

# 17<sup>th</sup> ANNUAL SAMMY AWARDS ENTRY FORM 2012

<b>AWARD CATEGORY:</b>		
<b>Company Name:</b>		
<b>Contact Name &amp; Title:</b>		
<b>Street Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Phone:</b>	<b>Cell Phone:</b>	
<b>E-mail Address:</b>		
<b>Company Website:</b>		
<b>Years in Business:</b>	<b>No. of Employees:</b>	<b>No. of Locations:</b>
<b>Do you or another representative of your company plan to attend ISC West, Las Vegas and the SAMMYs on March 27, 2012? (Check one)</b>		
		<b>YES</b> <b>NO</b>

*(Please complete one entry form for each category – copies are accepted)*

**Form may be e-mailed to Abril Calderon at [abril.calderon@bobit.com](mailto:abril.calderon@bobit.com)**

#### WHO CAN ENTER

Entering the SAMMYs is FREE and open to all North American professional installing security dealers and systems integrators only. There are 12 award categories. Your company may submit entries for as many award categories as you wish. However, **only one entry is allowed per category** and each entry must include an individual entry form as well as all materials requested for judging purposes.

#### HOW TO ENTER

Complete this entry form for each award category (copies are accepted). On a separate sheet of paper, please state why your entry meets or exceeds the judging criteria as outlined and should be considered as a finalist and/or winner. If submitting an electronic entry via e-mail, please ensure that all images and materials are high resolution. You may e-mail your entry and attachments to Abril Calderon at [abril.calderon@bobit.com](mailto:abril.calderon@bobit.com). If you are sending your entry via U.S. Mail, please send your required materials to:

#### THE SAMMYs

**c/o Security Sales & Integration Magazine**  
3520 Challenger Street  
Torrance, CA 90503

Entries must be received by January 16, 2012. All entries become the property of *Security Sales & Integration* magazine and cannot be returned.

#### WHY ENTER THE SAMMYs

Every installing security company has at least one installation or sales/marketing incentive that they are especially proud of. This is your big opportunity to be recognized and honored for your efforts! All SAMMY award winners will receive:

- A custom-made Awards Crystal trophy and/or Plaque
- An awards certificate (both winners and finalists)
- Editorial coverage and photos in *Security Sales & Integration* magazine (both winners and finalists)
- Special in-depth editorial feature of the "Integrated Installation of the Year" and "Installer of the Year" winners in *Security Sales & Integration* magazine.
- Great opportunity to gain national credibility with potential customers and boost employee morale!

#### AWARDS JUDGING

All entries will be judged by independent advertising agencies and security consultants who work in the industry. All items will be judged on the clarity of message, design, appearance, ease of use and cost effectiveness. Up to four finalists will be selected from all submitted entries in each award category.

## **INSTALLER OF THE YEAR**

### **Judging Criteria:**

- 1) How does your company provide exceptional service to its customers?
- 2) What business practices and marketing strategies does your company use to ensure its success?
- 3) How does your company make sure its personnel are properly trained?
- 4) How does your company keep its employees motivated and fulfilled?
- 5) How does your company contribute to the communities it serves?
- 6) In what ways does your company contribute to the security industry?

***Submit completed official entry form along with separate detailed essay (1-page, approx. 600 words). Include color photos or high-resolution digital file (minimum 300 dpi - .jpg or .tif format).***

## **INTEGRATED INSTALLATION OF THE YEAR**

### **Judging Criteria:**

- 1) Innovation
- 2) Systems design
- 3) Integration of at least three electronic systems (access control; burglary/intrusion alarm; CCTV; fire alarm/life safety; outdoor perimeter protection)
- 4) Seamlessness of installation
- 5) Uniqueness of application and ease of operation
- 6) End-user satisfaction

***Submit completed official entry form along with separate detailed installation (1-page, approx. 600 words). Include color photos or high-resolution digital file (minimum 300 dpi - .jpg or .tif format).***

