

How to create a winning entry

Submitting an outstanding project or business practice is critical to winning an *RDB* Excellence Award, but so is presenting it in the best light. Following are some suggestions to help ensure your entry meets competition requirements and to improve your chances of winning:

1. Provide complete information

Complete all sections, provide photos and floor plans, and make sure you, any co-entrant and the photographer have dated and signed all release forms. **DO NOT** put your name or company name on photos, plans, or project or business practice descriptions. This ensures the judges remain impartial when judging entries. Ensure you've entered the proper category.

2. Think like a judge

RDB Excellence Awards judges review many entries in a short period of time, so make it easy for them by keeping descriptions brief and to the point. Focus on the best aspects of your project or business practice. Type or clearly print all information.

3. Submit professional-quality photos

Professional-quality photos of a finished project improve an entry's chances of winning. Before hiring a professional photographer make sure he/she understands the photos will be used in a professional competition and that a signed photographer release is mandatory for all entries. If you took the photos yourself, you must also sign a release.

Submit color prints no smaller than 8x10 (no photocopies). You must submit a disc with photos in electronic format in JPEG or TIF format at a minimum 300 dpi at 8x10. Photos considered for the magazine cover must be at least 300 dpi at 8x10. Photos considered for the magazine cover should be vertically oriented and framed to accommodate the magazine logo at the top of the photo.

4. Include floor plans

Include floor plans to help the judges easily see the scope of the project. Make sure the plans are no bigger than standard 8½ x 11 paper if submitting in print form. Simplify them by eliminating unnecessary details. You must submit floor plans on disc in electronic format in high-resolution format.

5. Have your entry proofread

Before mailing your entry, make sure appropriate forms are complete, information is correct and all required releases are signed and dated. Have someone critically proofread your entry, like a judge would. Remember, don't be wordy – keep it short.

6. Include all materials

Before mailing your entry, make sure all required pages are included in the back pocket of your binder, or slip the pages into the plastic sleeves.

7. Complete Project Specs form

Complete the Project Spec form to the best of your ability. Please only include manufacturer names, not distributors and not model numbers.

8. Make copies for yourself

Make a copy of all materials submitted for your records.

9. Choose a new project

Past winning projects cannot be submitted. Please enter a new and different project for the 2008 Excellence Awards.

10. If you need assistance

For questions, please contact Rob Heselbarth, editor, by calling 847-454-2714 or e-mailing him at rob.heselbarth@cygnuspub.com.

11. Mail completed binders to:

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12. Binder deadline is: April 9, 2008.