

Campaign Entry Submission Form and Instructions

HOW TO ENTER

1. Fill in this form completely. Incomplete entries will be disqualified. Information on this form will be used in our annual compilation of winners, *Hospital Campaigns That Work*.
2. Use a new form for each campaign you enter.
3. Submit two copies of the entry form with each submission, including all attachments.
4. Include **TWO SETS OF UNMOUNTED EXAMPLES** of each campaign piece, affixed with a "tag" (see page 5) using removable tape.
5. Please send **TWO CDS** with all of your campaign materials—including TV and radio ads—with your submission (sorry, DVDs cannot be accepted). Attach "tags" to your CDs with removable tape.
6. Mail your entry and payment to the HealthLeaders Media Marketing Awards, 200 Hoods Lane, Marblehead, MA 01945.

ELIGIBILITY AND DEADLINE

Submit a separate entry fee and a separate entry submission form for each campaign you enter. Campaigns must have been launched between January 1, 2008 and December 31, 2008. ("Launch" means the actual rollout of the campaign, not when work on the campaign commenced.) You may submit multiple campaigns for consideration, however, each individual campaign may only be entered into one category. If you submit the same campaign into more than one category, one will automatically be excluded. HealthLeaders will make the decision which entry to exclude and you will not be refunded. All entries must be postmarked no later than May 29, 2009. Entries postmarked after May 29, 2009 will not be considered. There will be no contest deadline extensions.

ENTRY PREPARATION

Include press-ready PDFs of your print collateral. Submit these, along with multi-media radio, TV spots, podcasts, etc. on a CD (sorry, we cannot accept DVDs.)

When submitting press-ready files, adhere to the following requirements:

- Embed all fonts and font subsets
- Convert all color to CMYK color space (US Web Coated SWOP v2 CMYK profile preferred)
- Full bleed documents should include a .125" bleed (with .125" offset crop marks)
- All graphics should be at high resolution 300 dpi

For FAQs and official rules, please visit www.hlmma.com.

When submitting video or audio submissions:

- All video submissions must be in .mov format. (Not in .mpg, or .avi formats. FLV and WMV are acceptable but not desirable.)
- All audio submissions must be in MP3 format
- All submissions should be full size, no smaller than 720x480

ENTRY FEES AND PAYMENT INFORMATION

The cost is \$195 *per entry*. Submit payment—by check or credit card—with your entry, or request to be billed on the order form on page 4. Make checks payable to HealthLeaders Media. Entries received without payment or payment received after the submission deadline of May 29, 2009, will not be considered. All entry fees sent to HealthLeaders Media are non-refundable.

DISCLAIMER

Winning entrants grant HealthLeaders Media the right to reproduce images of their work in the 2009 *Hospital Campaigns That Work* compilation (may be a book and/or a CD), in HealthLeaders Media marketing and promotional pieces, and in displays at the HealthLeaders Media Marketing Experience. Some winning entries may also appear on HealthLeaders Media Web sites and in other digital and printed materials. HealthLeaders Media assumes that all entries are original and are the works and property of the entrants, with all rights granted therein. HealthLeaders Media is not liable for any copyright infringement on the part of entrants and will not become involved in copyright disputes. HealthLeaders Media will notify all winners by e-mail in July 2009 at the end of the judging process. HealthLeaders Media will not return any entries.

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SUBMITTER'S CONTACT INFORMATION:

Name:	Title:
Organization:	
Address:	
Phone:	E-mail:

THE MAIN CONTACT PERSON FOR THIS ENTRY: (If different than submitter)

Name:	Title:
Organization:	
Phone:	E-mail:

A BACK-UP CONTACT PERSON: (Who can answer questions about this entry in the event the submitter and/or main contact person are not reachable?):

Name:	Title:
Organization:	
Phone:	E-mail:

SELECT ONE CONTEST CATEGORY FOR THIS CAMPAIGN ENTRY: (additional campaigns require a new entry submission form)

- | | | |
|--|---|---|
| <input type="checkbox"/> Best Branding | <input type="checkbox"/> Best Direct-to-Consumer | <input type="checkbox"/> Best Service Line Marketing-Cardiology |
| <input type="checkbox"/> Best Marketing to Physicians | <input type="checkbox"/> Best Marketing Quality | <input type="checkbox"/> Best Service Line Marketing-Oncology |
| <input type="checkbox"/> Best Internal Communications | <input type="checkbox"/> Best Integrated Marketing Campaign | <input type="checkbox"/> Best Service Line Marketing-Orthopedics |
| <input type="checkbox"/> Best Children's Hospital Campaign | <input type="checkbox"/> Best Fundraising Campaign | <input type="checkbox"/> Best Service Line Marketing-Neurology |
| <input type="checkbox"/> Best Community Relations Campaign | <input type="checkbox"/> Best Use of New Media | <input type="checkbox"/> Best Service Line Marketing-Women's Health |
| <input type="checkbox"/> Best Staff Recruitment | <input type="checkbox"/> Best Annual Report | <input type="checkbox"/> Best Service Line Marketing-Other |
| <input type="checkbox"/> Best Multicultural Campaign | <input type="checkbox"/> Best Global Campaign | |
| <input type="checkbox"/> Best Health Plan Campaign | <input type="checkbox"/> Best Physician Practice Campaign | |

For descriptions of individual categories, please visit www.hlmma.com.

