

SUBMITTAL REQUIREMENTS:



- 1 Intent to Submit -**

Please send your Intent to Submit (provided in the brochure) to Terry Caywood no later than 5:00 pm on January 27, 2012. Your Intent to Submit should include:

 - Name
 - Firm Name and Contact Information
 - Categories that you intend to submit for
 - Name of the submission per category
 - Payment by check or credit card (Checks Payable to “SMPS Heartland Regional Conference”)
 - Send to: Terry Caywood c/o The Sextant Group, 700 Waterfront Drive, Pittsburgh, PA 15222

- 2 Submittal Deadline -**

Final entries are due March 1, 2012 no later than 5:00 pm. Each entry must be submitted separately. Your submission must include a Presentation Board, Clarification Statement, Digital Images, and Entry Form. Please send final submissions to Terry Caywood c/o The Sextant Group, 700 Waterfront Drive, Pittsburgh, PA 15222

- 3 Entry Requirements -**
 - Clarification Statement (6 copies) – a clarification statement must be submitted with each entry. The Clarification Statement should not exceed one (1) page, single-sided, and should be typewritten. The statement should be submitted in a separate envelope, accompanying your board but not attached to it, and labeled with the project name. Your Clarification Statement should include the project name and should address the following:
 - Marketing Objective including goals, target audience, and what you hoped to obtain with the piece.
 - Research, Planning & Implementation
 - Results
 - Budget/Actual Cost/Cost per Unit
 - Presentation Board – The presentation board must arrive assembled and mounted on 20” by 20”, 3/16 black foam core board. The entry’s title and entry category should be displayed in the upper left hand corner of the presentation board. Use Arial Narrow Bold 48pt. Identification information should be included in the bottom right corner including firm name, city, state, and team member credits (including photo credits). Identification information should appear in Arial Narrow, 12pt, regular and bold in the bottom right corner.
 - Digital Images – At the SMPS Heartland Regional Conference the winning firms and entries will be featured in a multimedia presentation. Please photograph, scan, or screen capture a picture that best represents your entry and provide them on CD with your submission. Label the CD with your company name, entry title, and entry category. CDs should be included in an envelope with the Clarification Statement. Requirements of images are as follows:
 - Company Logo – color JPEG – 300 dpi – longest side 1024ppi
 - Photo of Entry – color JPEG – 300 dpi – longest side 1024ppi