



# HEARTLAND REGIONAL CONFERENCE PINNACLE AWARDS

May 12-14, 2021





# HRC IN MKE 2021

The SMPS Heartland Regional Conference will be held in Milwaukee, WI on May 12-14, 2021. The Heartland SMPS Region—comprised of approximately 900 professionals representing more than 350 companies and organizations—would like to invite you to enter your best marketing and communications work for a 2021 Heartland Regional Conference Pinnacle Award.

## WHY ENTER?

The SMPS Pinnacle Awards recognizes excellence in marketing communications produced by professional services firms in the design and building industry.

- Recognition for your outstanding efforts
- Showcase your work and a job well done
- Exposure for your firm
- Educate the industry about the critical role of marketing in successful firms

## ELIGIBILITY

Anyone responsible for the creation of the items for a company involved in the built environment is encouraged to enter. Firm must have at least one SMPS Heartland chapter member to submit. Chapters are: Chicago, Greater Cincinnati, Columbus, Indiana, Kentucky, Michigan, Northeast Ohio, Pittsburgh, and Wisconsin.

Materials in the one of the categories listed below that have completed between January 2018 and January 2020 will be accepted for the 2021 Pinnacle Awards competition. ([submit online here](#))



# ENTRY REQUIREMENTS

1. [Entry Form](#) - Please complete one on-line form per entry. For reference the form requests the following information:
2. Clarification Statement - Clarification Statement must include project name and address the following:
3. Creative Brief - Please give a 250 word or less creative brief on your entry to convey to the jurors why your entry should win.
4. Marketing Objectives - Including goals, target audience, methodology, timeframe, budget and desired outcome
5. Research, planning, and implementation
6. Results - Did you achieve your objectives? Describe why this entry was successful
7. Digital Images - Please provide images that best represent your entry and include with your submission. Please limit your complete image submission to 100 MB.
8. Slides - May be provided in ppt or pdf format. Two slides maximum. Slides should include your firm name, name of submission categories, a brief description of your project, the results, and relevant images. Slide information will be shown on a loop presentation during the Pre-Party and should your firm receive an award, these slides will be used at the Awards Ceremony. Download slide background [here](#).
9. Payment - Online Payment through our [Eventbrite registration](#) site is required before a submission is accepted. Click on Eventbrite green "Register" button and scroll down to "Sponsorships Awards, Exhibits, Individual Events" then select Pinnacle Awards Submissions.

## AWARDS

Jurors will determine award recipients (1st Place, 2nd Place, Honorable Mention), but are not required to fill each spot for each category.

Additional trophies are \$60 each; payable after winners have been announced.

## DEADLINE

Submittal must be received electronically by 11:59 p.m. EST on March 6th, 2021.

## SUBMISSION REQUIREMENTS

Complete [Entry Form](#) and Upload requested files within the [entry form](#). Name all submitted files with your company name and category in the file name.

Payment - Online Payment through our [Eventbrite registration](#) site is required before a submission is accepted. (We are unable to accept payment via cash, check, or money order.)

### ENTRY FEES:

**First Entry: \$75**

**Additional Entries: \$60**

## QUESTIONS

Pinnacle Awards Chair  
Courtney Van Ostran, CPSM  
cvanostran@tecinc1.com  
(740) 877-5872

Pinnacle Awards Co-Chair  
Ann Sekley  
ann@wallercorporation.com  
(724) 223-9680



# SMPS FACTS

As an SMPS Heartland Regional Conference Pinnacle Awards winner, you will benefit from the recognition and exposure to event attendees and the entire membership of 6,000+ professionals. The event is promoted nationally. Below is national demographic information about the Society's members:

## PURCHASING AUTHORITY

67% of attendees are authorized to make purchases  
 60% of attendees recommend products/vendors

## TOP 11 PRODUCTS AND SERVICES SOUGHT BY CONFERENCE ATTENDEES:

- Promotional items and client gifts
- Printing / reprographic services
- Training / professional development
- Photography services
- Books / trade publications
- Graphic design services and software
- Market research and tools
- Customer relationship management software
- Office/copy equipment
- Consulting services, including marketing and public relations
- Multimedia and web development services

## PRIMARY SERVICE OF THE FIRM (%)

Engineering	25.2
Architecture	12.7
Construction/Contracting	11.5
Architecture/Engineering	11.5
Construction Management	8.8
Unknown	7.7
Other	7.5
Marketing Consultant	4.5
Environmental/Engineering	4.1
Geotechnical/Engineering	2.0
Design/Build	1.4
Landscape Architecture	1.3
Reprographics/Audio/Visual	0.9
Interior Design	0.4
Developer	0.1
Trade Association	0.1
Sales	0.1

## JOB FUNCTION (%)

Coordinator	26.0
Manager	20.2
Business Developer	17.0
Director	12.8
Vice President	4.1
CMO	0.8
Partner/Principal	5.3
President/CEO	4.5
Administrative	2.5
Consultant	1.8
Technical	0.4

## GENDER (%)

Female	72.0
Male	28.0

## FIRM SIZE

< 10 people	8.1
10-25 people	11.8
26-99 people	26.2
100-249 people	17.8
250-499 people	11.0
500+ people	22.0