

## 2009 SIGNATURE AWARD ENTRY FORM

### Provider-Only Categories

#### ENTRY INFORMATION FOR 2009:

- Each campaign may be entered in a **maximum of 3 categories**.
- You **must** include a CD with electronic images of your entry. If you do not submit electronic images with your entry and your campaign is selected for an award, the campaign will be included in the magazine but will **not** include a picture.
- There is a separate entry form for provider-only categories (Communications to Plan Sponsors and Generic Participant Education). Please be sure to fill out the appropriate forms.
- The Generic Participant Education category includes targeted individual pieces as well as comprehensive campaigns.

#### General Information:

- Early Registration Deadline: **May 8, 2009**
  - \$100 for each PSCA Member Company Entry
  - \$200 for each PSCA Non-member Company Entry\*
- Final Registration Deadline: **June 19, 2009**
  - \$150 for each PSCA Member Company Entry
  - \$250 for each PSCA Non-member Company Entry\*
- Eligible programs include all education campaigns implemented in 2008 – even if the program carried into the first quarter of 2009.

#### Application Instructions:

1. Submit **two** copies of the completed registration form for each entry. One plan may be entered in a **maximum of three categories**, but a separate form with a separate set of back-up materials along with payment is required for each entry.
2. Complete the Measuring Results Worksheet to the best of your ability.
3. Keep a copy of the form and mail the originals to PSCA.
4. Winning entries will be spotlighted in our annual Signature Awards Magazine. You **must** include a CD with electronic images of your entry such as posters, banners, mailers, etc. If you do not submit electronic images with your entry and your campaign is selected for an award, the campaign will be included in the magazine but will not include a picture.
  - Image Requirements:
    - High-resolution images
    - .eps or .tif format only.
  - **No PDFs!!!**
5. Please **CLEARLY** label all materials and complete all payment information.

## Award Information:

- Each entry is eligible for BEST OF SHOW, as well as category-specific awards.
- Winning entries will be announced and honored at the 62nd annual National Conference in Scottsdale, Arizona, on September 22, 2009.
- Winning campaigns will be featured in a special PSCA Signature Awards publication that will be available after the awards are announced at the National Conference.
- A congratulations letter will be sent to the CEOs of winning companies.

## CHECKLIST FOR SIGNATURE AWARD ENTRY SUBMISSIONS

- I have submitted **two copies** of the completed entry form for each category I am entering to PSCA and kept one copy for my records.
- I have **not** entered this campaign in **more than 3 categories**.
- I have submitted **one complete set** of campaign materials with each entry.
- Materials include sample printed materials, CDs containing electronic communications, giveaways, and any other items you think will help your campaign be selected as a winner.
- I have submitted a CD with electronic images of my materials.
- High-resolution images
  - .eps or .tif format only (**No pdfs!**)
- Payment information for each entry is included.

I. SERVICE PROVIDER COMPANY INFORMATION:					
Company:					
Contact Name:		Title:			
E-mail Address:					
Address:					
City:		State:		ZIP:	
Telephone:		Fax:			

Please provide CEO contact information below for the Congratulations Letter that will be sent for each winning entry.

CEO Name:					
E-mail Address:					
Address:					
City:		State:		ZIP:	
Telephone:	( )	Fax:	( )		

II. CATEGORY INFORMATION: Please check the category for which this entry is intended. Check only one box. You may enter the campaign in up to three categories, but must submit a separate entry form for each.	
<input type="checkbox"/> Generic Participant Education Campaign	<input type="checkbox"/> Communications to Plan Sponsors

### III. PAYMENT INFORMATION:

Entrants may submit a check with the completed form, made payable to the Profit Sharing/401k Council of America, or pay with a credit card.

I am paying with a check that is included with this form.

I am paying with a credit card. Information is provided below.

Please check the payment amount you are submitting for this entry. Each entry must have a separate form.

Early Registration - \$100 for each PSCA Member Company Entry (By May 8th)

Early Registration - \$200 for each PSCA Non-Member Company Entry (By May 8th)

Regular Registration - \$150 for each PSCA Member Company Entry (By June 19th)

Regular Registration - \$250 for each PSCA Non-Member Company Entry (By June 19th)

#### Credit Card Information:

Company Name:

Name on Credit  
Card:

Card Number:

Type:

Visa

AmEx

Mastercard

Expiration Date:

Billing Address:

City:

State:

ZIP:

Telephone:

Signature:

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\*Please contact PSCA at 312-419-1863 or [psca@psca.org](mailto:psca@psca.org) with any questions.\*

# MEASURING RESULTS WORKSHEET

The Measuring Results Worksheet is a tool designed to help providers demonstrate the success of the education programs. PSCA believes that needs assessments and analysis of results are critical components in any successful education campaign. Entrants who are able to demonstrate that these areas have been adequately addressed by their program will be given special consideration and recognition.

**Important to Note:**

- This worksheet must be submitted with your entry.
- Complete what you can on this worksheet, even if you do not have all of the information requested.

## Part I. Targeted Population

Briefly describe the company or types of companies that used the generic materials:

## Part II. Overview of Companies Using Materials

Fill in the requested numbers and check where appropriate:

Number of companies:		Average size of companies (# of employees)	
Industry of companies targeted:			

**Complete the following if applicable (sample targeted company demographics):**

Number of eligible employees:		Number of targeted employees:	
Number of locations:		Average length of service:	
Number of participants:		Ratio of males/females:	
Average education Level completed (check one):			
<input type="checkbox"/> Pre-HS	<input type="checkbox"/> High School	<input type="checkbox"/> Bachelor's Degree	<input type="checkbox"/> Graduate

## Part III. Purposes and Goals of Program

Please add attachments to this form as needed.

**Describe the purposes and goals of your program:**

**Describe the challenges your campaign faced and any behaviors you sought to change.**

**Part IV. Your Plan Prior to Program Initiation**

Did you perform a needs analysis prior to beginning your program?  Yes  No

Were there any unique aspects to your needs analysis? Please explain.

**Check the appropriate boxes to indicate type of data collection.**

<input type="checkbox"/> Focus Group	<input type="checkbox"/> Phone Interviews
<input type="checkbox"/> One-On-One Interviews	<input type="checkbox"/> Plan Data
<input type="checkbox"/> Payroll Data	<input type="checkbox"/> Surveys
<input type="checkbox"/> Other (please describe):	

**Part V. Your Education Program**

Date program was initiated:	
Date program was completed:	

**Indicate the tools and media used in your program.** (Examples: CDs, Intranet, On-Site Seminars, Live Web Seminars, Printed Kits, Personalized Forms)

**Indicate the topics addressed in your program:**

<b>Indicate your average cost per person (or company) to implement the program:</b>	\$
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**Part VI. Qualitative and Quantitative Results**

Results speak volumes about the success of your campaign and will be an important aspect of the judging. Please identify how you measured the results/impact of your program and then indicate the results achieved.

Measurement	Before the program	After the program

**Describe why your campaign was a success. Your answers should relate to your answers in Section III through VI. (Attach additional pages if needed.)**