

**IN-HOUSE
CREATIVITY
AWARDS**

IHAF
AWARDS

DEADLINE FOR ENTRIES

All entries must be postmarked no later than June 30, 2019. Late entries will be accepted if postmarked by July 15, 2019 and accompanied by an additional fee (see *Entry Fees*). Entries postmarked after July 15, 2019 will not be accepted.

ELIGIBILITY

Any corporate in-house advertising agency or creative services organization may submit work first produced, printed and/or aired between January 1 and December 31, 2018 in the categories named below.

ENTRY CATEGORIES (38)

ADVERTISING <ul style="list-style-type: none">• Banners• OOH• Print B2B• Print B2C	DIRECT MAIL <ul style="list-style-type: none">• B2B• B2C	PUBLICATIONS <p><i>Books, Magazines, Newsletters</i></p> <ul style="list-style-type: none">• B2B• B2C
CORPORATE COMMUNICATIONS <ul style="list-style-type: none">• Annual Reports• Brand Identity• Cards, Invitations & Announcements• Internal Communication• Logos	ENVIRONMENTAL <ul style="list-style-type: none">• Interior & Architectural• POP• Signage & Banners	SALES COLLATERAL <p><i>Brochures, Catalogs, Sales Kits</i></p> <ul style="list-style-type: none">• B2B• B2C
CREATIVE COLLABORATION <p><i>Work produced in concert with an external agency/partner</i></p>	EVENTS <p><i>Any work produced for an event</i></p>	SOCIAL MEDIA <ul style="list-style-type: none">• Organic• Paid
DIGITAL MARKETING <ul style="list-style-type: none">• Apps• Email• Infographics• Websites B2B• Websites B2C	INTEGRATED CAMPAIGN <p><i>Mixed media—minimum of three pieces</i></p> <ul style="list-style-type: none">• B2B• B2C	STUFF THE CLIENT DIDN'T PICK <p><i>Any work, any format</i></p>
	ON A SHOESTRING <p><i>Any work, any format—produced for under \$10,000</i></p>	VIDEO <ul style="list-style-type: none">• Corporate, internal• Corporate, external• Immersive Content (VR, AR, MR, 360)• Social• TV & Web, 0:60 or under• TV & Web, over 0:60
	PACKAGING <p><i>Any form of product packaging</i></p>	

JUDGING

Winners will be selected solely on the basis of creativity at the discretion of the judges—a panel of industry veterans including in-house creative directors, no more than one respected external agency creative director, marketing/creative executives, and industry consultants. Winning entries will be determined via a points system based on recorded ballots submitted by the judges. There will be three awards in each category (Gold, Silver and Honorable Mention) and one Best-of-Show winner. Creative Collaboration entries are not eligible to win Best-of-Show.

ANNOUNCEMENT OF WINNING ENTRIES

Work will be displayed and winners will be announced at the IHAF Conference & Awards on November 13-14, 2019. This two-day event will be held at the Revere Hotel Boston Common in Boston, MA. Each Gold winner will receive an award trophy with Silver and Honorable Mention winners receiving framed certificates. The Best-of-Show winner will also receive an award trophy. Following the event, winning entries will be posted on the IHAF website.

ENTRY FEES

Entry fees are non-refundable. Entries will not be judged unless full payment is received by the submission deadline.

CATEGORY SUBMISSIONS

IHAF Members: \$75 per entry Non-Members: \$150 per entry

MOUNTING ASSISTANCE (OPTIONAL)

IHAF Members: \$50 per entry Non-Members: \$100 per entry

LATE ENTRIES

Entries postmarked after June 30, 2019 will be assessed a late entry fee of \$25 per submission. Entries postmarked after July 15, 2019 will not be accepted.

ENTRY PROCESS AND REQUIREMENTS

PROCESS

A printable checklist is provided with the steps outlined below.

