

\$50 per entry – third & fourth entries

\$45 per entry – fifth entry and beyond

Nonmember company

\$85 – per entry

All 2009 Gallery entries from the San Francisco, East Bay, Sacramento, Redwood Empire and Yosemite Craftsmen Clubs have been entered automatically.

Design focused entries

First entry free, with paid second entry

\$25 for first & second entries together

\$25 per entry – subsequent entries

Applies to PINC members & nonmembers

Inviting Designers & Creatives to submit **< NEW for 2009 >** Design sub-category available in all main categories

MAY 1, 2009

Hilton San Francisco
Union Square

Awards Luncheon • 12–2pm

Seminars • 9:15am–6pm

pincshow

Trade Show • 2–8pm

Save the Date



SUBMISSION SPECS

Two copies of each entered piece must be placed in clear plastic sleeves. Large paper pieces should be rolled and submitted in mailing tubes – DO NOT FOLD!

DO NOT MOUNT YOUR ENTRIES! DO NOT SHRINK WRAP YOUR ENTRIES!

Send to: Showcase of Print Excellence
c/o PINC, 665 Third Street, Suite 500, San Francisco, CA 94107

PACKING YOUR ENTRIES

Please properly pack your entries for shipment to avoid damage that will reflect badly on the piece during judging.

ENTRY FORMS

An entry form must be completed and placed inside the plastic sleeve of each entry or taped onto the sleeve.

The entry form must be legible. The Showcase of Print Excellence will not be responsible for incorrect awards caused by illegible or unclear information on the entry forms. **THE ENTRY FORM SHOULD BE THE ONLY IDENTIFYING PIECE IN THE SLEEVE. DO NOT PUT ANY OTHER IDENTIFYING LABELS ON THE SLEEVE OR ENTRY.**

MANIFEST SHEET

Each set of entries must be accompanied by a completed MANIFEST SHEET.

PROVIDE SPECIFIC INFORMATION FOR TITLE

It is best to provide an "entry-specific" title. For example, "XYZ Corporation 2008 Annual Report;" is a much better title than just "Annual Report." If several of your annual report entries win, then each certificate will just have "Annual Report" on the Presented for line on the certificates.

SINGLE PIECE...MULTIPLE CATEGORIES

If you are entering a piece in more than one category, you must submit separate pieces and pay separate entry fees for each category in which you wish the piece to be entered.

ENTRY DEADLINE

Friday, March 13, 2009

CATEGORY CODES

The list of codes is **on page 3** of this Call For Entries PDF.

It is important that the correct category be chosen for your entry to insure correct judging.

Each group of entries **MUST** be accompanied by a Manifest Sheet.

PAYMENT METHOD

ALL entries must be accompanied by a check made payable to: Printing Industries of Northern California or VISA, MasterCard, American Express. PINC members may be billed.

Send to:

Showcase of Print Excellence
c/o PINC
665 Third Street, Suite 500
San Francisco, CA 94107

QUESTIONS?

Please call Laura Vargas at **(800) 659-3363 x125** or email laura@pinc.org

MARCH 13, 2009

Submit your entries
by this date

Awards winners notification
in early April



MAY 1, 2009

Hilton San Francisco
Union Square

Showcase Awards Luncheon
12–2pm

A. Presentation Folders/Portfolios and Binders

Presentation folders/portfolios with pockets and Binders (Entries submitted with inserts will be judged as a unit.)

A-1 Presentation Folders/Portfolios (1, 2, or 3 colors)

A-2 Presentation Folders/Portfolios (4 or more colors)

A-3 Binders (4 or more colors)

Binders with inserts will be judged by the quality of the entire package, including both binder and inserts.

Stand-alone binders that wish to be judged on specific components, such as a trapped pre-printed insert, should provide a description of the production process.

A-D Design

B. Brochures, Broadsides, Booklets, and Flyers

B-1 Brochures and Broadsides, Small (1, 2, or 3 colors)

Piece that is folded from a sheet 11x17 in. or smaller and is not stapled or bound.

B-2 Brochures and Broadsides, Small (4 or more colors)

Piece that is folded from a sheet 11x17 in. or smaller and is not stapled or bound.

B-3 Brochures and Broadsides, Large (1, 2, or 3 colors)

Piece that is folded from a sheet larger than 11x17 in. and is not stapled or bound.

B-4 Brochures and Broadsides, Large (4 or more colors)

Piece that is folded from a sheet larger than 11x17 in. and is not stapled or bound.

B-50 Booklets (1, 2, or 3 colors)

B-51 Booklets (4 or more colors)

72 pages or less, bound (saddle-stitched, perfect, Wire-O, not case bound).