LIST THE OFFICIAL NAME OR NICKNAME OF THIS CAMPAIGN: _____

Select all of the types of media used in this campaign and note the number of pieces of collateral that you are including with this entry submission:

MEDIA	NUMBER OF PIECES	MEDIA	NUMBER OF PIECES
<input type="checkbox"/> Newspaper	_____	<input type="checkbox"/> Magazine	_____
<input type="checkbox"/> TV	_____	<input type="checkbox"/> Radio	_____
<input type="checkbox"/> Web	_____	<input type="checkbox"/> E-mail	_____
<input type="checkbox"/> Direct Mail	_____	<input type="checkbox"/> Outdoor	_____
<input type="checkbox"/> Booklets/pamphlets	_____	<input type="checkbox"/> Web site	_____
<input type="checkbox"/> Other: (please describe)	_____		

(Note—if you are submitting an entry for Best Integrated Marketing Campaign, you must have used at least three different types of media. For Web site media, please provide a print out of the web pages you'd like the judges to see.)

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Type of organization this entry is for:

- Hospital / Beds _____ Health System / Beds _____ Physician Practice Health Plan

If this entry wins an award, how should the winning organization's name appear on the award?

(Note: The name on the award will be the name of the organization for which the campaign is for, not the agency. All winners receive one complimentary award if they attend the Marketing Experience event (see www.hlmma.com for details). Additional awards, including awards with language of your choice, will be available for purchase after the event.)

What is the Web address of the organization for which you are submitting this entry?

If you represent an agency and are submitting on behalf of an organization, or if you are an organization that worked on this entry with an agency, provide the following agency information:

Name of agency: _____

Contact person: _____

Address: _____

Phone: _____

E-mail: _____

Agency Web address: _____

- We did not work with an agency

The name of the marketing director at the organization for which this entry is for: _____

Contact person: _____

Address: _____

Phone: _____

E-mail: _____

Please provide the following information to ensure that every team member who worked on your campaign is included in our annual compilation, *Hospital Campaigns That Work*. Attach a separate sheet if needed:

Names of team members (healthcare organization):

Names of team members (agency):

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ENTRY DESCRIPTION

A significant portion of the judging process is based on how well your campaign conveyed its message, how well it met its intended objectives, and its results. (see Official Rules). Please explain the following supporting points for the judges in a written narrative.

Note: Answer these questions on a separate sheet and attach it to your entry submission form. Include a copy of the Word document with the answers to these questions on the CD you send with your materials. Narratives are typically 1–2 pages. Skipping this step will disqualify your entry.

1. Describe the campaign and any market conditions that affected or prompted the campaign.
2. Explain the goals/objectives of the campaign, your strategy. In this section you should clearly define what problem or issue you were trying to solve and how you planned to measure the success of the effort.
3. How did your campaign align with what you set out to do (in question #2)? What return on investment or other measurement have you realized from the campaign? You should provide results or information about how you are trending. Please provide detailed evidence of ROI; if none is available, anecdotal evidence is acceptable.
4. Describe the creative concept behind the campaign. For example, explain the message you were you trying to get across in the campaign materials, the purpose of the campaign's tagline, and describe the reasoning behind the look and feel of the campaign.
5. You may provide any additional information you'd like to share about this campaign; your market research to the target audience, your organization's goals; your market competition; the results, etc.

ENTRY FEE

The entry fee is \$195 for each campaign entry. Submit a separate entry fee and a separate entry submission form for each campaign you enter into the contest. You may enter as many campaigns as you'd like, but remember, you may not submit a campaign into more than one category.

	PRICE	CODE	QUANTITY	TOTAL
Campaign Entry Fee	\$195	HMA_10-14-2009	1	\$195
HealthLeaders Media Marketing Experience 09 event	\$395 invidual / \$1,580 team of four	HMA_10-14-2009		
<i>Hospital Campaigns That Work:</i> <small>Featuring Winners of the 2007 HealthLeaders Media Marketing Awards</small>	\$149 / book and CD-ROM \$79.00	HCTW		\$
<i>Hospital Campaigns That Work:</i> <small>Featuring Winners of the 2008 HealthLeaders Media Marketing Awards</small>	\$169 / book and CD-ROM \$135.20	HCTW2		\$
		Shipping (ADD \$18.00 FOR BOOK ORDERS)		\$ ◀◀
		Grand Total		\$

PAYMENT INFORMATION

Make checks payable (in U.S. funds) to HealthLeaders Media. You must submit payment with your entry or select the "bill me" option below. Entries received without payment, or payment not received by the submission deadline, will be disqualified.

