

# BRASS RING AWARDS

## Program Description and Details

2021 v.1



**IAAPA®**

The Global Association  
for the Attractions Industry

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# OVERVIEW

Named for the rings given to carousel riders at the first amusement parks, the IAAPA Brass Ring Award symbolizes achievement. Just like how a ring is an unbreakable connection, so too are our connections as a community – bringing out the best in one another.

The Brass Ring Awards honor outstanding achievements in the attractions industry.

# TIMELINE

The Brass Ring awards aim to remain relevant and recognize excellence in the attractions industry within the last year. The awards are presented during IAAPA Expo each November.

- March–April: IAAPA team collaborates with various committees to review the plans for the upcoming application window.
- June-August: The online portal is open for application submission.
- August - September: Judging takes place.
- September – October: Finalists are notified.
- October – November: Award winners are announced virtually.
- November – Award winners are celebrated at IAAPA Expo in Orlando, Florida.

# GENERAL ELIGIBILITY RULES

## All Brass Ring Excellence Awards

- Only IAAPA members in good standing (current on membership dues) are eligible to compete in the Brass Ring Awards.
- Third-party vendors who are non-members, that want to apply for work done at an IAAPA member facility may apply.
  - Third-party organizations that have created, developed, or deployed a potential entry for an IAAPA Brass Ring Award can apply in collaboration with the facility in which the potential entry was deployed.
  - If the 3<sup>rd</sup> party vendor applies, the trophy will go to the 3<sup>rd</sup> party vendor that applies. If the facility where the entry wins, wish to obtain a trophy, the facility may order a duplicate award for showcasing in their facility at their own expense.
  - Examples of third-party vendors could include but are not limited to Design, Production, and Media companies.

- Third-party vendors are not required to be an IAAPA member; however, the facility they represent in the award application must be a current IAAPA member.
- All applications must be submitted in English.
- All entries become the property of IAAPA and will not be returned.
- Only one entry per facility, per category, per award is accepted.
- Applicants must acknowledge and accept eligibility criteria.
- Applicants must acknowledge and accept judging criteria.
- After your submission is received, an IAAPA team member will determine if you are in good standing.
- By submitting your application, you agree to and allow IAAPA to use the materials you submitted to complete the adjudication process and share that information with the judging pool. You also enable IAAPA to use your application and all items in the application to promote the awards program and use it within the actual awards show, and for education purposes after the award show.
- All submissions must include the following facility information.
  1. Award Category (Category for submission)
  2. Facility Name
  3. Region
  4. Please enter your facility's member ID

*Forgot your membership details? Contact your regional membership department:*

AsiaPacific@IAAPA.org (Asia Pacific), EMEA@IAAPA.org (Europe, Middle East, Africa), LatinoAmerica@IAAPA.org (Latin America and the Caribbean), NorthAmerica@IAAPA.org (the US and Canada)

5. "Iconic" Photo - Please upload a high resolution "iconic" photo of your facility
6. Logo – Please upload a high-resolution logo
7. Facility website – Please enter your facility's web address
8. Whom should we contact if we have questions about your entry? First name, Last Name, Company Name, Job Title, Phone Number, Email Address, Address – Street, Line 2, City, Country Code, State, Zip.
9. If your entry is selected as a finalist, who should we contact? Please provide the following information: Full Name, Email Address, Phone Number.

## ELIGIBILITY PERIOD

Applications for an IAAPA Brass Ring Award must have been sold, performed, or in operation from August of the prior year through July of the current year.

- For example, an entry for the 2020 Brass Ring Awards would have been available from August of 2019 through July of 2020.

IAAPA, at its discretion, can adjust the eligibility period based on extenuating circumstances.

## FEES

IAAPA Brass Ring Excellence Awards require a nominal fee for each application, except for the Exhibitor Awards (Best New Product, and Best Exhibit). This fee partially covers expenses related to the program administration and delivery each year. This fee may vary and will be shown within the application portal.

## ADJUDICATION

All Brass Ring Judges must be current or former IAAPA members. The following committees select brass Ring judges:

- Entertainment sub-committee
- Food and Beverage sub-committee
- Human Resource sub-committee
- Marketing sub-committee
- Games and Merchandise sub-committee
- Family Entertainment Center committee
- Manufacturers and Suppliers committee
- Exhibitors Awards committee

Judges for all applications are sourced from the various committees listed above. The pool of judges will consist of IAAPA members and select non-members who may have specific expertise in the category that is necessary to provide independent feedback.

# LIST OF AWARDS

The Brass Ring Awards are divided into two major categories: Excellence Awards and Exhibitor Awards, each major category is subdivided as outlined below in the following table.

Excellence Awards Category	
FEC – Family Entertainment Centers (1 Award)	
<ul style="list-style-type: none"> <li>Top FEC of the World</li> </ul>	
Food and Beverage Excellence (2 Awards)	
<ul style="list-style-type: none"> <li>Best New Menu Item</li> </ul>	<ul style="list-style-type: none"> <li>Best New Food and Beverage Festival or Special Event</li> </ul>
Games & Merchandise Excellence (6 Awards)	
<ul style="list-style-type: none"> <li>Best Plush</li> <li>Best Apparel</li> <li>Best Hard Good Item</li> </ul>	<ul style="list-style-type: none"> <li>Best Store Visual Merchandising</li> <li>Best Midway Game Operation</li> <li>Judges Award</li> </ul>
Human Resources Excellence (6 Awards)	
<ul style="list-style-type: none"> <li>Best Innovation in a Training Program - Annual Attendance More than 1 Million</li> <li>Best Innovation in a Training Program - Annual Attendance Less than 1 Million</li> <li>Best Employee Reward &amp; Recognition Program - More 1 Million Annual Attendance</li> </ul>	<ul style="list-style-type: none"> <li>Best Employee Reward &amp; Recognition Program - Less 1 Million Annual Attendance</li> <li>Best Employee Engagement Initiative - Annual Attendance More than 1 Million</li> <li>Best Employee Engagement Initiative - Annual Attendance Less than 1 Million</li> </ul>
Live Entertainment Excellence (13 Awards)	
<ul style="list-style-type: none"> <li>Best Atmosphere/Street Show Performance Act</li> <li>Best Performer</li> <li>Best Edutainment Performance Act</li> <li>Best Theatrical Production Annual Attendance Less than 1 Million</li> <li>Best Theatrical Production Annual Attendance More than 1 Million</li> <li>Most Creative Christmas/Holiday Show</li> <li>Most Creative Halloween Haunt, Show, or Experience</li> </ul>	<ul style="list-style-type: none"> <li>Most Creative Multimedia Spectacular</li> <li>Most Creative Property-wide Event Annual Attendance Less than 1 Million</li> <li>Most Creative Property-wide Event Annual Attendance More than 1 Million</li> <li>Most Creative Sports/Stunt Show</li> <li>Spirit Award</li> </ul>
Marketing Excellence (9 Awards)	
<ul style="list-style-type: none"> <li>Digital Marketing Campaign</li> <li>Best Integrated Marketing Campaign</li> <li>Best Outdoor Advertisement</li> <li>Best Public Relations Campaign</li> <li>Best Radio or Streaming Audio Commercial</li> <li>Best Social Media Campaign</li> </ul>	<ul style="list-style-type: none"> <li>Best Television or Digital Video Commercial Annual Attendance Less than 250,000</li> <li>Best Television or Digital Video Commercial Annual Attendance 250,000 - 1 Million</li> <li>Best Television or Digital Video Commercial Annual Attendance More than 1 Million</li> </ul>

