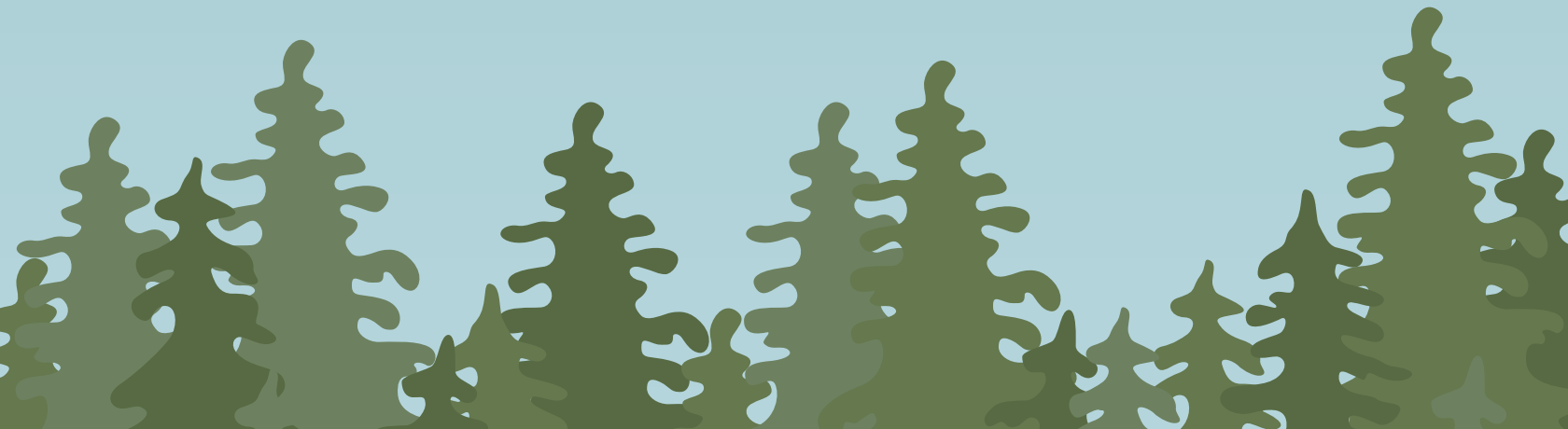
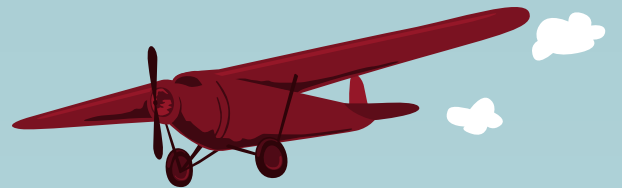


HOW

PROMOTION DESIGN AWARDS RULES AND ENTRY FORMS





HOW

PROMOTION DESIGN AWARDS

Show the world, your colleagues and potential clients that you've got the right stuff.

Enter your favorite projects for a chance to put your work and your name where everyone can see it. (And maybe find yourself on cloud nine.) This year you'll find all-new categories that make it easier to submit your work. And we know you promote more than just your firm: You like to celebrate your clients' successes, your friends' accomplishments and your family milestones. So we've changed the awards from Self-Promotion—to simply Promotion—to encompass every design occasion.

THE PRIZES

BEST OF SHOW scores a free trip to the **2008 HOW DESIGN CONFERENCE** (round-trip airfare within the U.S., hotel and conference registration) and an award to be presented at the conference.

ALL WINNERS see their work in **HOW'S OCTOBER 2007 SELF-PROMOTION DESIGN ANNUAL**, get a \$100 discount to the 2008 HOW Design Conference and receive a nifty certificate.

HOW TO ENTER

1. Send 2 well-protected samples. No slides or digital images please.
2. Type or print the Entry Form completely. This information will be reproduced in the magazine exactly as submitted if you are selected as a winner.
3. Credit all persons involved in the creation of the piece. HOW isn't responsible for incorrect, illegible or incomplete credit information.
4. Describe the objective and results of your entry in 100 words or less and attach the description to the Entry Form.
5. Securely tape a copy of the Entry Form to the back of each sample of your entry. Include 2 copies of the Payment Form with your payment.



WHAT'S ELIGIBLE?

We accept actual samples of annual reports, brochures, catalogs, direct mail, book and magazine covers and interior pages, invitations, announcements, greeting cards, letterhead, logos, packaging, posters, print advertising, calendars, wearables, 3D objects and other print projects. We also accept color print-outs of workspaces, signage and other environmental graphic design. We **do not accept** videos, CD-ROMs, DVDs, websites or other interactive work, or digital images or slides of print work. All digital work is eligible in our Interactive Design Awards.

Designs may be entered in more than one category. Submit a separate entry and fee for each category. Work must have been created between Jan. 1, 2006, and March 20, 2007.

THE CATEGORIES

ILLUSTRATOR PROMOTIONS created for illustrators (not just work that includes illustration)

PHOTOGRAPHER PROMOTIONS created for photographers (not just work that includes photography)

DESIGNER PROMOTIONS created to promote your design business

PERSONAL PROMOTIONS created to celebrate your life events

NONPROFIT PROMOTIONS created for not-for-profit organizations (whether the work is paid or pro-bono)

STUDENT PROMOTIONS created while you were in school (whether you've graduated or not)

CLIENT PROMOTIONS created for paying or pro-bono customers (brochures, annual reports, ads, corporate identities, etc.)

