



CALL FOR ENTRIES 2010

ACI-NA's 2010 Excellence in Airport Marketing & Communications Awards offers the opportunity to showcase your airport staff's skills and talents in the areas of marketing and public relations.

Winning entries will be announced prior to the 19th ACI-NA Annual Conference & Exhibition in Pittsburgh, Pennsylvania on Sep. 26, 2010 and featured at future marketing and communications meetings.

ELIGIBILITY

The contest is open to all ACI-NA airport members and we encourage airports of ALL passenger sizes to participate. Entries must have been produced between July 1, 2009, and June 25, 2010. For entries containing multiple items, such as publications and campaigns, at least two of the submissions (individual entries or campaign elements) must fall within the one-year period. Award-winning submissions entered last year that had been part of an ongoing program or campaign may not be submitted.

Each airport can submit only one entry per category — no exceptions.

Judges are informed of significant differences in size of budgets, and consider this when making their selections for winning entries. Remember — budgetary information is required in order for an entry to be eligible.

DEADLINE

Submissions **MUST** be received by close of business on Friday, June 25, 2010. No extensions will be granted. You will not be able to submit entries after the June 25 deadline.

NOTE: By submitting materials to the contest, the airport agrees that all entries become ACI-NA property for display purposes.

ENTRY FEES AND PROCEDURES

• Entry form

This year, this contest will be going online! Each airport will set up one account with contact information for one airport representative.

• Entry Submission

1. After the account is set up, choose the category you wish to submit an entry to, from the drop-down menu.
2. Paste the entry statement into the allotted space (see page #3 for more information on the Entry Statement).
3. Upload JPEG images of your submissions, links, PDF documents, Word documents, audio files, and/or video files.

- Audio files are preferred to be in MP3 format.
 - Video files are preferred to be in h.264 AVI format or uploaded to Youtube with link provided.
 - Any questions regarding format can be directed to dbrock@aci-na.org.
4. Once completed, the system will prompt you to either exit and pay, or submit another entry for a different category.
- **Payment**
 1. The fee for each entry is \$80.
 2. Once payment is received, you will receive a receipt for your records, and entries you have submitted will be marked as paid in the online system.

JUDGE'S PANEL

ACI-NA draws experts from the aviation industry, public relations, marketing, advertising, journalism, design and special events fields for judges' panels. In order to gain the input from all corners of North America, the judges will now be able to evaluate the submissions online. Judges will review all submitted information, including the statement of objectives, project budget, evaluation of success and overall presentation and appearance

QUESTIONS?

Contact Victoria Houghton, ACI-NA senior manager of Marketing and Communications, at (202) 861-8080 or vhoughton@aci-na.org.

REMEMBER

- Submit easy-to-read entry statements; 200 words is the suggested length.
- There can only be ONE point of contact from each airport.
- You can submit only ONE entry per category.
- All entry fees must be paid in full by July 9, 2010 in order to participate.
- Contact Victoria Houghton, ACI-NA senior manager of Marketing and Communications, at (202) 861-8080 or vhoughton@aci-na.org.

CATEGORIES & DESCRIPTIONS

1. **Annual Reports**
Please submit PDF documents of annual report
2. **Brochures**
Please submit PDF documents of brochures.
3. **Newsletters — Internal or External; Electronic or Hard**
Please submit PDF documents of newsletters.
4. **Special Events**
Special events must have a time limit and must have occurred some time between July 1, 2009—June 25, 2010. They cannot be an ongoing event, nor can they predict what will happen at a future event. Please submit photos, PDF brochures and/or any other document that describes the event.
5. **Aviation Education & Tour Programs**
Please submit photos, PDF brochures, and/or any other document that describes the event.
6. **Partnering With Carriers**
The ever-changing nature of the aviation industry has created opportunities for airports and airlines to work together. Submit documents that portray/describe programs or events that show how your airport has cooperated with airlines for the good of both entities and the community. Entries will be judged on innovative approaches and effectiveness of the efforts.
7. **Marketing Campaigns**
Define your product or service – its features and benefits in detail – and create a strategy for communicating the message that will produce growth. Detail the results.
8. **Public Relations Campaigns**
This is a planned effort to improve the airport's image in the public eye. Include goals, objectives, strategies and plan tactics, as well as advertising, publicity (i.e. press releases, conferences and coverage), customer success stories, events, etc.
9. **Social Media Campaigns**
Please submit links to Facebook, Twitter and other accounts and describe in detail the strategies, methods, and tactics for utilizing these tools. For example, what applications do you use on Facebook? How often do you tweet and what do you tweet about? What feedback have you received?
10. **Customer Service Initiatives**
Eligible entries for this category include new elements to current programs or new programs developed in the customer service arena that have had a significant impact on enhancing the overall passenger experience at the airport. Identify why you implemented the program, what prompted the initiative(s), what information was important in developing the program, the goals of the program and how you measured its success.
11. **Print Advertising (B&W/Color)**
Please indicate on entry form where the ad ran, when it ran, and how long it was run for.
12. **Radio Advertising**
Please submit ads using audio files. Include a transcript. Please indicate where the ad ran, when it ran, and how long it was run for.
13. **Television Advertising**
Please submit ads using video files. Include a transcript. Please indicate where the ad ran, when it ran, and how long it was run for.
14. **Video & Film Productions**
Please submit a video file. Judges will only review three to five minutes of each production so edit as required. Explain your target audience in detail on the entry form.
15. **Creative Innovations - Promotional Items**
Use your discretion in displaying your entry and submit it accordingly (i.e. pictures of giveaways, descriptions, etc.).
16. **Creative Innovations - Technology**
Use your discretion in displaying your entry and submit it accordingly (i.e. pictures of giveaways, descriptions, etc.).
17. **Web Sites**
Please submit the link to your website. If necessary, please supply any passwords judges will need to view the Web sites. Submissions which include new or special features introduced within the past year are encouraged.