## Exhibit Awards Category

Best Exhibit (13 Awards)	
<ul style="list-style-type: none"> <li>• 100 – 399 square feet (1st)</li> <li>• 100 – 399 square feet (2nd)</li> <li>• 400 – 499 square feet (1st)</li> <li>• 400 – 499 square feet (2nd)</li> <li>• 500 – 899 square feet (1st)</li> <li>• 500 – 899 square feet (2nd)</li> </ul>	<ul style="list-style-type: none"> <li>• 900 – 1200 square feet (1st)</li> <li>• 900 – 1200 square feet (2nd)</li> <li>• 1,201 square feet and larger (1st)</li> <li>• 1,201 square feet and larger (2nd)</li> <li>• Image Award</li> </ul>
Best New Product (37 Awards)	
<ul style="list-style-type: none"> <li>• Major rides or attractions: Class A - Product cost of US\$5 million or more (1st)</li> <li>• Major rides or attractions: Class A - Product cost of US\$5 million or more (2nd)</li> <li>• Major rides or attractions: Class B - Product cost of US\$2 to US\$5 million (1st)</li> <li>• Major rides or attractions: Class B - Product cost of US\$2 to US\$5million (2nd)</li> <li>• Major rides or attractions: Class C – Product cost of less than US\$2 million (1<sup>st</sup>)</li> <li>• Major rides or attractions: Class C – Product cost of less than US\$2 million (2<sup>nd</sup>)</li> <li>• Kiddie Ride/Attraction(1st)</li> <li>• Kiddie Ride/Attraction: (2nd)</li> <li>• Water Park Ride/Attraction: (1<sup>st</sup>)</li> <li>• Water Park Ride/Attraction: (2<sup>nd</sup>)</li> <li>• Patron Participation Ride/Attraction (1st)</li> <li>• Patron Participation Ride/Attraction (2nd)</li> <li>• Technology Applied to Amusements: Class A - Product or Service used by Consumers (1st)</li> <li>• Technology Applied to Amusements: Class A - Product or Service used by Consumers (2nd)</li> <li>• Technology Applied to Amusements: Class B - Product Services used by facilities (1st)</li> <li>• Technology Applied to Amusements: Class B - Product Services used by facilities (2nd)</li> </ul>	<ul style="list-style-type: none"> <li>• Food Services (1st)</li> <li>• Food Services (2nd)</li> <li>• Prizes, Plush, and Retail Products (1st)</li> <li>• Prizes, Plush, and Retail Products (2nd)</li> <li>• Games &amp; Devices: (1st)</li> <li>• Games &amp; Devices: (2nd)</li> <li>• Virtual Reality (1<sup>st</sup>)</li> <li>• Virtual Reality (2<sup>nd</sup>)</li> <li>• Exhibitions, Shows/Productions, Theatrical Equipment &amp; Supplies, Displays &amp; Sets (1st)</li> <li>• Exhibitions, Shows/Productions, Theatrical Equipment &amp; Supplies, Displays &amp; Sets (2nd)</li> <li>• Services, Equipment &amp; Supplies (1st)</li> <li>• Services, Equipment &amp; Supplies (2nd)</li> <li>• Best New Product Concept Award: Class A - Attraction (1st)</li> <li>• Best New Product Concept Award: Class A - Attraction (2nd)</li> <li>• Best New Product Concept Award: Class B - Major Ride/Attraction (1st)</li> <li>• Best New Product Concept Award: Class B - Major Ride/Attraction (2nd)</li> <li>• Best New Product Concept Award: Class C - Other Product/Service (1st)</li> <li>• Best New Product Concept Award: Class C - Other Product/Service (2nd)</li> <li>• Impact Award</li> </ul>

# AWARD CRITERIA – BY CATEGORY

## Best Exhibit

Award	Definition	Eligibility	Judging Criteria and Scoring
100 – 399 square feet (1st)	This award recognizes the booth design, branding, staffing, product in the booth, and overall appeal of an IAAPA Expo Exhibit in the specified square footage.	<ul style="list-style-type: none"> <li>• Must be a member of IAAPA and exhibiting at the current IAAPA Expo.</li> <li>• Must submit an entry to be considered for a Best Exhibit Award by the deadline.</li> <li>• All Best Exhibit Award entries will automatically be entered for the Image Award, which is awarded to the most outstanding exhibit booth at the IAAPA Expo. However, consideration for the Image Award does not require the submission of an application.</li> <li>• Exhibitors who violate any IAAPA trade show rules and regulations will not be eligible for any Exhibitor Awards.</li> </ul>	<ul style="list-style-type: none"> <li>• Booth Design – Quality, originality, and uniqueness.</li> <li>• Branding – Use of corporate logo and/or brand within the booth's design; promotion of product or service.</li> <li>• Staffing – Professional appearance; welcoming and friendly demeanor; approachable and knowledgeable.</li> <li>• Product in Booth – If applicable, product on display for a potential buyer to view or demo; use of booth space to display product.</li> <li>• Overall Appeal – Booth cleanliness; attractive layout; ease of access to the information within the booth.</li> </ul>
100 – 399 square feet (2nd)	This award recognizes the booth design, branding, staffing, product in the booth, and overall appeal of an IAAPA Expo Exhibit in the specified square footage.		
400 – 499 square feet (1st)	This award recognizes the booth design, branding, staffing, product in the booth, and overall appeal of an IAAPA Expo Exhibit in the specified square footage.		
400 – 499 square feet (2nd)	This award recognizes the booth design, branding, staffing, product in the booth, and overall appeal of an IAAPA Expo Exhibit in the specified square footage.		
500 – 899 square feet (1st)	This award recognizes the booth design, branding, staffing, product in the booth, and overall appeal of an IAAPA Expo Exhibit in the specified square footage.		
500 – 899 square feet (2nd)	This award recognizes the booth design, branding, staffing, product in the booth, and overall appeal of an IAAPA Expo Exhibit in the specified square footage.		
900 – 1200 square feet (1st)	This award recognizes the booth design, branding, staffing, product in the booth, and overall appeal of an IAAPA Expo Exhibit in the specified square footage.		
900 – 1200 square feet (2nd)	This award recognizes the booth design, branding, staffing, product in the booth, and overall appeal of an IAAPA Expo Exhibit in the specified square footage.		
1,201 square feet and larger (1st)	This award recognizes the booth design, branding, staffing, product in the booth, and overall appeal of an IAAPA Expo Exhibit in the specified square footage.		
1,201 square feet and larger (2nd)	This award recognizes the booth design, branding, staffing, product in the booth, and overall appeal of an IAAPA Expo Exhibit in the specified square footage.		
Image Award	This award recognizes the most outstanding/best overall exhibit booth at the IAAPA Expo. <i>*Consideration for the Image Award does not require submission of an application.</i>		