B-5N Booklets (4 or more colors, non-printer)

72 pages or less, bound (saddle-stitched, perfect, Wire-O, not case bound).

B-6 Flyers (1, 2, or 3 colors)

Flyers are a single flat sheet printed one or two sides.

B-7 Flyers (4 or more colors)

Flyers are a single flat sheet printed one or two sides.

B-8 Booklet or Brochure Series

A series consists of two or more booklets, brochures, or combination of the two, of any size, bound or not, related by content or intended audience.

B-D Design

C. Catalogs

C-1 Product/Service Catalogs (1, 2, or 3 colors)

Catalog for consumer, business, specialized markets, art exhibits, museums, schools, colleges, universities, or service-providing commercial firms.

C-2 Product Catalogs (4 or more colors)

Catalogs for consumer, business, and specialized markets.

C-3 Service Catalogs (4 or more colors)

Specifically for art exhibits, museums, schools, colleges, universities, as well as service-providing commercial firms.

C-4 Product/Service Catalogs

(cover: sheetfed printing; text: web press printing)

Catalog for consumer, business, specialized markets, art exhibits, museums, schools, colleges, universities, or service-providing commercial firms.

C-D Design

D. Books, Book Jackets, and Diaries

D-1 Juvenile Books

Does not include school textbooks.

D-2 Hard Cover Trade Books, Journals, and Other Books

D-3 Soft Cover Books

D-4 School Textbooks (Elementary through College)

D-5 School Textbook Covers (Elementary through College textbooks, only the cover will be judged)

D-6 School Yearbooks

D-7 Book Jackets

Submit jacket with book for presentation purposes, only the book jacket will be judged.

D-8 Novelty Books

That which is new and unusual.

D-9 Diaries and Desk Calendars

D-10 Art Books (1, 2, or 3 colors)

"Coffee-Table" books devoted to the reproduction of art, photography, or artistic collections.

D-11 Art Books (4 or more colors)

"Coffee-Table" books devoted to the reproduction of art, photography, or artistic collections.

D-12 Cookbooks

Books that are devoted to culinary topics and food preparation.

D-D Design

E. Magazines and Magazine Inserts

E-1 Fashion/Popular Culture Magazines

Magazines focused of fashion, health, and popular culture.

E-3 Architectural/Art/Travel/Other Magazines

E-5 Magazines (Cover-Sheetfed-Interior-Web)

E-6 Magazine Inserts

E-7 Magazine Series

Entry must consist of multiple issues of the same magazine title during a one-year period. Work will be judged on consistency of printing and design in the series. At least three different issues must be submitted in order to be eligible for judging.

E-D Design

F. Internal Communication Pieces

Publications produced exclusively for the internal communication needs of a single company or organization.

F-1 Internal Communication Pieces (1, 2, or 3 colors)

F-2 Internal Communication Pieces (4 or more colors)

F-D Design

G. Newsletters

G-1 Newsletters (1, 2, or 3 colors)

G-2 Newsletters (4 or more colors)

G-D Design

H. Business and Annual Reports

H-1 Business and Annual Reports (1, 2, or 3 colors)

Uses a maximum of three colors throughout the entire piece. May not include four-color process images.

H-2 Business and Annual Reports

(4 or more colors throughout)

H-2N Business and Annual Reports

(4 or more colors throughout, non-printer)

H-D Design

I. Point-of-Purchase Materials

Includes any in-store promotional materials such as take-ones, counter cards, shelf displays, etc.

I POP Materials

I-D Design

J. Posters, Art Prints, and Other Art Reproductions

Entries must be the actual poster or print; do not send photographs or slides. If possible, please ship entries flat.

J-1 Posters

Wall posters, truck or window posters, car cards, or calendar posters intended for use as promotion or decoration.

J-2 Art Prints

Reproductions of fine art intended for use as decoration, no books or brochures, see **D-10**.

J-D Design

K. Cards

Christmas cards, greeting cards, postcards, and blank notes.

K Christmas cards, greeting cards, postcards, blank notes

K-D Design

L. Invitations and Programs

L-1 Invitations (1, 2, or 3 colors)

L-2 Invitations (4 or more colors)

L-3 Programs (1, 2, or 3 colors)

L-4 Programs (4 or more colors)

L-D Design

M. Calendars

Calendars designed to be posters may be entered in both category M and category J, Posters.

Desk Calendars should be entered in category **D-9**.

M Calendars

M-D Design

N. On-Demand and Digital Printing

N-1 Digital Printing—On-Demand

Piece produced using a toner-based or inkjet production process.

