



art director's club of houston presents

material

call for entries for the 55th annual show

deadline: october 1, 2010



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annual

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CALL FOR ENTRIES

DEADLINE

The entry deadline for The 2010 Art Directors Club of Houston Annual Competition is Friday, October 1, 2010 at 5:00 p.m.

Hand-deliver, Mail or FedEx entries to:

ATTN: ADCH 2010 SHOW

Axiom

1210 W. Clay, suite 9

Houston, TX 77019

Phone: 713.523.5711

All entries arriving after October 8th will not be considered for judging.

The final deadline is Friday, October 8, 2010 at 5:00 p.m. No entries will be accepted after this date. Late entries should be mailed or delivered to Axiom. Judging for the Houston Show will be held at Axiom on Oct. 16-17.

AWARD SHOW

The 55th Annual Art Directors Club of Houston Show is:
Friday, November 12, 2010 at 6:30 p.m., Downtown Houston

ELIGIBILITY

To be eligible, all work must have been completed between October 1, 2009 and October 1, 2010. 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...)

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.

Art Directors
Club of Houston

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 e-mailed the week of October 18th 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 e-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

Carleton D. Smith, Jr. e-mail: info@adch.org, phone: 979-415-4364

ADCH web site: www.adch.org

restoration

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)

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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

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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

next
step
selection

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

Registration Solutions

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)

nature's
selection

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 | Olmsted-Kirk Paper Company

DESIGN | Love Advertising, www.loveadv.com

Southwest Precision

ENTRY FORMS

THE HOUSTON SHOW 2010 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

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	_____
_____	Membership Join now and save!		\$100	_____
			Total Payment	_____

Method of Payment (Check one):

MasterCard Visa American Express

Needs to be by:

Check

(Please make checks payable to Art Directors Club of Houston.)

Yes No A stamped, self-addressed padded envelope has been included for return of electronic media, not accepted into the Show

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	Number	Category Name (Print above line)

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 2010 HOUSTON SHOW RELEASE

Entries accepted in The 2010 Houston Show/Art Directors Club of Houston (ADCH) 55th 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.)