1. Submit and pay for all entries online
2. Print and attach tickets to each entry from online submission confirmation email
 - a. Tickets can be found at the bottom of your confirmation email
 - b. Each ticket includes a unique entry number, category, title and description
3. Mount all entries (with the exception of Digital Marketing and Video) to boards that measure 6" x 6" or 14" x 14", adhering to the guidelines below (as applicable):
 - a. Entries with multiple pages must be inserted into clear acetate pocket mounted to board
 - b. Mount high-resolution image/output for all 3D entries
 - c. Submit **no more** than 3 boards per entry containing multiple pieces (maximum of 5 for Integrated Campaign entries)
 - d. Include actual sample of any 3D entries, if possible
4. Include a USB with two types of electronic files for each entry—a high-resolution file and low-resolution file of the entry
 - a. Each file should be labeled accordingly: **Company_Category_SubCategory_EntryNumber**
 - b. In addition, the exterior of the USB should be labeled with your company name
 - c. For video entries, please include one of the approved video file types (see *Digital Entries*) and a hi-res and low-res screenshot to represent the entry
 - d. For website entries, please include URL/link to website in a word document and a hi-res and low-res screenshot to represent the entry

ALL ENTRIES MUST

1. Meet eligibility, deadline and payment requirement
2. Be entered into the appropriate category and identified correctly (IHAF reserves the right to reassign entries)
3. Conform to the stated submission requirements
4. Include both mounted samples and electronic back-up—for entries submitted in the Digital Marketing and/or Video categories, mounted samples are not required though digital files and images are

ENTRY PROCESS AND REQUIREMENTS (CONTINUED)

SUBMISSION AND IDENTIFICATION

All entries must be submitted and paid for online at ihaforum.org/creativityawards, with electronic and hard copies mailed as directed. After submission(s) and payment(s) are processed, you will receive an email instructing you to print a ticket containing an auto-generated identification number for each entry. For IHAF members, please ensure you are logged in prior to submitting to receive member pricing.

Your printed ticket received via email **must be attached to the back, bottom-right corner of each mounted entry** (see *Mounting*) and submitted along with a USB containing an electronic copy of each submission (see *Electronic Copies*) via Priority Mail or courier (FedEx, UPS, DHL).

Ship entries to:

Kendra Hickman, In-House Agency Forum, 179 Lincoln Street, Suite 400, Boston, MA 02111, 617.587.3923

Take care in packaging your entries for shipping to ensure they arrive in good condition, as they will be displayed at the IHAF Conference & Awards.

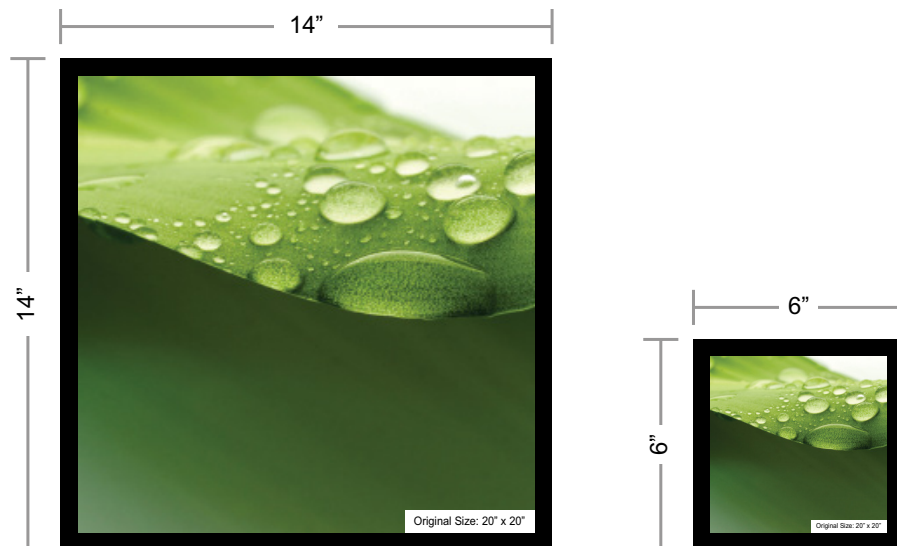
MOUNTING

All required entries* must be mounted on appropriately-sized black mat board or the entry will be disqualified. IHAF offers mounting assistance, as requested, for an additional fee (see *Entry Fees*). Simply indicate that you would like IHAF to do the mounting for you when submitting your entries and payment online. Then send your un-mounted pieces (physical samples, screen shots and/or downsized print-outs) along with electronic copies and entry tickets, as instructed. Your entry ticket(s) will be attached by IHAF during mounting.

