

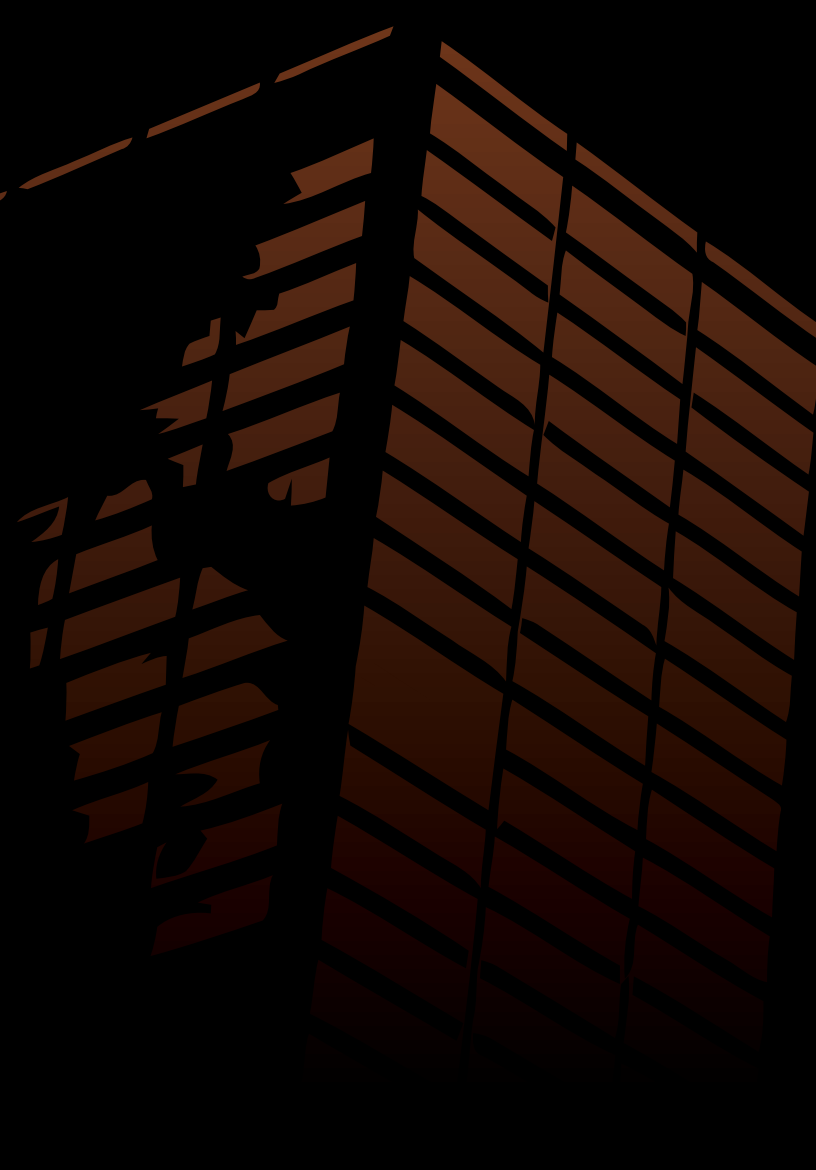


BMA of HOUSTON PRESENTS

BMA Business Marketing Association
Houston Chapter

LANTERN AWARDS of TEXAS 2011 **Petroleum Club of Houston**
NOVEMBER 15TH, 2011

MARKETING'S GOLDEN AGE



WHAT ARE THE LANTERN AWARDS OF TEXAS?

The Houston Chapter of the Business Marketing Association created the Lantern Awards of Texas competition more than two decades ago to bring recognition to top-quality creative work and the rising standards of marketing in the business-to-business space — long before most had even heard the term “B2B”.

Since that time, the Lantern Awards Gala has become an annual celebration of B2B marketing excellence in Houston and throughout the state of Texas. Hundreds of business marketing professionals gather to view the field of finalists in an elegant gallery-like atmosphere, to network with their peers over dinner, and then applaud the winners as they are announced.

WHO CAN ENTER?