## **BEST OVERALL INTEGRATED MARKETING PROGRAM**

### **Judging Criteria:**

- 1) Overall central marketing theme used company-wide
- 2) Appearance and use of color
- 3) Unique types of marketing materials
- 4) Originality and innovation
- 5) Cost-effectiveness and value
- 6) Company representation effectiveness and appeal

***Submit completed official entry form along with actual marketing materials and/or electronic media equivalent.***

## **BEST COMMUNITY OUTREACH PROGRAM**

### **Judging Criteria:**

The Community Service Program award is designed to pay tribute to an installing security company that exemplifies the best in volunteerism, as well as a sense of caring and responsibility for others that connects citizens and solves community problems.

- 1) Overall creativity and effectiveness in meeting community service objectives
- 2) Depth and scope of volunteer activities with results obtained
- 3) Lasting impact in the community
- 4) Corporate vision and reason for getting involved

***Submit completed official entry form along with your 1-page (approx. 600 words) detailed community involvement description and several photos/support materials.***

### **BEST COMPANY LOGO DESIGN**

#### **Judging Criteria:**

- 1) Appearance – overall design layout, graphics, photos and color scheme
- 2) Originality and presentation appeal
- 3) Quality of materials used
- 4) Company or industry representation effectiveness

***Submit completed official entry form along with a company yard sign (do not include stake) and/or business card that best represents your logo design.***

### **BEST COMPANY NEWSLETTER (print or electronic)**

#### **Judging Criteria:**

- 1) Appearance - overall design layout, graphics, photos, color scheme and paper quality
- 2) Editorial quality content and usefulness of information
- 3) Originality and presentation appeal
- 4) Readability
- 5) Company representation effectiveness and appeal

***Submit completed official entry form along actual company newsletter.***

### **BEST DISPLAY ADVERTISEMENT (print or electronic)**

#### **Judging Criteria:**

- 1) Attention-getting overall design
- 2) Readability and visual appearance
- 3) Quality of text and copy
- 4) Company representation and call-to-action effectiveness

***Submit completed official entry form along actual newspaper and/or yellow-page tear sheet; please no photocopies***

### **BEST PROMOTIONAL GIVEAWAY ITEM**

#### **Judging Criteria:**

- 1) Originality & creativity
- 2) Use of company logo & message
- 3) Quality of item
- 4) Cost-effectiveness

***Submit completed official entry form along with a sample promotional item.***

### **BEST SALES BROCHURE**

#### **Judging Criteria:**

- 1) Appearance - overall design, graphics, photos, color scheme and paper quality
- 2) Informational content and presentation for commercial/industrial applications
- 3) Originality, Readability
- 4) Company representation effectiveness and appeal

***Submit completed official entry form along with actual brochure and/or electronic media.***

### **BEST BROADCAST ADVERTISEMENT (online, television or radio)**

#### **Judging Criteria:**

- 1) Initial impression, visual appeal and/or voice-over quality
- 2) Content and clarity of message
- 3) Overall production quality
- 4) Inclusion of company slogan, logo and/or catchy jingle
- 5) Emotional response
- 6) Call-to-action effectiveness

***Submit completed official entry form along with actual tape of television and/or radio ad.  
CD's and/or DVD's are accepted if playable in MS Windows computer.***

### **BEST VEHICLE GRAPHICS DESIGN**

#### **Judging Criteria:**

- 1) Symmetrical proportions to vehicle size, shape and relative position
- 2) Overall design layout, graphics, photos and color scheme
- 3) Readability
- 4) Company representation effectiveness

***Submit completed official entry form along with color photos of vehicle(s).***

### **BEST WEB SITE DESIGN**

#### **Judging Criteria:**

- 1) Download speed and production quality
- 2) Originality and presentation appeal
- 3) Appearance – overall design layout, graphics, photos and color scheme
- 4) Editorial quality content and usefulness of information
- 5) Company representation effectiveness

***Submit completed official entry form and indicate website address.***