## ***Best Exhibit – Additional Eligibility Requirements***

- Entry must include a fully completed application no later than the deadline: November 2, 2021.
- There is no cost to submit an entry.
- A panel of 3-5 judges comprised of IAAPA facility members will evaluate all entries and recommend first and second-place winners, as applicable.
- The Exhibitor Awards Chair approves all winners.
- The decisions of the judges are final.
- Participating exhibitors must have their booths completed by 5:00 p.m. on the last day of move-in for entries to be judged.
- Each category will be awarded first and second places (at the judges' discretion based on award criteria). If the judges vote that none of the applications submitted meet the judging criteria, no winners will be awarded.
- All awards will be distributed to the winner's booths by 6 p.m. on the first day of the trade show. Please have the appropriate representative(s) in your booth during this time for presentation/photo with the award.
- All award winners will be displayed on the Awards display on Wednesday after the IAAPA Brass Ring Awards Ceremony. A list of winners will also be available in the IAAPA Sales Office by 6:00 p.m. on the first day of the trade show.
- The Image Award will also be presented at the IAAPA Brass Ring Awards Ceremony Wednesday.

## Best New Product

Award	Definition	Eligibility	Judging Criteria
<p>Category 1: Major Ride/Attraction</p> <p>Class A – Product cost of more than US\$5 million</p> <p>Class B – Product cost of US\$2 to US\$5 million</p> <p>Class C – Product cost of less than US\$2 million</p>	<p>This award is for new major rides or attractions in theme parks or amusement parks, mobile shows, and family entertainment centers.</p>	<ul style="list-style-type: none"> <li>• Must be a member of IAAPA and exhibiting at IAAPA Expo 2021.</li> <li>• All product entries (except the Best New Product Concept Award) must have been operating in a park or facility not owned by the exhibitor, beginning after August 18, 2019, and before August 21, 2021. All entries will be verified.</li> <li>• The product or service must not have been eligible for consideration for a Best New Product Exhibitor Award during the previous IAAPA Expo unless it was a Best New Concept applicant or winner.</li> <li>• An improved or updated version of an existing product is eligible for entry as a new product if it meets the above criteria. If a product is an update of an existing product, all factors that distinguish the new product from the previous edition must be noted in the application.</li> <li>• Exhibitors who violate any IAAPA trade show rules and regulations will not be eligible for any Exhibitor Awards.</li> </ul>	<ul style="list-style-type: none"> <li>• Verification received/Level of positive feedback from facility</li> <li>• The benefit of the product or service to the prospective buyer.</li> <li>• Originality or uniqueness of the product or service.</li> <li>• Quality of the products or service's design and construction.</li> <li>• Innovation of the product or service.</li> <li>• Value of the product or service to the prospective buyer.</li> <li>• A panel of 3-5 judges comprised of IAAPA facility members will evaluate all entries pre-show and recommend the winner(s) to the rest of the committee.</li> <li>• The judges reserve the right to reassign entry categories if they consider another category more appropriate.</li> <li>• The entire Exhibitor Awards Committee members will vote on the first and second place winners (as applicable) during IAAPA Expo.</li> </ul>
Category 2: Kiddie Ride/Attraction	This award is for new rides or attractions designed primarily for children up to 12 years of age for theme parks, amusement parks, mobile shows, and family entertainment centers. Includes coin-operated rides or attractions.		
Category 3: Water Park Ride/Attraction	This award is for new products designed primarily for rides or attractions in a water park or water activity areas in theme parks, amusement parks, or family entertainment centers.		
Category 4: Patron Participation Ride/Attraction	This award is for new products designed to require active patron participation for the ride/attraction to function for use in theme parks, amusement parks, mobile shows, and family entertainment centers. Examples include bumper cars, bumper boats, go-karts, climbing walls, laser tag, escape rooms, and zip lines.		
<p>Category 5: Technology Applied to Amusements</p> <p>Class A – Product or Service used by Consumers</p> <p>Class B – Product or Service used by Facilities</p>	This award is for new products that demonstrate the application of a technology that has not previously been used for the same function that the technology accomplishes in the new product. This also includes products related to revenue and admission control products.		
Category 9: Food Services	This award is for food products, services, food equipment, and suppliers.		
Category 6: Prizes, Plush, and Retail Products	This award is for new products that are designed to be sold or given away in games of skill, redemption centers, or merchandise gift shops. This category includes the areas of prizes for games, novelties, souvenirs, hats, shirts, and balloons in game operations or gift shops.		
Category 7: Games and Devices	This award is for the best new game products, including arcades, video games, esports, and midway games and equipment. Games in this category may be coin-op or other means of payment and may or may not require an operator or attendant.		
Category 8: Virtual Reality	This award is for the best virtual reality product or equipment, including hardware or software.		

## Best New Product *(continued)*

Category 1110: Services, Equipment, and Supplies	This award is for the best new amusement-related services, equipment, and suppliers of equipment/services. Included in this category are consultants, amusement park builders/designers, insurance, publications, trade associations, advertising, promotion, and public relations. This award encompasses supplies and accessory equipment such as uniforms, canvas items, strollers, film, computer systems, cables, batteries, lights, and all other supplies and equipment not included in another award category.		
Category 10: Exhibitions, Shows/Productions, Theatrical Equipment & Supplies, Displays & Sets	This award includes products and services related to show production and entertainment-related services and suppliers of these services. Show producers, directors, Choreographers, costumes, lighting and sound systems, staging, theatrical equipment, suppliers, and displays and sets, including Halloween and other holiday-related products and displays. Also included in this category are fireworks, flags and banners, signs, scenery/sets, building and facades, and theming or design for an exhibit or attraction.		
Category 12: Best New Product Concept Award Class A – Attraction Class B – Major Ride/Attraction Class C – Other Product/Service	This award is given to a new product that has yet to be sold or installed in a facility and is debuting at IAAPA Expo. The exhibitor must display a working prototype, a physical model, or a fully developed video rendering to be eligible for this award.		
Impact Award	The Impact Award is awarded to a winner of one of the Best New Product categories 1-11 in the Best New Product or Service Awards that, in the opinion of the judges, had or will have the most impact on the attractions industry.	It is awarded to a winner of one of category 1-11 in the Best New Product Exhibitor Awards that, in the opinion of the judges, had or will have the most impact on the amusement parks and attractions industry.	The Impact Award winner will be selected by the committee on-site.