N-2 Customized/Personalized/Variable-Data Digital Printing Personalized or customized product.

(Piece may be a "shell," produced in quantity using offset litho or other print process.)

Entries must include at least two different pieces from the run and a brief description (a sentence or two) of the project, the system, and technique used to produce the entry. **Entries submitted without an accompanying description will be disqualified.**

N-3 Campaign

Entry must include multiple pieces produced for a single purpose or promotion. Some pieces of the promotional package must include pieces that are customized/personalized, using any of the above technologies/processes; 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. **Entries submitted without an accompanying description will be disqualified.**

Example: A 1:1 promotion that includes multiple pieces in the outbound package – personalized letter, personalized brochure, a bounce-back card and envelope – plus a poster that every 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.

N-D Design

The Category Coding is required for each entry on both the Entry Form and the Manifest Sheet.

O. Finishing Techniques

- O-1** Foil Stamping, Embossing/Debossing, and Diecutting
- O-2** Diecuts, Pop-ups, Unique Folds, and Involvement Devices
- O-3** Specialty Inks or Coatings, Fragrances, or "Invisible" Printing Inks
Entry must include a paragraph or brief description of the project and the processes used to produce the entry.
- O-4** Other Special Finishing Techniques
Entry must provide a description of the technique.
- O-B** Bindery
Case, mechanical, spiral, perfect, saddlestitch binding.
- O-D** Design

P. Alternative Printing Methods

- P-1** Hi-Fidelity Printing—Print using more than 4 colors in halftone areas to enhance images and graphics
- P-2** Stochastic Printing
- P-D** Design

Q. Directories and Source Books

- Publications listing names, addresses, etc., of individuals or companies.
- Q** Directories and Source Books
- Q-D** Design

R. Stationery and Office Materials

- R-1** Letterhead
- R-2** Business Cards
- R-3** Envelopes
Includes all sizes of envelopes.
- R-4** Stationery Packages (1, 2, or 3 colors)
Includes letterhead, envelopes, and business cards.
- R-4a** Stationery Packages (4 or more colors)
Includes letterhead, envelopes, and business cards.
- R-5** Business Forms
- R-D** Design

S. Environmentally Sound Materials

- Entries must use at least two of the following:
 - Recycled papers
 - Soy or vegetable-based inks
 - Direct-to-plate
 - Aqueous coating, energy-curable inks and coatings
 - Other environmentally sound product not mentioned above
- Submit an entry and a paragraph describing the materials and processes employed. **Entries submitted without an accompanying description will be disqualified.**
- S** Environmentally Sound Materials
- S-D** Design

T. Packaging/Labels

- T-1** Cartons and Containers
Includes single cartons and containers or an integrated series. Integrated series should be entered as a single unit with one entry fee.
- T-2** Labels and Wraps—Cut and stack, sheetfed
Includes single labels and wraps or an integrated series.
It is strongly recommended that the entry be submitted adhered to the actual product. Integrated series should be entered as a single unit with one entry fee.
- T-3** Labels and Wraps—Rolled products/pressure-sensitive
Includes single labels and wraps or an integrated series.

It is strongly recommended that the entry be submitted adhered to the actual product. Integrated series should be entered as a single unit with one entry fee.

- T-4** Flexographic Printing
Includes narrow-web labels and wraps, rolled products, pressure-sensitive, wide-web process, and wide-web line.
- T-D** Design

U. Print/Graphic Arts Self-Promotion

- Entries may include more than one item if the material was mailed as a single unit or was part of a campaign. If the entry includes more than one item, please submit the entry in an envelope.
- U-1** Printers with 20 employees or less
- U-2** Printers with 21–50 employees
- U-3** Printers with 51–100 employees
- U-4** Printers with 101–250 employees
- U-5** Printers with more than 250 employees
- U-N** Prepress companies, finishing, advertising and other graphic arts firms
- U-D** Design

V. Web Press Printing

- V-1** 1, 2, or 3 colors, coated paper
- V-2** 1, 2, or 3 colors, uncoated paper
- V-3** 1, 2, or 3 colors, newsprint
- V-4** 4 or more colors, coated paper
- V-5** 4 or more colors, uncoated paper
- V-6** 4 or more colors, newsprint
- V-D** Design

