



2009 Entry Form

Due: Friday, October 23, 2009

Mail your entry and check to:

- The Freelance Exchange of KC
P.O. Box 412442, Kansas City, MO 64141-2442
(must be received by October 23, 2009) **OR**

Drop off your entry and check to:

- Kazoo Marketing on October 23, 2009
417 E. 18th, 2nd Floor
Kansas City MO 64108
913-710-7214
Enter through the maroon door between Grinders
and Grinders West.
Between the hours of noon and 5pm ONLY.

ELIGIBILITY

All current members in good standing of The Freelance Exchange of Kansas City are eligible to enter. Non-members who are full or part-time freelancers may submit **work done on a freelance basis**. Must be original work that was created between September 1, 2008 and October 1, 2009. A project may be entered in more than one category – one sample must accompany each entry, and fee must be paid for each category entered. **Except for those pieces entered into the Miscellaneous or Self-Promotion categories, work must have been the result of paid creative services in the normal course of business.**

FEES

Members: \$30 per single entry/\$45 per campaign entry (3-5 related pieces)

Non-members: \$55 per single entry/\$75 per campaign entry (3-5 related pieces)

Late entries: \$60 per single entry/\$90 per campaign entry (member or non-member) will be accepted on **October 30**, delivered to:

Kazoo Marketing 417 E. 18th 2nd Floor Kansas City, MO between the hours of noon and 5pm **ONLY**.

PAYMENT MUST ACCOMPANY YOUR ENTRIES

Form of payment: check or cash - checks should be made out to:

The Freelance Exchange of Kansas City

PREPARATION OF ENTRIES

Work should be unmounted with the entry label taped to the back of the entry in the upper right-hand corner, and placed in an envelope. One sample must accompany each entry. Trademarks/logos must be centered on an 8.5 x 11 sheet.

For CDs/DVDs, tape form on front of sleeve and write submitter's name on disk in permanent marker. Interactive media entry must be accompanied by printouts of sample screens from any interactive project. If it's a Web site, please provide a URL to the site. If it's a CD-ROM or DVD-based presentation, please provide the appropriate media.

For campaign entries, label each piece and write how many are in the series (1 of 4, 2 of 4...).

JUDGING

The ICE Awards will be judged by a panel of professionals from appropriate fields of expertise. Awards will be presented on December 9th, 2009, at David Morris Photography Studio; check: www.kcfreelanceexchange.com/ice for more details. Announcement of winners will also be published in an appropriate trade publication as well as in all FX promotional materials.

MISCELLANEOUS

The Freelance Exchange of Kansas City:

- Assumes all entries are original and are the works and property of the entrant, with all rights granted therein.
- Is not liable for any copyright infringement on the part of the entrant.
- Reserves the right to refuse any entry for misrepresented work.
- Reserves the right to recategorize entries and to create or eliminate categories if appropriate, and to withhold place awards if they see fit. No refunds will be made.

Work will not be returned. Entrants should ask for permission from clients to enter work. Please give credit to agencies, design shops, etc. if you worked with one on the entry.

QUESTIONS

www.kcfreelanceexchange.com/ICE
or events@kcfreelanceexchange.com



ICE

Independent Creative Excellence

Awards



THE FREELANCE EXCHANGE

KC's Marketing Outsource Resource

SUBMISSION FORM - RETURN WITH YOUR PAYMENT

Submitter's name	Specialty	Phone
Firm name		Email
Street address		
City	State	Zip
_____ Single entry.....@ \$30 member/\$55 nonmember = \$_____		
_____ Campaign entry.....@ \$45 member/\$75 nonmember = \$_____		
_____ Late entry@ \$60 single/\$90 campaign = \$_____		
Payment Method: <input type="radio"/> Check enclosed <input type="radio"/> Cash enclosed		Total Fee = \$_____

ENTRY LABEL: TAPE THIS LABEL (OR A COPY AT 100%) TO THE BACK OF EACH PIECE.

Category

Submitter's name

Client

Credit 1

Credit 2

Credit 3

Title of entry (if Web, URL)

Description of project

ENTRY LABEL: TAPE THIS LABEL (OR A COPY AT 100%) TO THE BACK OF EACH PIECE.

Category

Submitter's name

Client

Credit 1

Credit 2

Credit 3

Title of entry (if Web, URL)

Description of project



2009 Categories

Please note that the categories have changed from previous years as have some of the entry requirements.

Design

Entries must be submitted by the actual designer or final end client only to be eligible. **Only non-published designs may be entered into the Self-Promotion and Misc. Categories.**

- d.1** Brochures & Annual Reports
- d.2** Catalogs, Magazines, Newsletters, Books & Calendars
- d.3** Corporate Identity (i.e., letterhead, business card & envelope)
- d.4** Logo
- d.5** Direct Mail
- d.6** Packaging
- d.7** Ads
- d.8** Announcements, Invitations & Greeting Cards
- d.9** Environmental Graphics (store signage, billboards, trade show booths)
- d.10** Posters
- d.11** Miscellaneous - Concepts pitched but not produced & other non-produced designs
- d.12** Self-Promotion
- d.13** Campaign

Illustration

Entries must be submitted by the actual Illustrator or final end client only to be eligible. **Only non-published illustrations may be entered into the Self-Promotion Category.**

- i.1** Editorial
- i.2** Commercial Traditional Hand Drawn
- i.3** Commercial Digital
- i.4** Campaign
- i.5** Self-Promotion and unpublished

Photography

Entries must be submitted by the actual Photographer or final end client only to be eligible. **Only non-published Photos may be entered into the Self-Promotion Category.**

- p.1** Editorial
- p.2** Black & White Advertising
- p.3** Color Advertising
- p.4** Books & Jackets
- p.5** Self-Promotion and unpublished
- p.6** Campaign

Copy

Entries must be submitted by the actual Copywriter or final end client only to be eligible. **Only non-published copy may be entered into the miscellaneous or Self-Promotion Category.**

- c.1** Long Form (articles, white papers, case studies)
- c.2** Print (magazine, newspaper, posters, flyers, other)
- c.3** Outdoor (billboard, signage)
- c.4** Electronic (web sites, interactive, e-mails, banner ads, blogs, social media, texts, SEO)
- c.5** Collateral (brochures, sales folders, identity packages)
- c.6** Direct Mail, Newsletters, Sales Letters
- c.7** Miscellaneous - Concepts pitched but not produced & other non-produced concepts
- c.8** Self-Promotion
- c.9** Campaign

Interactive

Entries must be submitted by the actual designer or programmer or final end client only to be eligible.

- x.1** Video/TV/Film
- x.2** Audio/Radio
- x.3** Animation 2 or 3-D
- x.4** Interactive Media - non-Internet related (kiosk, DVD, CD-ROM)
- x.5** Internet Sites, E-mail, Flash Animation
- x.6** Interactive Campaign (3 or more elements from above)
- x.7** Self-Promotion

Strategy/Execution

Entries must be submitted by the actual marketer or final end client only to be eligible.

- s.1** Results Generating Campaign (campaign that showed high level results, either in sales, traffic, or other success metric)
- s.2** Unique Campaign Elements (campaign that showed the most innovation- using multiple or creative elements)

Gold award winners in each individual category will be automatically entered in the Best of Show for:

Design **Illustration** **Photography**
Copy **Interactive**
Self-Promotion (a combination of all Self-Promotion Gold Award winners in all individual categories)