* *Digital Marketing and Video category entries are not required to be mounted*

BOARD-SIZE REQUIREMENTS

Board width must measure 0.055" thick with at least a 1" margin on all sides. Boards should measure 6" x 6" or 14" x 14"—no smaller or larger. For materials that exceed the maximum board size, please provide a down-sized printout with a notation regarding the original size of the piece.



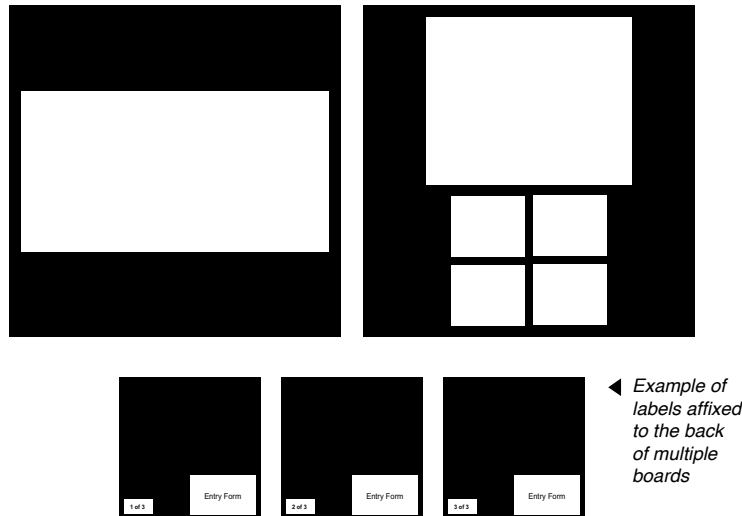
ENTRY PROCESS AND REQUIREMENTS (CONTINUED)

DIGITAL ENTRIES

Digital Marketing and Video category entries do not require mounted boards for display. For websites, be sure to provide URLs and/or links. For video entries, include MP4, MOV or WMV files—YouTube, Vimeo, or similar links are not acceptable.

ENTRIES WITH MULTIPLE PIECES

If your entry contains multiple pieces, a maximum of five images/pieces can be “collaged” together on a single board. If you require more than one board per entry, please indicate the number and sequence of the boards you are submitting by affixing a label to the back, bottom-left corner of each board (e.g. “1 of 3,” “2 of 3,” “3 of 3,” etc.). Maximum of 3 boards per entry (maximum of 5 boards for Integrated Campaign entries).



ENTRIES WITH MULTIPLE PAGES

For multi-page pieces, secure a clear acetate pocket to the board (see *Board-Size Requirements*) and place your sample in the pocket. Samples must be able to be easily removed from and re-inserted into pockets for judging and display.

3-DIMENSIONAL ENTRIES

Mount high-resolution color output of the piece(s) onto board (see *Board-Size Requirements*), and send an actual sample of the piece(s).

SUBMITTING WORK TO MULTIPLE CATEGORIES

Individual elements can be submitted to multiple categories, as appropriate. Submissions must be entered as unique pieces, each with its own board, ticket and corresponding entry fee. Be sure to include a USB with separate digital files for each entry (see *Electronic Copies* for details on submitting USB containing electronic file of each entry).

ENTRY PROCESS AND REQUIREMENTS (CONTINUED)

ELECTRONIC COPIES

All entries must include a USB that contains:

1. A high-resolution PDF, JPEG or TIF file (no less than 300 dpi) of each entry. If providing a PDF, please convert all text and outlines.
2. A low-resolution file to be used for judging and posting winning work online. Acceptable formats are JPEG and GIF (set to RGB, 72 dpi).
3. Each file on USB must be saved/labeled as: **Company_Category_SubCategory_EntryNumber**

FINAL DETAILS

IHAF assumes that all entries are original and are the work and property of the entrant, with all rights granted therein. IHAF is not liable for copyright infringement on the part of the entrant and will not engage in copyright disputes. Materials submitted for entry will not be returned.

ABOUT THE AWARDS

IHAF's In-House Creativity Awards recognizes creative excellence among in-house agencies across a host of print and digital categories including advertising, annual reports, corporate identity, direct mail, email, mobile devices, packaging, publications, sales collateral, videos and more. Winners are announced at the IHAF Conference & Awards in November, as well as on the IHAF website.

FOR MORE INFORMATION

Please contact Kendra Hickman at 617.587.3923 or khickman@ihaforum.org.



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