



What is the American Gaming Association Communications Awards?

The AGA Communications Awards recognizes outstanding financial and corporate communications in gaming and honors that work with the Gaming Voice award.

ENTRY DEADLINE IS AUG. 2

SAVE THE DATE

An evening reception honoring the Gaming Voice award recipients will be held Wednesday, Oct. 6 in Las Vegas during Global Gaming Expo, the annual industry trade show and conference.

ENTRY CATEGORIES

The following are the entry categories, with descriptions and criteria, for the AGA Communications Awards. **Note: The annual report, publication and Web site categories are divided into subgroups distinguished by entrant type, while the print advertisement and broadcast advertisement subcategories are grouped by entry type.**

1 2003 Annual Report: Publications that report on a company's or organization's annual performance. Submit **seven** copies of the publication along with an electronic copy on CD-ROM (see submission requirements for details).

a. **Produced by a public gaming company:** Public gaming operators or companies that supply products or services to the gaming industry with any market capitalization (large, mid or small cap).

b. **Produced by a public agency or association:** Government/tribal agencies or associations overseeing or serving the casino, lottery or pari-mutuel industries.

Criteria: A jury of three financial and two design experts will be asked to evaluate all text, graphs, charts, design and financial information. These elements will be reviewed for clarity, innovation, creativity, forthrightness and cohesiveness.

2 Publication (magazine or newsletter): Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting a company's or organization's overall objectives. Submit **seven** copies of one issue along with an electronic copy on CD-ROM (see submission requirements for details).

a. **Produced by a gaming company:** Gaming operators and major gaming equipment manufacturers (i.e., slot machine manufacturers).

b. **Produced by a supplier/vendor, agency or association:** Gaming suppliers/vendors or government/tribal agencies or associations overseeing or serving the casino, lottery or pari-mutuel industries.

Criteria: A jury of five advertising and marketing experts will be asked to evaluate all text, photos, design and information. These elements will be reviewed for clarity, innovation, creativity, forthrightness and cohesiveness.

3 Print Advertisement: Printed communications that promote a company or organization, or an aspect of that company or organization. Submit **seven** copies of each entry in electronic form on CD-ROM (see submission requirements for details).

a. **Single ad:** Single magazine ad, full page in size, any number of colors, appearing in a general consumer or trade print publication.

b. **Multiple ad campaign:** Campaign (no less than two, no more than six on a related concept) magazine ad, full page in size, any number of colors, appearing in a general consumer or trade print publication.

c. **Outdoor ad:** Single or campaign (at least two, no more than six on a related concept) ad produced for a billboard (painted or printed).

Criteria: A jury of five advertising and marketing experts will be asked to evaluate all text, photos, design and information. These elements will be reviewed for clarity, innovation, relevance, creativity and theme.

All print advertisements regardless of categorization will be considered for Best Overall Print Advertisement.

4 Broadcast Advertisement: Broadcast communications that promote a company or organization, or an aspect of that company or organization.

a. **Television:** Single or campaign (at least two, no more than six on a related concept) TV commercial. Submit **seven** copies of each entry on a VHS tape or a DVD (see submission requirements for details).

b. **Radio:** Single or campaign (at least two, no more than six on a related concept) radio commercial. Submit **seven** copies of each entry on an audiocassette or a compact disk (see submission requirements for details).

Criteria: A jury of five advertising and marketing experts will be asked to evaluate all audio and visual aspects (if applicable), including script, musical accompaniment, design and direction. These elements will be reviewed for clarity, innovation, relevance, creativity and theme.

5 Web Site: Online communications that promote a brick-and-mortar company or organization, or an aspect of that company or organization. Entries must be live internal, external or extranet Web sites. To submit an entry, include the Web site's URL on the entry form.

a. **Produced by a gaming company:** Gaming operators and major gaming equipment manufacturers (i.e., slot machine manufacturers).

b. **Produced by a supplier/vendor, agency or association:** Gaming suppliers/vendors or government/tribal agencies or associations overseeing or serving the casino, lottery or pari-mutuel industries.