All marketers and producers of B2B communications for industry or professional audiences, including shareholder communications, within the state of Texas are eligible to enter the Lantern Awards of Texas competition. This also includes non-profit fundraising directed toward corporate donors as well as BMA members and non-members alike. Entered materials must have been produced, distributed and implemented in the United States between September 1, 2010 and August 31, 2011, and must not have been entered in any previous Lantern Awards of Texas competition.

WHAT TO ENTER

B2B marketing materials that are created by individuals or organizations, including commercial businesses, governments and institutions, facilitating the sale of their products or services to other companies or organizations that in turn resell them, use them as components in products or services they offer, or use them to support their operations. Any business-to-consumer entries will automatically be disqualified without refund.

COST TO ENTER 12- 1011 OR MORE 12- 1011 OR MORE FOR ENTRIES DELIVERED BY 4:00P.M. SEPTEMBER 22

Entry fee per award category entered
\$125 \$75 each

BMA members
\$65 each \$150

Non-BMA members
\$100 \$75

There is a limit of four boards per entry. If the entry exceeds four boards, a charge of \$25 will be added to the total entry fees.

All payments should be made online with the entry form submissions.

WHEN AND WHERE TO ENTER

Deliver all mounted entries starting on September 8.
All entries are due by 4:00 p.m. Thursday, September 22.

Attn: Lantern Awards
Advent, Inc.
8708 West Little York, Suite 100
Houston, TX 77040
For questions contact Cassandra Klekar at 832-314-5846 or
cassandra.klekar@c-a-m.com

HOW TO ENTER

All entry forms are to be completed online at www.lanternawards.com/entries.

Have questions about your entry? Contact us.
Lantern Awards Chair
Myla Dixon, myla.dixon@gmail.com
Lantern Awards Co-chair
Cassandra Klekar, cassandra.klekar@c-a-m.com

Review all of the categories to determine how to best enter your work. All entries should have been created for a targeted business audience. Entries may be submitted to more than one category. Individual campaign components can be entered as single elements and as a group in a campaign category.

JUDGING

A panel of three recognized B2B marketing professionals will review each entry. The judges are instructed to consider the AIDA principles when reviewing entries —how well they believe each entry would generate Attention, Interest, Desire and Action from a targeted business audience.

The judges will score each entry based on the visual impact to grab the attention (A) of the target audience, the execution of that impact to generate interest (I), the level of desire (D) the proposition stirs, and the effectiveness of your marketing piece to get an action (A) from the audience.

Thoroughly completing all of the criteria is the best way to help the judges properly score your entry.
For best results, be brief but as descriptive as possible.

CHOOSE A CATEGORY

All entries in Categories A through D are considered online media and files must be submitted online. A virtual presentation board may be created for display at the Gala if the entry garners an award.

CATEGORY A: INTERACTIVE/MULTIMEDIA PRESENTATIONS

Presentations created for internal or external sales, marketing, public relations and product demonstration.

- A1. 3-D Animations
- A2. Motion Graphics — Text, design or photography in motion
- A3. Interactive Presentations — Multimedia, Flash and PowerPoint presentations, etc.
- A4. Interactive tradeshow, Exhibit or Special Event
- A5. Videos

CATEGORY B: ONLINE MEDIA

Communication materials posted externally to the Internet, internally to the company's intranet or sent via email. All judging is completed online — provide username and password if required to view or entry will be disqualified.

- B1. Internal Website/Intranet — Budget under \$24,999
- B2. Internal Website/Intranet — Budget \$25K to \$74,999
- B3. Internal Website/Intranet — Budget over \$75K
- B4. External Website/Internet — Budget under \$24,999
- B5. External Website/Internet — Budget \$25K to \$74,999
- B6. External Website/Internet — Budget over \$75K
- B7. Online Advertising — Single banners, buttons, pop-ups, peel downs, and campaigns
- B8. Internal e-Newsletter
- B9. External e-Newsletter
- B10. E-mail Campaign
- B11. Webinar or Virtual Trade Show — Educational or sales web presentation

CATEGORY C: SOCIAL MEDIA AND MOBILE MARKETING

- C1. Social Media Marketing Campaign — Blogging, Twitter, Facebook, etc.
- C2. Mobile Marketing Strategy (QR codes, websites optimized for mobile devices, etc)