OVERALL CREATIVITY & EXCELLENCE

The Peggy G. Hereford Award

The Peggy G. Hereford Award, presented annually since 1990, reflects the professional attributes of its namesake. A founding member of the Airport Operators Council International's Marketing and Communications Committee – our current committee's precursor – Peggy sought to capture the energy of aviation and unleash it to the world. She served as the Public Affairs Director at one of the world's busiest airports, Los Angeles International, and elevated the profession of public relations in the aviation field to new heights. A creative woman, natural leader and dynamic personality, Peggy inspired others to achieve the same.

The Peggy G. Hereford Award is given to honor creativity, effectiveness in reaching audiences with a message, and the overall scope of an airport's effort in marketing and public relations. Its goal is to spotlight the commitment and dedication of the contest's most decorated team each year that – in its own way – is the best the industry has to offer.

To be eligible for this award, an airport must enter materials in at least three categories. Join your peers and submit entries for the 2010 Peggy G. Hereford Award – an award which is widely recognized throughout the airport world as the highest honor an airport can earn in the public and media relations field.

2009 Edmonton International Airport
2008 Edmonton International Airport
2007 Seattle-Tacoma International Airport
2006 Los Angeles International Airport

2005 Denver International Airport
2004 San Diego County Regional Airport Authority
2003 Aéroports de Montréal
2002 Norfolk International Airport



ENTRY STATEMENT

1. PROJECT DESCRIPTION

INCLUDE A BRIEF SUMMARY THAT DESCRIBES YOUR ENTRY AND ITS TENDED AUDIENCE. PLEASE MAKE THIS SUMMARY AS DETAILED AS POSSIBLE.

2. GOALS

USE THIS SECTION TO SUMMARIZE THE GOALS OF YOUR ENTRY, INCLUDING WHY YOU CREATED THE PRODUCT, WHAT YOU PLANNED TO ACCOMPLISH, AND HOW YOU EXPECTED THOSE GOALS TO BE MET.

3. PRODUCTION

INDICATE WITHIN THE STATEMENT WHETHER THE ENTRY INCLUDED OUTSIDE ASSISTANCE TO PRODUCE. MENTION IF AN ADVERTISING AGENCY, PUBLIC RELATIONS AGENCY OR GRAPHIC DESIGN FIRM WAS UTILIZED AND WHAT ASPECTS DURING THE PROJECT THEY WERE INVOLVED.

4. EVALUATION

USE THIS SECTION TO EXPLAIN THE END RESULT OF THE PROJECT. YOU MUST QUANTIFY YOUR RESULTS AND BE SPECIFIC ABOUT RESULTS AS THEY RELATE TO THE GOALS OF THE PROJECT. EXAMPLE: THE BASE COST OF THIS PROJECT WAS SPENT TO MEET AUTHORITY MANDATES. WITH THE CONTENT, PHOTOGRAPHY AND GRAPHICS OF AIRPORT GROWTH, WE SUCCEEDED IN REACHING A MORE TARGETED AUDIENCE. BY COMBINING THE JOINT PURPOSES OF THE PROJECT, WE WERE ABLE TO REDUCE COSTS AND INVESTMENT OF STAFF TIME. BY PROMOTING THIS PROJECT THROUGH OUR RADIO AD, PRINT CAMPAIGN AND TELEVISION SPOT, WE DOUBLED ATTENDANCE AT THIS EVENT FROM THE PREVIOUS YEAR FROM 500 TO 1,000.

5. BUDGET

INCLUDE THE SPECIFIC DOLLAR AMOUNT SPENT AND THE QUANTITY PRODUCED (PRICE PER ITEM IS HELPFUL). INDICATE IF ITEM WAS PRODUCED IN-HOUSE, BY AN AGENCY, OR BOTH. IF ITEM WAS PRODUCED IN-HOUSE, COSTS (STAFF TIME, RESOURCES, ETC.) MUST STILL BE STATED. IF ITEM WAS USED AS AN ADVERTISEMENT, INDICATE HOW MUCH THE ADVERTISEMENT PLACEMENT COST.

FORMAT

*THE STATEMENT IS REQUIRED FOR **EACH** CONTEST ENTRY AND **MUST** INCLUDE THE FIVE AREAS LISTED ABOVE IN ORDER.*