Criteria: A jury of three Web-site design experts will be asked to evaluate strategic focus, content, navigation and design. These elements will be reviewed for clarity, consistency, innovation, creativity, resourcefulness and cohesiveness.

an-nu-al re-port pub-li-ca-tion
broad-cast ad-ver-tise-ment
print ad-ver-tise-ment web-site

SUBMISSION REQUIREMENTS

How to Prepare Your Entry

Please follow all instructions. Failure to comply with the submission requirements may lead to disqualification.

Submit print ad entries on CD-ROM. One entry per CD-ROM. **Seven** copies of each entry must be submitted. CD-ROMs should include one low-resolution PDF file containing the full ad campaign to be viewed by the judges, as well as one version at high resolution* that would be included in a video presentation of Communications Awards finalists if selected. Properly label with the entry name and submitting company on the CD-ROM and its case.

Annual report and publication entries: In addition to submitting **seven** copies of each publication, include with your entry a high-resolution file* on CD-ROM of your entry's cover art and other key pages (e.g., the center spread) that would be included in a video presentation of Communications Awards finalists if selected. Properly label with the entry name and submitting company on the CD-ROM and its case.

Submit broadcast television ad entries on a VHS tape or a DVD. One entry per VHS tape or DVD. **Seven** copies of each entry must be submitted. Ad campaigns with multiple ads should be edited together onto one VHS tape or DVD.

*The high-resolution file should be in EPS, Illustrator, TIFF or Photoshop format preferably at print resolution (300 dpi) but must be at least greater than screen resolution (1024 x 768 at 150 dpi).

Submit broadcast radio ad entries on an audiocassette or a compact disk. One entry per cassette or CD. **Seven** copies of each entry should be submitted. Ad campaigns with multiple ads must be edited together onto one cassette or CD.

Print ad, broadcast ad (both TV and radio), annual report and publication entries should be properly labeled with the entry name and submitting company on the media (i.e., CD-ROM, DVD, VHS tape, compact disk or audiocassette) and its case.

The entry form should include the main entry category as well as the subcategory name (e.g., "print ad" and "produced by a gaming company").

Mail entry with payment and entry form to AGA Communications Awards, 555 13th Street, N.W., Suite 1010 East, Washington, D.C. 20004-1109.

Entry fees can be paid by check or money order made payable to the "American Gaming Association" or by credit card (Visa and MasterCard).

THE DEADLINE FOR SUBMITTING ENTRIES IS AUG. 2.

COMMUNICATIONS AWARDS FAQ

Who is eligible?

Any company involved in the casino, lottery or pari-mutuel industries, including casino operators and properties, manufacturers, suppliers and vendors, tribal/government agencies, and associations, is eligible. Only brick-and-mortar gaming companies are eligible for the best Web site category.

What is eligible?

An entry is eligible if it has been publicly distributed, placed or aired between **June 2003 and June 2004**. All Web sites are eligible regardless of launch date. Advertising entries submitted to a previous Communications Awards contest, even if they were placed or aired between June 2003 and June 2004, are not eligible.

Will my entry be returned?

All entries become the property of the American Gaming Association and will not be returned.

What is the entry deadline?

All entries must be received no later than **Aug. 2**.

Why do I submit seven copies of each entry?

Each judge on the panel needs to receive a copy of the entry, and typically those judges are in geographically diverse areas. One copy is designated for the Communications Awards archive, and the other serves as a backup in case a copy is lost or destroyed.

Where can I find past Gaming Voice winners?

A list of past Gaming Voice winners can be found at www.americangaming.org.

How are the entries judged?

Judges will evaluate each entry on its own merit, scoring it on a scale of 1-5 (1 being poor and 5 being excellent) using set criteria. One prize will be awarded to the entry in each category with the highest total score compiled from each judge on the panel (except in cases of a tie).

What is the entry fee?