## Best New Product – Additional Eligibility Requirements

### Cost and Deadline

- There is no cost to submit an entry. The deadline is August 21, 2021.

### Authorization

- The representative must have the authority to submit this application and related material.

### Qualifying Dates

- All products (except Best New Product Concept Award) must be installed and in operation in a park/facility between Aug. 19, 2019, and Aug. 21, 2021. Please provide 1 or 2 park/facility names, contact names, and email addresses. If the entry is for the Best New Product Concept Award, please enter "N/A."

### On-Site Judging

- In most cases, there is no on-site judging, so please be sure your application is complete.

### Award Distribution

- Each category will be awarded first and second place (at the judges' discretion based on award criteria). If the judges vote that none of the applications submitted meet the judging criteria, no winners will be awarded.
- All awards will be distributed to the winner's booths by 6:00 p.m. on the first day of the trade show. Please have the appropriate representative(s) in your booth during this time for presentation/photo with the award.
- All award winners will be displayed on the Awards display after the conclusion of the Brass Ring Ceremony on Wednesday. A list of winners will also be available in the IAAPA Sales Office by 6:00 p.m. on the first day of the trade show.
- The Impact Award will also be presented at the IAAPA Brass Ring Awards Ceremony.

### Additional Requirements

#### Entry Procedures

- Entries are limited to two (2) new products per exhibitor, and each product may only be entered into one (1) new product category. Two (2) separate new products may be entered into one (1) category. Only one (1) product can be entered in the Best New Concept category.
- Each entry must include a fully completed application no later than the deadline.
- Entries are per exhibiting company.

#### Please provide a short description of the product or service.

- If the product is an update of an existing product, please note all features that distinguish this new product from a previous edition to be considered.
- What is the benefit of your product or service to the prospective buyer?
- Describe the quality of the product or service's design.
- What makes this product or service innovative?
- What is the approximate cost of the product or service? Explain the value to the prospective buyer.

#### Applicant's Entry Information

- Park/Facility Name
- Park/Facility Contact Name
- Park/Facility Contact Email
- Date Installed at Park/Facility

### Supporting Documentation

- Each entry should include up to two (2) materials per entry, fully explaining all features and benefits of the product to the user.
- Materials such as brochures, flyers, photographs, or artwork are accepted and encouraged.
- Weblink or video files are also encouraged.
- All information must be submitted with the online application no later than the deadline.

- Marketing Collateral or Photo #1
- Marketing Collateral or Photo #1
- Demo Weblink
- Demo upload

Agree to the Authority: I represent and have the authority to submit this application and related material. I permit IAAPA to share the application information with the Exhibitor Awards committee members. I authorize IAAPA to use all material included in this application in conjunction with the Brass Ring Awards.

## Food and Beverage Excellence

Award	Definition	Judging Criteria and Scoring
Best New Menu Item	This category honors creativity, innovation, and excellence in developing a new menu item that is unique or superior to what has been accomplished in the industry at a facility.	<p><u>Criteria</u></p> <ul style="list-style-type: none"> <li>• Entries will be judged on a range of criteria, including concept, production, creative excellence, and success.</li> <li>• The decision of the judges will be final.</li> </ul> <p><u>Scoring</u></p> <p>Judges will score each application against a rubric covering the four items below. Entries will be award between 0 to the maximum listed below:</p> <ul style="list-style-type: none"> <li>• 00 Points Describe your overall foodservice operation. Include the number of venues, types of service, etc.</li> <li>• 00 Points When was the item first implemented?</li> <li>• 15 Points Describe the challenges of the research and development process. Include information regarding how new attributes were discovered, such as new tastes, flavors, presentation, and what problems were overcome.</li> <li>• 05 Points What were the benefits to your operation? Provide any quantitative data such as percentage increases or metrics that can provide scope.</li> <li>• 10 Points Describe the impact on customers. What do they experience, and what value do they receive?</li> <li>• 10 Points Provide relevant customer response data, such as guest comments, testimonials, social media, etc.</li> <li>• 15 Points How did this item or concept affect profitability?</li> <li>• 30 Points What makes the implementation of this item unique/superior to what other industry operators have already accomplished?</li> <li>• 00 Points Why do you feel your submission deserves to win the Brass Ring Award for Best New Menu Item?</li> <li>• 15 Points Include examples of signage, displays, plate presentation, and/or marketing communications.</li> <li>• 100 Points Grand Total</li> </ul>

## Food and Beverage Excellence (continued)

Award	Definition	Judging Criteria and Scoring
Best New Food and Beverage Festival or Special Event	This category honors creativity, innovation, and excellence in the development of a new festival or special event centered around food and/or beverage that is unique or superior to what has been accomplished in the Industry at a facility.	<p><u>Criteria</u></p> <ul style="list-style-type: none"> <li>• Entries will be judged on a range of criteria, including concept, production, creative excellence, and success.</li> <li>• The decision of the judges will be final.</li> </ul> <p><u>Scoring</u></p> <p>Judges will score each application against a rubric covering the four items below. Entries will be award between 0 to the maximum listed below:</p> <ul style="list-style-type: none"> <li>• 00 Points Describe your overall food service operation. Include number of venues, types of service, etc.</li> <li>• 00 Points When was the event first implemented?</li> <li>• 15 Points Describe the challenges of the research and development process. Include information regarding how new attributes were discovered to create the event, develop elements of the event and obstacles overcome to establish the desired experience for the event.</li> <li>• 05 Points What were the benefits to your operation? Provide any quantitative data such as percentage increases or metrics that can provide scope.</li> <li>• 10 Points Describe the impact on customers. What do they experience, and what value do they receive?</li> <li>• 10 Points Provide relevant customer response data, such as guest comments, testimonials, social media, etc.</li> <li>• 15 Points How did this Event affect profitability?</li> <li>• 30 Points What makes the implementation of this Event unique/superior to what other industry operators have already accomplished?</li> <li>• 00 Points Why do you feel your submission deserves to win the Brass Ring Award for Best New Festival or Special Events?</li> <li>• 15 Points Include examples of signage, displays, plate presentation and/or marketing communications.</li> <li>• 100 Points Grand Total</li> </ul>

