Overview, Categories, Eligibility, Entry Criteria, and Entry Fees

NARI Silicon Valley members are invited to enter our new Showcase Awards to gain recognition of their achievements. This program allows companies to present their creative marketing efforts.

Awards will be presented at the Holiday Awards Gala planned for a date TBD in December 2020.

3 Categories

1. Website – marketing use of your website homepage and other sub-pages of interest. Your entry should be able to answer these questions below:
   - What tools were utilized to enhance the website’s easibility to navigate?
   - What are some unique features?
   - What are the creative aspects, to include use of color, copy and layout?
   - What is the targeted audience i.e. homeowners, remodelers?
   - What are the google analytics for the last 6 or 12 months?
   - How effective has it been in driving sales for your company?

2. Showroom – use of your how the space was used for marketing purposes, i.e. customers/clients, industry partners, mixers, educational events, meetings, etc. Your entry should be able to answer these questions below:
   - What objectives dictated the overall design?
   - How does the design affect the client experience for selections?
   - What are other positive aspects of the showroom?
   - How has this showroom impacted your business i.e. sales, walk-in traffic?

3. Company Vehicle Signage/Advertising – marketing use of your company vehicle(s). Your entry should be able to answer these questions below:
   - What type of signage is being used, your company vehicle(s), e.g. decal, magnetic sign, wrapping, other?
     - Earn an extra point if NARI Silicon Valley logo used (include photo or proof)
   - What are the creative aspects, to include use of color, copy and layout?
   - How effective has it been in attracting customers, clients, homeowners?

Applicant and Project Eligibility

- Only NARI of Silicon Valley members in good standing are eligible.
(NEW) Due to California “Stay-At-Home/Shelter-In-Place” (SAH/SIP) policies for the COVID-19 pandemic, this requirement is subject to change. The Meta Committee will notify its members of the requirement change when the SAH/SIP policies are lifted.

A company entry must have at least one member of your company receive 3 participation credits (as is done for the Meta Awards), but if individual project team members want to be recognized on the award they will each need 3 participation credits. Credits are transferable to other company project staff within the same company (see Meta Participation Credits Requirements document). Credits must be attained from January 1, 2020 to October 21, 2020. In other words, you must have completed this requirement for entry in the awards program! No late credits will be accepted.

- Project finish date must be between July 1, 2019 and October 1, 2020.

### Entry Fees

- $75 for each individual entry
- Annual Sponsors at the Silver, Gold and Platinum levels can use any available credits for complimentary Showcase entry submissions.
- Payment for all entries must be completed at the time of entry.
- Entries can be paid for using PayPal or credit card via PayPal or you can submit a check payment* mailed to the chapter’s PO Box.

- *NOTE:* Check payment via mail must be postmarked by Friday, October 16, 2020 or your presentation will not be included in the judging.

- Entry fees are non-refundable and non-transferable past the date of the submission deadline.

### Entry Criteria

- All entries **MUST** use the 2020 Showcase Awards cover sheet (1st page of the Showcase Project Entry Sheet-see templates on the [2020 Meta Awards Rules & Forms-ONLINE](https://example.com) page) but otherwise can be creative with the remaining pages of the template.

- Each entry should include a 100 word or less project statement on the cover sheet and images with 2-3 descriptive sentences or captions that will help the judges understand the details of the project.
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- Preparing a Winning Entry
  - Your ability to present your project(s) in a manner that helps judges distinguish your project will go a long way to set you apart from the competition.
  - Plan your entry submission(s). Arrange your photos, marketing statements, etc. in a logical fashion so that an individual not familiar with your campaign can easily understand.
  - Describe the objective of the showroom or marketing campaign by using the questions noted above for your category.
  - Each entry is limited to a maximum of 10 pages. The file can be up to 20MB.
  - Each image must be in .jpg or .png format. Each image must be a high-quality resolution of at least 300 dpi, a minimum of size of 4 x 6 (1200 x 1800 pixels), and no larger than 8 MB each.

- Entries must to be saved in PDF format with this information - e.g. 2020_Showcase_Project_Showroom_CompanyName

About Disqualification
Entries can be disqualified if they violate Showcase rules and instructions or if they don’t fit in the category entered.

Judging
Winners are selected by an impartial panel of judges, who are from within the industry and associated fields. The judges cannot be members of NARI of Silicon Valley.

All entries will be judged on concept, copy, layout, overall design execution, and communication of the marketing asset’s objective. The entries are judged on their own merit, using the criteria, not against each other.

As a result, there could be multiple “Gold” winners or only a “Silver” winner in a category. Not every category may have a Platinum, Gold and Silver winner.

The decision of the judges is final. Points will be awarded on a 1-10 points scale:

WEBSITE
All entries will be evaluated on:
- What tools were utilized to enhance the website’s easibility to navigate?
- What are some unique features?
- What are the creative aspects, to include use of color, copy and layout?
- What is the targeted audience i.e. homeowners, remodelers?
- What are the google analytics for the last 6 or 12 months?
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- How effective has it been in driving sales for your company?

SHOWROOM

All entries will be evaluated on:
- What objectives dictated the overall design?
- How does the design affect the client experience for selections?
- What are other positive aspects of the showroom?
- How has this showroom impacted your business i.e. sales, walk-in traffic?

COMPANY VEHICLE SIGNAGE/ADVERTISING

All entries will be evaluated on:
- What type of signage is being used on your company vehicle(s), e.g. decal, magnetic sign, wrapping, other?
  - Earn an extra point if NARI Silicon Valley logo used (include photo or proof)
- What are the creative aspects, to include use of color, copy and layout?
- How effective has it been in attracting customers, clients, homeowners?

Judging will be conducted online. The judges have the discretion not to make an award in a category.