- **AGA member companies and nonprofit organizations:** \$30 for the first entry, \$15 for each additional entry
- **Nonmember companies:** \$70 for the first entry, \$35 for each additional entry
- Please make check or money order (U.S. funds only) payable to the "American Gaming Association." Visa and MasterCard also are accepted. Entry fees are not refundable.

How do I enter?

Send completed entry form, **seven** copies of each entry (not necessary for Web site entries) and entry fee to:
AGA Communications Awards
555 13th Street, N.W.
Suite 1010 East
Washington, D.C. 20004-1109
If paying by credit card, Web site entry forms can be faxed to 202-637-6507.

Contact Courtney Reiter at 202-637-6508 or e-mail her at creiter@americangaming.org with questions. Information also is available at www.americangaming.org.

SPONSORS

LEADING

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com·mu·ni·ca·tion (kə-myū-nə-'kā-shən) *n.* 1 a giving or exchanging of information, signals, or messages as by talk, signals, or writing. 2 the art of expressing ideas, esp. in speech and writing

award (ə-'wɔ:(ə)r'd) *n.* 1 a decision, as by a judge or arbitrator. 2 something that is awarded; prize

JUDGES

FINANCIAL

William Newby
Managing Director
Bank of America

Marvin Roffman
President
Roffman Miller, Inc.

Mayo T. Smith
Vice President
Gabelli & Co., Inc.

DESIGN

Paula I. Otto
Assistant Director
School of Mass
Communications
Virginia Commonwealth
University

John Visgilio
Vice President
Outthink

ADVERTISING

Linda Dove
Senior Vice President
American Association
of Advertising Agencies

Rossi Ralenkotter
Executive Vice President
Las Vegas Convention
and Visitors Authority

Stephen Richer
Executive Director
Mississippi Gulf Coast
Convention & Visitors Bureau

John Romero
President
John Romero Direct
Marketing & Consulting

NEW MEDIA

Jon Betts
President
Glows in the Dark Studios

**Brenda Smith Faison,
Ph.D.**
Associate Professor
School of Mass
Communications
Virginia Commonwealth
University

Ian Sutton
Editor
GamingFloor.com Ltd.

BOARD OF DIRECTORS

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Steven Kent
Goldman, Sachs & Co.

Ralph Piercy
Piercy, Bowler, Taylor & Kern

Sig Rogich
Rogich Communications

Terry Wade
TheWadeGroup, Inc.

ENTRY FORM

ENTRY DEADLINE IS AUG. 2

Make copies for multiple entries. Each entry must have its own form attached to the submission.

Category _____

Subcategory _____

Entry title _____

Web site's URL (if applicable) _____

Awards will be produced based on the information provided below. Please be complete and accurate. We will notify you of receipt of your entry by e-mail. We also will notify you in this manner if your entry has been selected as a finalist.

Name of organization for which the entry was produced _____

Submitted by _____

Title _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

E-mail _____

Name of assisting agency or consulting firm, if any _____

Address _____

City/State/Zip _____

CREDITS (Creative talent that worked on the submitted project)

Name/Title _____

Name/Title _____

Name/Title _____

Date this entry first appeared or was used _____

Signature of Entrant _____

Date / /

The budget for this entry, including fees and expenses (check one):

- Under \$5,000
- \$5,000-\$10,000
- \$10,000-\$50,000
- \$50,000-\$100,000
- More than \$100,000

AGA MEMBER Yes No

FEES

AGA member companies and nonprofit organizations

\$30 for the first entry, \$15 for each additional entry

Nonmember companies

\$70 for the first entry, \$35 for each additional entry

PAYMENT

Mail entry with payment to arrive no later than Aug. 2 to:
AGA Communications Awards
555 13th Street, N.W., Suite 1010 East
Washington, D.C. 20004-1109

Make checks payable to "American Gaming Association."

METHOD OF PAYMENT

- Check/money** order enclosed for \$ _____
- Credit card** Visa MasterCard

\$

Amount charged _____

Account number _____ / _____

Expiration date

Name on card _____

Signature _____