## Games & Merchandise Excellence

Award	Definition	Judging Criteria and Scoring
Best Plush	This category recognizes a creative and innovative plush item that uniquely represents and celebrates an attraction's concept, theme, or storyline.	<u>Criteria</u> <ul style="list-style-type: none"> <li>Product's overall look, feel, and quality.</li> <li>Packaging and/or tagging as it supports the product.</li> <li>How the product ties in with the overall theme/storyline of the park or themed zone.</li> <li>What makes the product memorable and appealing?</li> <li>What is the story of your product, how did you tell the story?</li> <li>Unique Qualities</li> </ul> <u>Scoring</u> <ul style="list-style-type: none"> <li>25 Points Product's visual appeal</li> <li>25 Points Product Quality, hand feel, pile, softness</li> <li>20 points Connections with the attraction's theme or storyline</li> <li>10 Points Packaging or tagging and how it supports the product</li> <li>10 points Product is unique and memorable</li> <li>10 Points Storytelling</li> <li>100 Points Grand Total</li> </ul>
Best Apparel	This category recognizes a creative and innovative apparel item that uniquely represents and celebrates an attraction's concept, theme, or storyline.	<u>Criteria</u> <ul style="list-style-type: none"> <li>Product's overall look and feel.</li> <li>Packaging and/or tagging as it supports the product.</li> <li>How the product ties in with the overall theme/storyline of the park or themed zone.</li> <li>What makes the product memorable and appealing?</li> <li>Unique qualities.</li> </ul> <u>Scoring</u> <ul style="list-style-type: none"> <li>25 Points Product's visual appeal</li> <li>25 Points Product Quality</li> <li>20 Points Connection with the attraction's theme or storyline</li> <li>10 Points Packaging or tagging and how it supports the product</li> <li>10 points Product is unique and memorable</li> <li>100 Points Grand Total</li> </ul>
Best Hard Good Item	This category recognizes a creative and innovative hard good item that uniquely represents and celebrates an attraction's concept, theme, or storyline.	<u>Criteria</u> <ul style="list-style-type: none"> <li>Product's overall look and feel.</li> <li>Packaging and/or tagging as it supports the product.</li> <li>How the product ties in with the overall theme/storyline of the park or themed zone.</li> <li>What makes the product memorable and appealing?</li> <li>Unique qualities.</li> </ul> <u>Scoring</u> <ul style="list-style-type: none"> <li>25 Points Product's visual appeal</li> <li>25 Points Product Quality</li> <li>20 Points Connection with the attraction's theme or storyline</li> <li>10 Points Packaging or tagging and how it supports the product</li> <li>10 points Product is unique and memorable</li> <li>100 Points Grand Total</li> </ul>

## Games & Merchandise Excellence (continued)

Best Store Visual Merchandising	<p>This category honors excellence in visual merchandising across an entire store or group of stores. Your entry should showcase various products and various other creative, innovative displays that work together to create a cohesive store experience that links with the store/attraction's theme or story.</p>	<p><u>Criteria</u></p> <ul style="list-style-type: none"> <li>• Creative and effective use of design elements including color, lighting, graphics, signage, and props to create an eye-catching, memorable, and appealing display</li> <li>• How the display(s) cohesively links with the overall theme/storyline of the store, attraction, or themed zone, and other displays in the store.</li> <li>• Creative and effective use of space to create both a memorable and 'workable' store.</li> </ul> <p><u>Scoring</u></p> <ul style="list-style-type: none"> <li>• 25 Points Creativity</li> <li>• 10 Points Effective uses of color</li> <li>• 10 Points Effective uses of lighting</li> <li>• 15 Points Effective uses of graphics/signage/props</li> <li>• 15 Points Link with the attraction's theme/storyline</li> <li>• 10 Points Connection with other displays in the store</li> <li>• 10 Points Effective uses of space</li> <li>• 05 Points Overall usability (can the guests access the product, will the display be easily damaged, is it safe)</li> <li>• 100 Points Grand Total</li> </ul>
Best Midway Game Operation	<p>This category honors creativity, innovation, and excellence in all facets of Midway Game Operations – both 'on stage' and 'behind the scene.' Your entry should showcase how your Games operation demonstrates a creative, innovative, or industry best practice approach to training, operations, visual merchandising, design, guest service, player interaction, product selection, inventory control, or any other areas that demonstrate your operation as being the 'world's best'!</p>	<p><u>Criteria</u></p> <ul style="list-style-type: none"> <li>• Staff training and development programs (games-specific).</li> <li>• Strategic/business plan for the game's operation (does not require financial information, simple outline of strategies).</li> <li>• The game's operation links in with the theme/storyline of the park or themed zone and makes the game's experience memorable.</li> <li>• Merchandising and Presentation.</li> <li>• Creativity (may include the creative use of technology).</li> <li>• Guest Service/Experience and team member interaction.</li> <li>• Games product lines (specific to the entry).</li> <li>• Focus on what makes your Midway Games Operation the world's best.</li> <li>• Complete and submit the relevant sections of the Entry Submission PowerPoint template.</li> </ul> <p><u>Scoring</u></p> <ul style="list-style-type: none"> <li>• 10 Points Staff training and development program</li> <li>• 10 Points Gameplay experience (consider the type of games offered, are they unique and memorable, do they effectively meet the target demographic)</li> <li>• 10 Points Evidence of Guest Service standards and how these are managed/ measured</li> <li>• 10 Points Evidence of a solid business plan</li> <li>• 10 Points Connection with the attraction theme or storyline</li> <li>• 10 Points Overall creativity</li> <li>• 10 Points Innovative uses of technology</li> <li>• 10 Points Reward, recognition, incentive programs</li> <li>• 10 Points Pricing model, strategies to drive sale</li> <li>• 90 Points Grand Total</li> </ul>

## Games & Merchandise Excellence (continued)

Judges Award	This category honors an item submitted that might have just missed the mark of the other categories or might have been up against something substantial in that category but still deserves some recognition. This award is not a separate category but is an extension of the other categories.	<b>Criteria</b> <ul style="list-style-type: none"> <li>• Compelling storytelling, unique offering, inspiring messaging</li> <li>• Product or Visual overall look</li> <li>• Packaging and/or tagging as it supports the product.</li> <li>• How the product ties in with the overall theme/storyline of the park or themed zone.</li> <li>• Memorable and appealing</li> <li>• Unique qualities, far beyond all other entries</li> </ul>
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## Games & Merchandise Excellence – Additional Eligibility Requirements

Award	Additional Requirements	Supporting Documentation
Best Plush	<ul style="list-style-type: none"> <li>• Product name</li> <li>• Product Photo</li> <li>• Sales Period: When was the product for sale?</li> <li>• Describe your product messaging as relevant to the display</li> <li>• Describe how the product ties in with the overall theme/storyline of the park or themed zone</li> <li>• Describe what makes the product memorable and appealing</li> </ul>	<ul style="list-style-type: none"> <li>• Photograph of your display's overall look</li> <li>• Two required support files</li> <li>• Two optional support files</li> </ul>
Best Apparel	<ul style="list-style-type: none"> <li>• Product name</li> <li>• Product Photo</li> <li>• Sales Period</li> <li>• Describe special features, embellishments, enhancements to your product</li> <li>• Describe how does this product represents your location</li> <li>• Describe your product messaging as relevant to the display</li> <li>• Describe how the product ties in with the overall theme/storyline of the park or themed zone</li> <li>• Describe what makes the product memorable and appealing</li> </ul>	<ul style="list-style-type: none"> <li>• Two required support images.</li> <li>• Two optional support files.</li> </ul>
Best Hard Good Item		
Best Store Visual Merchandising	<ul style="list-style-type: none"> <li>• Product name</li> <li>• Describe how the product represents your location</li> <li>• Describe any unique features, embellishments, enhancements to your display</li> <li>• Describe your product messaging as relevant to the display</li> <li>• Describe how the product ties in with the overall theme/storyline of the park or themed zone</li> <li>• Describe how the visual is memorable and appealing</li> </ul>	