CATEGORY D: BROADCAST MEDIA — TV AND RADIO

- D1. TV Commercial — Single/Campaign
- D2. Radio Commercial — Single/Campaign

All entries in Categories E through R must be mounted on 18"x24" or 24"x36" rigid black poster board(s). Oversized boards are subject to double entry fees. Leave a 2"x3" safety area on the bottom right corner of the board for entry labeling. To prevent separation of multiple pieces during the handling process, please follow these guidelines:

Binders should accompany a presentation board and must include a copy of the entry form. Brochures should be in sturdy pockets or sleeves affixed to the board(s); close sleeves with tape or Velcro prevent loose materials falling out. 3-Dimensional pieces should either be affixed to or accompany a presentation board and must include a copy of the entry form. Package multiple boards for the same entry together and clearly label each board (1 of 4, 2 of 4, etc.)

CATEGORY E: NEWSLETTERS

Printed communication materials that are less than 16 pages. Submit two or three sample issues.

- E1. Internal Audience Newsletter
- E2. External Audience Newsletter

CATEGORY F: MAGAZINES

Printed communication materials that are 16 pages or more. Submit two or three sample issues.

- F1. Internal Audience Magazine
- F2. External Audience Magazine
- F3. Custom Published Magazine — Single-edition magazine supplements

CATEGORY G: OUTDOOR AND TRANSIT

- G1. Billboard, poster or bulletin — Single or campaign
- G2. Mass Transit Campaign (as on a bus, train or plane)
- G3. Vehicle Graphics (fleet design or vehicle wrap)

CATEGORY H: ANNUAL REPORT

Communications targeting corporate donors, boards of directors, shareholders, etc.

- H1. Annual Report — Public company
- H2. Annual Report — Non-profit company

CATEGORY I: CORPORATE OR PRODUCT IDENTITY

Include statement of purpose and other rationale on the entry form.

- I1. Logos and Stationery Packages
- I2. Package Design
- I3. Branding or Re-branding Campaign
- I4. Graphics Standards Manual (include DVD or binder with presentation board)

CATEGORY J: GRAPHICS

Individual pieces or components of larger works, as a single piece or a series.

- J1. Photography (single or series)
- J2. Illustration (hand-drawn or computer generated art)
- J3. Magazine or Publication Cover (single or series)
- J4. Graphic or Stand-alone Banner

CATEGORY K: TRADE SHOWS, EXHIBITS AND SPECIAL EVENTS

Customer-focused events. Include photos, floor plans and related materials.

- K1. Tabletop or Poster Display, Kiosk Display and Models
- K2. Back Wall Exhibit (any size)
- K3. Small Exhibit (peninsula or island under 500 square feet)
- K4. Large Exhibit (peninsula or island over 500 square feet)
- K5. Trade Show Campaign (total campaign with exhibit)
- K6. Fixed Installations (lobbies, airports, etc.)
- K7. Themed Special Event (internal or external)

CATEGORY L: PUBLIC RELATIONS

Ongoing and new audience PR including recruitment. Include a package suitable for judging (generally a binder) along with display board.

- L1. Total PR Program — Internal integrated effort reaching ongoing audiences
- L2. Total PR Program — External integrated effort reaching ongoing audiences
- L3. Total PR Program, Non-Profit — Integrated effort targeted toward business sponsorships, board of directors, etc.

CATEGORY M: SALES LITERATURE

Product or service oriented literature. Include sample copies.

- M1. Capabilities or Facilities Brochure
- M2. Sales Brochure
- M3. Product Catalog
- M4. Technical Literature Series
- M5. Dealer/Distribution Sales Package or Media Kit

CATEGORY N: PROMOTIONAL MATERIALS

Use photos of dimensional items on entry board and include a sample.

- N1. Rep/Dealer/Distributor Demo or Promo Display
- N2. Specialty Item — Budget under \$20 per item
- N3. Specialty Item — Budget over \$20 per item

CATEGORY O: DIRECT MAIL

Use photos of dimensional items on entry board and include a sample.

