

2009 SIGNATURE AWARD ENTRY FORM

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 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** 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. Number of eligible employees as well as the number of targeted employees at the plan sponsor company **is required**.
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.
- PSCA will send a press release to the local newspapers of plan sponsor winners.

Plan Sponsor Company Name:

I. PLAN SPONSOR COMPANY INFORMATION:

Plan Sponsor Name:					
Industry:		Number of Employees:			
Contact Name:		Title:			
E-mail Address:		Corporate Office Headquarters:			
Address:					
City:		State:		ZIP:	
Telephone		Fax:			
Local Newspaper Name:					

Please provide contact information below for the congratulations letter that will be sent for each winning entry.

Executive Name and Title					
E-mail Address:					
Address:					
City:		State:		ZIP:	
Telephone:	()	Fax:	()		

II. 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:	()		

III. 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"/> 401(k) Day	<input type="checkbox"/> Increasing Deferrals
<input type="checkbox"/> Asset Allocation	<input type="checkbox"/> Increasing Participation
<input type="checkbox"/> Complete Campaign	<input type="checkbox"/> Language Diversity
<input type="checkbox"/> Conversion (from one provider to another)	<input type="checkbox"/> Plan Design Changes (includes Mergers and Acquisitions)
<input type="checkbox"/> Retirement Readiness	<input type="checkbox"/> Train-the-Trainer/Advocacy Programs
<input type="checkbox"/> Roth 401(k)	

Plan Sponsor Company Name:

Company submitting and paying for this entry: _____

IV. 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.

<input type="checkbox"/> I am paying with a check that is included with this form.			
<input type="checkbox"/> 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.			
<input type="checkbox"/> Early Registration - \$100 for each PSCA Member Company Entry (By May 8th)			
<input type="checkbox"/> Early Registration - \$200 for each PSCA Non-Member Company Entry (By May 8th)			
<input type="checkbox"/> Regular Registration - \$150 for each PSCA Member Company Entry (By June 19th)			
<input type="checkbox"/> 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:	<input type="checkbox"/> Visa	<input type="checkbox"/> AmEx	<input type="checkbox"/> Mastercard
Billing Address:			Expiration Date:
State:	ZIP:	City:	Telephone:
Signature:			

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.

Please contact PSCA at 312-419-1863 or psca@psca.org with any questions.

Plan Sponsor Company Name:

MEASURING RESULTS WORKSHEET

The Measuring Results Worksheet is a tool designed to help providers and sponsors 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. Plan Sponsor Company Information

Briefly describe your company in the space provided below:

Part II. Employee Information

Fill in the requested numbers and check where appropriate:

Number of eligible employees:		Number of targeted employees:			
Number of locations:		Average length of service:		Average employee age:	
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		

Please describe any unique aspects of your employee population that you would like us to consider:

Plan Sponsor Company Name:

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):	

Plan Sponsor Company Name:

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:

Indicate your average cost per employee to implement the program:

\$

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 complete the sections relevant to your campaign.

Describe employees' general asset allocation (if relevant to your campaign):

Before the program

After the program

	Before the program	After the program
Stocks	0%	0%
Bonds	0%	0%
Cash / Capital Preservation	0%	0%
Balanced / Asset Allocation	0%	0%
Life Style/ Life Cycle	0%	0%
Professionally Managed Accounts	0%	0%

Indicate your estimate of employees' level of financial literacy:
(Before and after totals should equal 100%)

Before the program

After the program

	Before the program	After the program
Percent of employees with little or no investing knowledge	0%	0%
Percent of employees with some investing knowledge	0%	0%
Percent of employees with solid investing knowledge	0%	0%

Plan Sponsor Company Name:

Indicate 401(k) plan participation rate and average deferral levels:

	Before the program		After the program	
	Plan	Target Group	Plan	Target Group
401(k) Participation Rate	0%	0%	0%	0%
Average Deferral Level	0%	0%	0%	0%

Indicate other measures of success not mentioned yet:

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.)