MISCELLANEOUS PROMOTIONS created for purposes other than those above

THE DEADLINE

All entries must be postmarked no later than March 19, 2007. Entries postmarked after March 19 require a late fee of \$10 per entry. Entries postmarked after April 2, 2007, will not be accepted.

ENTRY FEES

Single Entry—\$40 (stationery systems are counted as single entries)

Campaign—\$60 (three or more pieces from a single campaign)

Student Single Entry—\$25

Student Campaign—\$35 (three or more pieces from a single campaign)

PAYMENT INFORMATION

Make checks payable (in U.S. funds) to HOW Promotion Design Awards. Payment must accompany entries. Entries received without payment will be disqualified. Entry fees are nonrefundable.

Mail to: HOW Promotion Design Awards

4700 East Galbraith Road • Cincinnati, OH 45236 USA

OTHER IMPORTANT STUFF

Winning entrants grant HOW the right to reproduce images of their work in the 2007 Self-Promotion Design Annual and to display the projects at HOW events. Some winning entries may also appear on HOW's website and in other digital and printed materials.

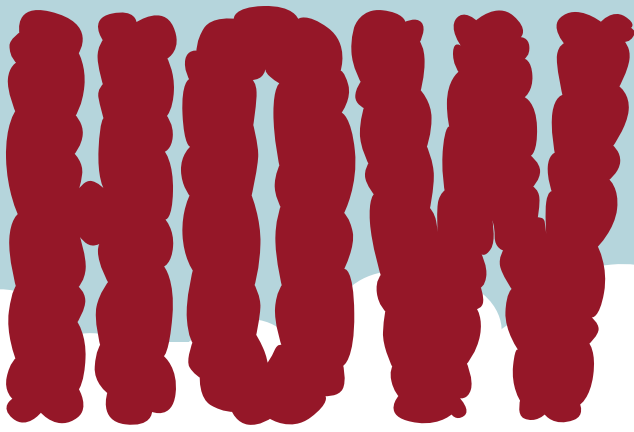
HOW assumes all entries are original and are the works and property of the entrant, with all rights granted therein. HOW is not liable for any copyright infringement on the part of the entrant and will not become involved in copyright disputes.

If you wish to be notified of the receipt of your entry, please enclose a self-addressed, stamped postcard.

HOW will notify winners by mail by September 2007, after judging is complete. No entries will be returned.

PRIVACY PROMISE Occasionally we make portions of our customer list available to other companies so they may contact you about products and services that may be of interest to you. If you prefer we withhold your name, simply send a note with your name, address and the competition name to: List Manager, F+W Publications, 4700 East Galbraith Road, Cincinnati, OH 45236.

If you have additional questions, e-mail us at self-promo-competition@fwpubs.com or call Terri Boes at (513) 531-2690 ext. 1328.



PROMOTION DESIGN AWARDS

PAYMENT FORM

Include 2 copies of the Payment Form with payment.

SUBMITTER'S NAME	
SUBMITTING FIRM NAME	
STREET ADDRESS	
CITY, STATE, ZIP	COUNTRY
PHONE	
E-MAIL	

_____	SINGLE ENTRIES	X	\$40	=	_____
_____	CAMPAIGN ENTRIES	X	\$60	=	_____
_____	STUDENT ENTRIES	X	\$25	=	_____
_____	STUDENT CAMPAIGN ENTRIES	X	\$35	=	_____
_____	LATE ENTRIES	X	\$10	=	_____
	TOTAL	=			_____

CHECK VISA MC AMEX (CHARGE WILL APPEAR ON YOUR STATEMENT AS *F+W CONTESTS*)

CREDIT CARD NUMBER	EXPIRATION DATE
SIGNATURE	

Please contact me via e-mail with information on other HOW, PRINT and I.D. competitions.



PROMOTION DESIGN AWARDS

ENTRY FORM

Securely tape a copy of the Entry Form to the back of each sample of your entry.

- SINGLE ENTRY STUDENT ENTRY
 CAMPAIGN ENTRY STUDENT CAMPAIGN ENTRY

SUBMITTER'S NAME
SUBMITTER'S PHONE OR E-MAIL
SUBMITTING FIRM NAME
FIRM LOCATION (CITY/STATE)
ENTRY CATEGORY
ENTRY TITLE
DESCRIPTION (WHAT IS IT?)
DESIGN FIRM
WEBSITE OR E-MAIL (TO BE LISTED IN DESIGN ANNUAL)
ART DIRECTOR(S)
DESIGNER(S)
ILLUSTRATOR(S)
PHOTOGRAPHER(S)
COPYWRITER(S)
PRINTER(S)
CLIENT (COMPANY NAME)
RELEASE DATE
IF I'M A WINNER, PLEASE MAKE MY CERTIFICATE OUT TO:

(Note: Only one complimentary certificate per winning entry. Winners may purchase additional certificates for \$5 each.)