## *Games & Merchandise Excellence – Additional Eligibility Requirements (continued)*

Best Midway Game Operation	<ul style="list-style-type: none"> <li>• Product name</li> <li>• Describe your staff training development programs</li> <li>• Describe your strategic/business plan for your game operation</li> <li>• Describe how the operation of the games ties in with the overall theme/storyline of the park or themed zone</li> <li>• Describe what makes the game experience memorable and appealing</li> <li>• Describe your merchandising plan</li> <li>• Describe the products to create your games area</li> </ul>	<ul style="list-style-type: none"> <li>• Image of the Merchandising and Presentation</li> <li>• Image of your game area</li> <li>• Additional Support Material</li> </ul>
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## Human Resources Excellence

Award	Definition	Judging Criteria and Scoring
Best Innovation in a Training Program - Annual Attendance More than 1 Million	The innovation in training program award recognizes unique programs that go beyond the standard training methods to engage employees with measured results that support the facility's mission.	<b>Criteria</b> <ul style="list-style-type: none"> <li>The judges will focus on two aspects of your program. First, the judges will consider the quality and effectiveness of each program by letting the results speak for themselves. Illustrate how your approach to training or reward/recognition successfully produces results. Next, the judges will be looking for the unique attributes that set your program apart from the rest. Show how your program goes beyond training textbooks, procedures, and forms (or strictly rewarding with bonuses, promotions, etc.) to create a robust and memorable experience. Illustrate how your program reinforces your facility's values, vision &amp; mission, culture, and branding or theme.</li> <li>Awards will not be given in a category if the judges determine no entries in that category warrant special recognition.</li> <li>Judges may re-classify incorrectly submitted entries to the correct category.</li> <li>The decision of the judges will be final.</li> </ul> <b>Scoring</b> <ul style="list-style-type: none"> <li>20 Points Describe your program in 200 words, giving an overview of the program, including its primary objective.</li> <li>05 Points Provide supporting documentation (up to 3)</li> <li>20 Points Describe or show the resources developed uniquely for this program. Illustrate the range and quality of creative, branded, or themed materials</li> <li>05 Points Provide supporting documentation (up to 3)</li> <li>20 Points Describe aspects of your program that are unique, innovative or explicitly tied to your facility's brand &amp; themes</li> <li>05 Points Provide supporting documentation (up to 3)</li> <li>20 Points Describe how the program impacted your people and your facility, focusing on results and providing data, examples, and testimonials where appropriate</li> <li>05 Points Provide supporting documentation (up to 3)</li> <li>100 Points Grand Total</li> </ul>
Best Innovation in a Training Program - Annual Attendance Less than 1 Million	The innovation in training program award recognizes unique programs that go beyond the standard training methods to engage employees with measured results that support the facility's mission.	
Best Employee Reward & Recognition Program - More 1 Million Annual Attendance	The best employee reward and recognition program highlights the most successful programs that uplift the facility's mission with proven results.	
Best Employee Reward & Recognition Program - Less 1 Million Annual Attendance	The best employee reward and recognition program highlights the most successful programs that uplift the facility's mission with proven results.	
Best Employee Engagement Initiative - Annual Attendance More than 1 Million	The best employee engagement initiative award recognizes the best in innovative and creative programs that engage and inspire a facility's employees to reinforce shared values, vision, mission, culture, and branding.	
Best Employee Engagement Initiative - Annual Attendance Less than 1 Million	The best employee engagement initiative award recognizes the best in innovative and creative programs that engage and inspire a facility's employees to reinforce shared values, vision, mission, culture, and branding.	

## Live Entertainment Excellence

Award	Definition	Judging Criteria and Scoring
Best Edutainment Performance Act	This category recognizes a show that features both entertainment value and educational messaging. Video entries should clearly show the action within a full performance or show (including audio), the performance area, and the audience's reaction.	<b>Criteria</b> <ul style="list-style-type: none"> <li>Individuals are evaluated based upon the quality of talent, stage presence, character personality, and personal appearance.</li> <li>Productions are evaluated based upon creative show content, quality of production, technical and design quality, and overall production value.</li> <li>A panel of entertainment professionals will evaluate all entries.</li> <li>Each entry will be judged based upon the criteria given, as well as overall excellence and creativity.</li> <li>The judge's decisions are final.</li> </ul> <b>Scoring</b> Show/Performance/Act/Spectacular/Production/Haunt/Experience <ul style="list-style-type: none"> <li>00 to 05 Points Skill/Talent/Ability</li> <li>00 to 05 Points Presence/Character/Personality</li> <li>00 to 05 Points Personal Appearance/Style</li> <li>00 to 10 Points Overall Production Value/Enjoyment</li> <li>n/a Notes/Comments</li> <li>00 to 25 Points Grand Total</li> </ul>
Best Theatrical Production: Annual Attendance Less than 1 Million	This category recognizes a show that features exceptional production and entertainment value at a facility with a total attendance of less than 1 million. Entries should include a full video of the show or presentation, including clearly showing the action in a complete performance with any audio, the performance area, and audience reaction.	
Best Theatrical Production: Annual Attendance More than 1 Million	This category recognizes a show that features exceptional production and entertainment value at a facility with a total attendance of more than 1 million. Entries should include a full video of the show or presentation, including clearly showing the action in a complete performance with any audio, the performance area, and audience reaction.	
Most Creative Christmas/Holiday Show	This category recognizes a show that features exceptional production and entertainment value with a Christmas/Holiday theme. Entries should include a full video of the show or presentation, including clearly showing the action, audio, the performance area, and audience reaction.	
Most Creative Halloween Haunt, Show, or Experience	This category recognizes a haunt, show, or experience that features exceptional production and entertainment value with a Halloween theme. Entries should include a full video of the show or presentation, including clearly showing the action in a complete performance with any audio, the performance area, and audience reaction.	
Most Creative Multimedia Spectacular	This category recognizes a multimedia spectacular that features exceptional production and entertainment value. Entries should include a full video of the show or presentation, including clearly showing the action in a complete performance with any audio, the performance area, and audience reaction.	