- O1. Printed Mailing(s)
- O2. Dimensional Object Mailing(s)

CATEGORY P: SPACE ADVERTISING

Budget to include creative and placement costs, etc.

- P1. Fractional Page Advertising — Single placement
- P2. Full Page and Spread Advertising — Single placement
- P2. Advertising Campaign — Budget under \$49,999
- P3. Advertising Campaign — Budget over \$50,000

CATEGORY Q: TOTAL COMMUNICATIONS PROGRAM

Marketing programs using multiple tactics, such as advertising, public relations, online, event, direct, etc., within an integrated strategy.

- Q1. Total Communications — Budget under \$99,000
- Q2. Total Communications — Budget from \$100,000 to \$199,000
- Q3. Total Communications — Budget over \$200,000

CATEGORY R: MARKETING RESEARCH

Research involving data such as words, pictures, objects or numerical data.

- Q1. Qualitative and/or Quantitative Research Project

SPECIAL AWARDS

Selected from individual category Lantern Award winners, either by the Judges or Gala Attendees

Rookie of the Year — selected by judges from first-time entrants that received a Lantern Award

Agency of the Year — selected by judges from agencies that received a Lantern Award

Best of Non-Profit — selected by judges from non-profit entries that received a Lantern Award

Best of Show - selected by judges from overall Lantern Award winners

People's Choice - selected during the Gala by attendees from all displayed entries (Certificate of Excellence and Lantern Award recipients)

The Best of Show award winner continues on to compete in the Business Marketing Association's B2 Awards courtesy of BMA Houston. The BMA B2 Awards is a nation-wide competition among BMA organizations all over the United States which recognizes and honors business marketers for innovative global brand strategy, customer marketing strategy, integrated internal and external marketing communications strategy, e-business strategy, new media strategy and successful new product and service introductions.

RULES AND AWARDS RE-ORDER

Lantern Awards are given to the highest scoring marketing piece in each category by the judges. Only one Lantern is presented per category, however, one is not necessarily granted for every category. Awards of Excellence are presented to other pieces in recognition for marketing excellence within each category. One copy of each award is presented at the Gala; additional awards can be ordered from BMA Houston after the event. Lantern Awards are \$175 each and Awards of Excellence are \$75 each.



brookwoods group

UNDERWRITER
Brookwoods



BrightBox

WEB
BrightBox



BrightBox

CREATIVE
BrightBox



LD Systems

AUDIO VISUAL
LD Systems

HOUSTON BUSINESS JOURNAL

MEDIA SPONSOR
HBJ

TEXAS PICTURES
Industrial Strength Storytelling

LIFETIME VIDEO SPONSOR
Texas Pictures

BARCHFIELD PRODUCTIONS

BOARD PHOTOGRAPHY
Barchfield Prod.

Gulfstream
Graphics Corp.

PRINTING SPONSOR
Gulfstream

CAMERON

ENTERTAINMENT SPONSOR
Cameron

World Oil

ROOKIE OF THE YEAR
World Oil

JPT

PEOPLE'S CHOICE
JPT

PennWell

BEST OF SHOW
Pennwell

DRILLING CONTRACTOR

BEST NON-PROFIT
Drilling Contractor

DRILLING CONTRACTOR

PROGRAM SPONSOR
Drilling Contractor

ANIMATION SPONSOR
One Creative

LANTERN AWARDS
of TEXAS
GALA EXHIBITION
Awards Dinner

THE GALA EXHIBITION AND AWARDS
DINNER WILL BE HELD ON TUESDAY,
NOVEMBER 15, 2011, AT:
THE PETROLEUM CLUB OF HOUSTON
800 BELL, 43RD FLOOR
HOUSTON, TEXAS 77042
800 BELL, SUITE 4300

EXHIBITION OPENS AT 5:00 PM
DINNER IS SERVED AT 7:30 PM
AWARDS PRESENTATION COMMENCES
AT 8:00 PM
JOIN US FOR A CHAMPAGNE TOAST
IMMEDIATELY FOLLOWING THE AWARDS
PRESENTATION TO NETWORK AND
CELEBRATE WITH THE WINNERS.

2011 CALL FOR ENTRIES
MARKETING'S GOLDEN AGE