Entries must be postmarked by May 29, 2009. Entries postmarked after this date will not be considered. Entry fees are non-refundable.

You may submit multiple campaigns for consideration. However, each individual campaign may only be entered into one category.

Submit a separate entry fee and a separate entry submission form for each category you enter. Campaigns must have been launched between January 1, 2008 and December 31, 2008. ("Launch" means the actual rollout of the campaign, not when work on the campaign commenced.)

Payment: You must complete all sections below for your entry to be considered paid and eligible for consideration. No exceptions.

Name of person or organization submitting payment or to be billed:

Name of organization that this entry is for (the hospital name):

Billing address

E-mail address

Telephone

Check enclosed.

Bill me.

Charge my: Visa

MasterCard

AMEX

Discover

Credit card number

Expiration date

Name on card:

Signature

View all the winning campaigns in four-color!

Order your copy now using the Awards entry submission coupon above, or order online at www.healthleadersmedia.com/books (use source code MT79928 to receive your 20% savings).



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Please fill in your name, facility name, and agency name (if applicable) on each tag. Cut and affix a tag to each of your unmounted samples and the CD or DVD you are submitting. Photocopy this page if you require additional Entry Tags, or go to www.hlmma.com to download more.

2009 HEALTHLEADERS MEDIA MARKETING AWARDS ENTRY TAG

MAIN CONTACT PERSON _____

ENTRY IS FOR ORG _____

AGENCY _____

SELECT ONE CONTEST CATEGORY FOR THIS CAMPAIGN ENTRY:

- | | |
|--|---|
| <input type="checkbox"/> Best Branding | <input type="checkbox"/> Best Direct-to-Consumer |
| <input type="checkbox"/> Best Marketing to Physicians | <input type="checkbox"/> Best Marketing Quality |
| <input type="checkbox"/> Best Internal Communications | <input type="checkbox"/> Best Integrated Marketing Campaign |
| <input type="checkbox"/> Best Children's Hospital Campaign | <input type="checkbox"/> Best Community Relations Campaign |
| <input type="checkbox"/> Best Use of New Media | <input type="checkbox"/> Best Staff Recruitment |
| <input type="checkbox"/> Best Annual Report | <input type="checkbox"/> Best Service Line Marketing-Cardiology |
| <input type="checkbox"/> Best Multicultural Campaign | <input type="checkbox"/> Best Service Line Marketing-Oncology |
| <input type="checkbox"/> Best Global Campaign | <input type="checkbox"/> Best Service Line Marketing-Orthopedics |
| <input type="checkbox"/> Best Health Plan Campaign | <input type="checkbox"/> Best Service Line Marketing-Neurology |
| <input type="checkbox"/> Best Physician Practice Campaign | <input type="checkbox"/> Best Service Line Marketing-Women's Health |
| <input type="checkbox"/> Best Fundraising Campaign | <input type="checkbox"/> Best Service Line Marketing-Other |

NAME OF THIS CAMPAIGN: _____

FOR INTERNAL USE _____

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MAIN CONTACT PERSON _____

ENTRY IS FOR ORG _____

AGENCY _____

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NAME OF THIS CAMPAIGN: _____

FOR INTERNAL USE _____

Campaign Entry Checklist

BEFORE YOU MAIL YOUR ENTRY, DID YOU:

- Fill in the entry form completely, including the order form on p. 4? Incomplete entries may be disqualified.
- Enclose **TWO COPIES OF THE ENTRY FORM**, including all attachments?
- Enclose **TWO SETS OF UNMOUNTED SAMPLES** of each campaign piece, affixed with a "tag" (see page 5) using removable tape?
- Enclose **TWO CDS WITH ALL OF YOUR CAMPAIGN MATERIALS**—including TV and radio ads? And, did you attach "tags" to your CDs with removable tape? Remember, DVDs cannot be accepted.
- Include a written narrative with your entry, following the criteria outlined on page 4? Narratives should be attached to your entry form and also included on your CD.

READY TO MAIL?

Please mail your entry to the HealthLeaders Media Marketing Awards, 200 Hoods Lane, Marblehead, MA 01945.
Or, use the label below.

**HEALTHLEADERS MEDIA MARKETING AWARDS
200 HOODS LANE
MARBLEHEAD, MA 01945**

QUESTIONS?

Visit www.hlmma.com for answers or send your inquiry to marketingawards@healthleadersmedia.com.

DEADLINE FOR ENTRIES IS MAY 29, 2009.