## Live Entertainment Excellence (*continued*)

Most Creative Property-Wide Event Annual Attendance Less than 1 Million	This category is created for a property-wide event of any theme that features exceptional production and entertainment value in the facility with less than 1 million attendance. Entries should include a full video of the event, including clear event action with any audio, the performance area, décor, and audience reaction.
Most Creative Property-Wide Event: Annual Attendance More Than 1 Million	This category recognizes a property-wide event of any theme that features exceptional production and entertainment value in a facility with an attendance of over 1 million. Entries should include a full video of the event, including clear event action with any audio, the performance area, décor, and audience reaction.
Most Creative Sports/Stunt Show	This category recognizes a sport and/or stunt show featuring exceptional production and entertainment value. Entries should include a full video of the show or presentation clearly showing the action in a complete performance with audio, the performance area, and audience reaction.
Best Performer	This category recognizes the best individual performances of a performer. Entries should include one entire performance from a show they performed in, with the nominee clearly identified. Additional performance clips can be added to show style and versatility. Entries should also include a 2-minute video testimonial of the performer sharing their experience working for the venue. All entries should be submitted with the items in the following order: the headshot of the performer with full name, the entire show video, additional highlights (optional), and conclude with the personal testimony. This award, named for Elaine College, former Chair of the Entertainment sub-committee.
Spirit Award	This category recognizes a behind-the-scenes team member in an entertainment show, experience, venue, or entertainment-related facility that goes above and beyond. Nominees should show exceptional customer service to guests and team members. Video submissions should include: 1. A 2-minute testimonial video of the nominated employee stating why they enjoy what they do; 2. A 5-minute narrated video of the nominee at their job (highlights); and 3. Two 2-minute video recommendations – one from a supervisor and one from a peer or subordinate stating why this nominee deserves the recognition.

## Live Entertainment Excellence – Additional Eligibility Requirements

- Short-term, seasonal shows will be considered along with productions that are presented on an ongoing basis.
- There will be no distinction between contract or turn-key shows and “in-house” productions.
- Only one entry per category, per production, will be accepted

Award	Additional Requirements	Supporting Documentation
Most Creative Multimedia Spectacular	<ul style="list-style-type: none"><li>• Provide a marque photo of the performer, show, event, production</li><li>• Describe Your Entry: Use this opportunity to "tell the story" of your entry.</li><li>• Production: Describe your production technical and design quality and overall production value. Please use this as an opportunity to tell us production and design elements not to miss while viewing your entry.</li></ul>	Please include a video of the entire show.
Most Creative Christmas/Holiday Show		
Most Creative Halloween Haunt, Show, or Experience		
Most Creative Sports/Stunt Show		
Best Edutainment Performance Act		
Best Theatrical Production: Annual Attendance Less than 1 Million		
Best Theatrical Production: Annual Attendance More than 1 Million		
Spirit Award	<ul style="list-style-type: none"><li>• Submissions in categories for individuals (Best Performers or Spirit Award) MUST include a file of a 2-3 minute testimonial/introduction of the nominated individual.</li></ul>	Submissions in categories for events or attractions that are not "stages" (i.e., Halloween Haunts) Must include a 5-8-minute video montage.
Best Performer		
Best Atmosphere/Street Show Performance Act	<ul style="list-style-type: none"><li>• Name of performer, show, event, production</li><li>• Describe your entry: Use this opportunity to "tell the story" of your entry.</li><li>• Events: Describe your event technical and design quality and overall production value</li></ul>	
Most Creative Property-Wide Event Annual Attendance Less than 1 Million		
Most Creative Property-Wide Event: Annual Attendance More Than 1 Million		

## Marketing Excellence

Award	Definition	Judging Criteria and Scoring
Digital Marketing Campaign	Best use of all online, mobile and electronic resources to support a marketing message or campaign. Entries should demonstrate the use of web site, online advertising, email, mobile apps to drive business to an amusement facility or attraction. One award will be given in this category.	<u>Criteria</u> <ul style="list-style-type: none"> <li>Entries will be judged on a range of criteria, including concept, production, creative excellence, and success. Impact and attention, creativity and design, and clarity of message will be a focus.</li> <li>Awards will not be given in a category if the judges determine no entries in that category warrant special recognition.</li> <li>Judges may re-classify incorrectly submitted entries to the correct category.</li> <li>The decision of the judges will be final.</li> </ul> <u>Scoring</u> <ul style="list-style-type: none"> <li>00 to 05 Points Impact and Attention</li> <li>00 to 05 Points Creativity and Design</li> <li>00 to 05 points Clarity of Message</li> <li>n/a Notes/Comments</li> </ul> 00 to 15 Points Grand Total
Best Integrated Marketing Campaign	Best use of multiple marketing channels to promote an amusement facility or attraction. Submit at least three elements from the campaign (e.g., print, tv, radio, online, social media, public relations, outdoor, etc.). Only one award will be given in this category.	
Best Public Relations Campaign	Best use of a public relations program not incorporating paid advertising. Submit at least three elements from the campaign: press release, public service announcement (radio or television spot that ran free of charge), social media, print collateral, digital, and bloggers. Include examples of published (proof of performance) press releases and other materials pertaining to the campaign. Materials may include print and other courtesy advertisements sponsored by media partners (not paid) in promoting the program—one award per class.	
Best Radio or Streaming Audio Commercial	One promotional, sales, or informational audio spot for an amusement facility or attraction, or a particular attraction within that facility, with a length of 60 seconds or less. This category includes radio spots, streaming audio, and other audio media. One award per class.	
Best Social Media Campaign	Best use of paid and unpaid social media platforms to connect and engage with guests. Examples could include YouTube videos, media placed on sites such as Facebook, etc.	
Best Outdoor Advertisement	Best use of outdoor advertisement for amusement facility or attraction or a particular attraction within the facility. This category may include billboards-including digital boards – transit ads, wraps, and other outdoor mediums. Only one award will be given in this category.	
Best Television or Digital Video Commercial Annual Attendance Less than 250,000	One promotional, sales, or informational video spot for an amusement facility or attraction or a particular attraction within this facility, with a length of 60 seconds or less. This category includes television commercials, streaming videos, and other digital videos.	
Best Television or Digital Video Commercial Annual Attendance 250,000 - 1 Million	One promotional, sales, or informational video spot for an amusement facility or attraction or a particular attraction within this facility, with a length of 60 seconds or less. This category includes television commercials, streaming videos, and other digital videos.	
Best Television or Digital Video Commercial Annual Attendance More than 1 Million	One promotional, sales, or informational video spot for an amusement facility or attraction or a particular attraction within this facility, with a length of 60 seconds or less. This category includes television commercials, streaming videos, and other digital videos.	

