

2012 SIGNATURE AWARD ENTRY FORM

Provider-Only Categories

ENTRY INFORMATION FOR 2012:

- **There is a separate entry form for provider-only categories and sponsor categories. Please be sure to fill out the appropriate forms.**
- **You must include a CD with electronic images of your entry. This CD will be used for images for the magazine only. Do not put materials you want the judges to review on this CD.**
- **Do not mount entries.**

General Information:

- Early Registration Deadline: **May 25, 2012**
 - \$100 for each PSCA Member Company Entry
 - \$200 for each PSCA Non-member Company Entry*
- Final Registration Deadline: **June 22, 2012**
 - \$150 for each PSCA Member Company Entry
 - \$250 for each PSCA Non-member Company Entry*
- Eligible programs include all education campaigns implemented in 2011 – even if the program carried into the first quarter of 2012.

Application Instructions:

1. **Submit two completed registration forms and one hard-copy set of entry materials for each entry.** Payment is required for each entry. Number of eligible employees at the plan sponsor company **is required**.
2. Complete the Measuring Results Worksheet to the best of your ability. Results can be demonstrated for an entire plan or just for the targeted audience.
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.

*For membership information, contact PSCA at 312-419-1863 or psca@psca.org

Award Information:

- Signature Award winners will be announced and honored at the 65th annual National Conference in New Orleans, La., on September 12, 2012.
- Winning campaigns will be featured in our annual *Signature Awards Magazine* that will be available after the awards are announced at the National Conference.
- PSCA will send out a press release to the media on the day that the winners are announced.

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 submitted **one complete hard-copy 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 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.

<p>Multi-Sponsor Education Campaigns</p> <p><input type="checkbox"/> Education Programs</p> <p><input type="checkbox"/> New Media</p> <p><input type="checkbox"/> Singular Campaign</p>	<p>Communications to Plan Sponsors</p> <p><input type="checkbox"/> Plan Administration Communications</p> <p><input type="checkbox"/> Plan Decision Resources</p>
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III. PAYMENT INFORMATION:

Entrants may submit a check with the completed form, made payable to the Plan Sponsor 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 4)

Early Registration - \$200 for each PSCA Non-Member Company Entry (By May 4)

Regular Registration - \$150 for each PSCA Member Company Entry (By June 1)

Regular Registration - \$250 for each PSCA Non-Member Company Entry (By June 1)

Credit Card Information:

Company Name:					
Name on Credit Card:					
Card Number:					
Type:	<input type="checkbox"/> Visa	<input type="checkbox"/> AmEx	<input type="checkbox"/> Mastercard	Expiration Date:	
Billing Address:				City:	
State:		ZIP:		Telephone:	
Signature:					

Please contact PSCA at 312-419-1863 or 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. Target Audience

Briefly describe the targeted audience for the materials.

Part II. For Multi-Sponsor Education Campaigns - Overview of Companies Using Materials

Fill in the requested information where appropriate:

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

Part III. Purposes and Goals of the Campaign

Please add attachments to this form as needed.

Describe the purposes and goals of your program:

Describe the challenges you 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:

Indicate your average cost per person (or company) to implement the program:	\$
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Part VI. Qualitative 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.

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