W. Marketing/Promotional Materials

- Entries in categories W-1 through W-5 must include more than one piece. Entrant should have printed or designed substantially all parts of the finished package. Individual pieces of your entry should be placed into an envelope.
- W-1** Promotional Campaigns, business-to-business
A coordinated effort to promote a business, product, or service that may or may not use mail as a means of distribution.
- W-2** Promotional Campaigns, consumer
A coordinated effort to promote a business, product, or service that may or may not use mail as a means of distribution.
- W-3** Direct Mail Campaigns, business-to-business
Uses mail as its exclusive means of distribution; objective is to promote to another business.
- W-4** Direct Mail Campaigns, consumer
Uses mail as its exclusive means of distribution; objective is to entice the consumer to purchase.
- W-5** Media Kits
A single package of promotional or informational materials packed into a folder or carrier for distribution.
- W-6** Single Promotional Self-Mailer
- W-7** Cross-Media Promotion
Entries in this category must show a combination of creative services. The entry must show involvement in at least three areas of a broad spectrum of creative services. Campaign must include print plus, any combination of collateral, website, information architecture, interior

or exterior design, construction, programming, video production, photography, Flash marketing presentations, Online Marketing Campaigns ("OMC").

- Entries are judged on overall quality and consistency in cross-media compliance and identification.
- Entries submitted without accompanying statement will be disqualified.**
- W-D** Design

X. Specialty Printing

- X-1** Large-Format Printing
For entries in one or more colors with at least one dimension measuring in excess of 60 inches.
Submit with a paragraph describing the production process used. If possible, please ship entries in a manner that does not compromise the piece (if the item is too large to ship flat, roll and package accordingly; folding often damages the piece so that judges do not have an accurate sense of the piece).
- X-2** Miscellaneous Specialties—Other
For entries that do not fit the criteria for any other category.

Examples: banners, menus, matchbooks, record covers, maps, playing cards, decals, metal decorating, printing on textiles, fabrics or vinyls, holograms, CD-ROMs, and silk-screened items. Submit entry and a paragraph describing materials and processes employed.
Entries submitted without an accompanying description will be disqualified.

- X-D** Design

Y. Special Innovation Awards

Entries in this category must be submitted with a statement—at least 50 words and no more than 500 words—as to why the piece is innovative: new, expanded, or unique use of technology, or an innovative mix of existing technologies. Your entry and the accompanying statement should be placed into an envelope. **Entries submitted without accompanying statement will be disqualified.**

- Y-1** Printing
- Y-2** Other
- Y-D** Design

Z. Students

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.
Please note: there are special divisions for high school and post-secondary students.

- Z-1** High School Students
- Z-2** Post-Secondary Students

SA. They Said It Couldn't Be Done

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, its press sheet, and a paragraph describing the challenges of the job and how they were overcome. **Entries not containing all required elements will be disqualified.**

Three finalists will be selected with the Best of Category winner announced at the Showcase of Print Excellence Awards luncheon at the PINGShow.

**Please record all entries + category codes
on this sheet and submit with entry forms.**

**MANIFEST
S H E E T**

SHIP AWARDS TO
Company contact

ENTRY DEADLINE
March 13
2009

Company

Street address

All awards are shipped via UPS
and therefore a street address
must be used.

City State Zip

**CATEGORY CODES
MUST BE COMPLETED**
before your entries
will be accepted.

Phone Fax Email
() ()

Official Use	TITLE OF PIECE MUST MATCH wording & spelling on Entry Form Exact spelling, no abbreviations please since this will appear as the Presented for line on awards for winning entries	CATEGORY CODE	AWARDED TO Supply info if different from Company entering on Entry Form. This info will appear on the "Presented To" line on the certificate and must also match Entry Form.
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			

**The Category Coding is required for each entry on both the
Entry Form and the Manifest Sheet.**

showCASE 20
OF PRINT EXCELLENCE 09

Attach to back side of plastic sleeve enclosing your entry.

Submit 2 copies of each entered piece...
Do not affix to actual piece to be judged!

All Entry forms must be recorded on the Manifest Sheet.
Call (800) 659-3363 for questions regarding categories.

**ENTRY
FORM**

> Category Code

> If entry isn't printed by you...
Printing company

Company entering

City

This will appear as the Presented To line on awards for winning entries. Exact spelling, no abbreviations! **Must MATCH Manifest.**

Awarded to (if different from Company entering)

Title of piece (include client company name)

Be specific, do not use generic title!

This will appear as the Presented To line on awards for winning entries. Exact spelling, no abbreviations! **Must MATCH Manifest.**

City of your company

Fill in the city where your company is located.

> Person submitting

Email

Ph ()

Official use only

Entry log #

showCASE 20
OF PRINT EXCELLENCE 09



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**March 13
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ENTRY DEADLINE

**March 13
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