## Marketing Excellence – Additional Eligibility Requirements

Award	Additional Requirements	Supporting Documentation
Digital Marketing Campaign Best Integrated Marketing Campaign Best Social Media Campaign Best Public Relations Campaign Best Radio or Streaming Audio Commercial	Success Measures <ul style="list-style-type: none"> <li>• Media hits</li> <li>• Page Impressions</li> <li>• Attendance increase</li> <li>• Revenue</li> <li>• Percentage increase</li> <li>• Other measures of success</li> <li>• Concept and Rationale: What were you hoping to achieve</li> <li>• Target Market: Whom were you trying to reach?</li> <li>• Objectives: What were your key objectives?</li> <li>• Execution: How did you execute this campaign?</li> </ul>	Images: <ul style="list-style-type: none"> <li>• Print Media (1)</li> <li>• Audio commercial (1)</li> <li>• Digital Video Commercial (1)</li> </ul> Additional Support: Disciplines Used (Select all that apply) <ul style="list-style-type: none"> <li>• Advertising</li> <li>• Promotions</li> <li>• Public Relations</li> <li>• Group Sales</li> <li>• Social Media</li> <li>• Online Advertising</li> <li>• Outreach/Guerrilla Marketing</li> <li>• Viral Marketing</li> <li>• Internal Marketing</li> <li>• In park Promotions</li> <li>• Website/Mobile</li> </ul>
Best Outdoor Advertisement	Campaign Overview <ul style="list-style-type: none"> <li>• Description - including the creative concept and success level</li> </ul>	Images: <ul style="list-style-type: none"> <li>• Sample of outdoor advertisement</li> </ul>
Best Television or Digital Video Commercial Annual Attendance Less than 250,000 Best Television or Digital Video Commercial Annual Attendance 250,000 - 1 Million Best Television or Digital Video Commercial Annual Attendance More than 1 Million	Campaign Overview <ul style="list-style-type: none"> <li>• Description</li> <li>• Concept and Rationale: What were you hoping to achieve</li> <li>• Target Market: Whom were you trying to reach?</li> <li>• Objectives: What were your key objectives?</li> <li>• Execution: How did you execute this campaign?</li> <li>• Support:               <ul style="list-style-type: none"> <li>• Print Media (1)</li> <li>• Audio commercial (1),</li> <li>• Digital Video Commercial (1)</li> </ul> </li> </ul>	Additional Support: Disciplines Used (Select all that apply) <ul style="list-style-type: none"> <li>• Advertising</li> <li>• Promotions</li> <li>• Public Relations</li> <li>• Group Sales</li> <li>• Social Media</li> <li>• Online Advertising</li> <li>• Outreach/Guerrilla Marketing</li> <li>• Viral Marketing</li> <li>• Internal Marketing</li> <li>• In park Promotions</li> <li>• Website/Mobile</li> <li>• Digital Video (1)</li> <li>• Audio Commercial (1) Mp3 File</li> </ul>

## Top FEC of the World

Award	Definition	Judging Criteria
Top FEC of the World	The Top FEC of the World award honors a facility for overall excellence in guest service, cleanliness, guest experience, food and beverage, attractions, theming, and special events. Facilities are required to provide supplemental images and will be rated by a secret shopper.	<ul style="list-style-type: none"> <li>In addition to the information you provide, your facility will be judged based on a visit performed by a mystery shopper who will evaluate your facility's performance from the customer's perspective. The mystery shopper evaluates the areas of a pre-visit phone call, general appearance, staff hospitality, cleanliness, landscaping, attractions, food quality, state of repair, safety, service received, and more.</li> <li>Cause-related marketing and how a facility adds social value to its community is a crucial judging criterion and a necessary component to be considered Top FEC of the World.</li> <li>For the fair competition, the size of the facility will not be considered in the judging process.</li> <li>Judges' decisions are final.</li> </ul> <p>Scoring</p> <p>Required Photos –</p> <ul style="list-style-type: none"> <li>05 Points Facility Logo</li> <li>05 Points Group Staff Photo: 3-7 Staff members in uniform required</li> <li>05 Points General Facility Exterior of Building/Entrance</li> <li>05 Points Main Sign</li> <li>05 Points Bathroom</li> <li>05 Points Food Concession(s) or Restaurant(s): Seating area, Kitchen, Order counter, Bar/service bar</li> <li>05 Points Redemption Counter / Merchandise Display: Counter, Display wall</li> <li>05 Points Party Room(s): Party room photo</li> <li>15 Points Revenue Generating Attractions: Mini Golf, Laser Tag, GoCart, Rock Climbing, Batting Cages, Bumper Boats, Bumper Cars, Arcade, Bowling, Roller Ice Skating, Water Park Other attractions: example: ax throwing, escape room, etc.</li> <li>15 Points Additional Items – Marketing: Media (Tv, Digital, Radio) Commercial, Print Advertisement, General Flyer/ Brochure, Promotional Event Flyer, Birthday Party Flyer, Support Materials</li> <li>05 Points Use of Technology</li> <li>05 Points Sales Process</li> </ul>

## Top FEC of the World – Additional Eligibility Requirements

Facilities must be open.

Corporations may submit one entry for each of their facilities, but each facility must be an IAAPA Member.

Additional Requirements	Supporting Documentation
Cause/Charitable Marketing- Please describe how your facility adds value to your community through fundraising and/or special events.	<ul style="list-style-type: none"> <li>• Project Name</li> <li>• Project Description</li> <li>• Project Impact</li> <li>• Project Photo</li> </ul>
Would you be interested in presenting your submission as part of a future program? (For example, an IAAPA Expo session, webinar, face-to-face learning, etc.)	Yes/No
<ul style="list-style-type: none"> <li>• Describe your facility: What year did your facility open?</li> <li>• Technology: Provide examples of how you are currently using technology in your day-to-day business.</li> <li>• Technology: Describe how you have used technology to improve your sales process and revenue.</li> <li>• Guest Interaction: Describe how you have used technology to improve guest communication and service.</li> <li>• Automation: Describe how you have used technology to automate and streamline your operations.</li> <li>• Web Tools: Describe what web tools you are using to improve your online presence and processes.</li> </ul>	<p>Images:</p> <ul style="list-style-type: none"> <li>• Facility Logo</li> <li>• Group Staff Photo: 3-7 Staff members in uniform required</li> <li>• General Facility Exterior of Building/Entrance</li> <li>• Main Sign</li> <li>• Bathroom</li> <li>• Food Concession(s) or Restaurant(s): Seating area, Kitchen, Order counter, Bar/service bar</li> <li>• Redemption Counter / Merchandise Display: Counter, Display wall</li> <li>• Party Room(s): Party room photo</li> <li>• Revenue Generating Attractions: Mini Golf, Laser Tag, GoCart, Rock Climbing, Batting Cages, Bumper Boats, Bumper Cars, Arcade, Bowling, Roller Ice Skating, Water Park</li> <li>• Other attractions: example: ax throwing, escape room, etc.</li> <li>• Additional Items – Marketing: Media (Tv, Digital, Radio) Commercial, Print Advertisement, General Flyer/ Brochure, Promotional Event Flyer, Birthday Party Flyer, Support Materials</li> </ul>