



ESOP

EMPLOYEE-OWNERSHIP
MONTH (“EOM”)

POSTER
CONTEST

2012

POSTER JUDGING

Although it is a separate award, a panel of five judges who also act as the judges of the famed AACE awards will select the winner of the EOM Poster Contest in March 2012. The winner of the contest will also be announced at the Twenty-first Annual Awards Banquet on Wednesday, May 9th, 2012, in Washington, D.C.

The judging guidelines are as follows:

- ✎ Good employee-owner education of EOM
- ✎ Respect for the contributions of employee-owners
- ✎ Integration of the concepts of both employee-ownership as well as the celebration of EOM into the fabric of the poster design
- ✎ Encouragement of ownership attitudes in the poster design
- ✎ Clear, simple design
- ✎ Creative use of ideas
- ✎ Good graphic design

BENEFITS OF ACHIEVING THE WINNING DESIGN

The Corporate member winner of the 2012 ESOP Association EOM Poster Contest will benefit in the following ways:

- ✎ Receive one (1) non-transferable complimentary registration to The 2012 ESOP Association's Annual Conference and one (1) complimentary ticket to the Awards Banquet.
- ✎ Have your company's name to appear on the poster and EOM promotional product as the designer of the winning poster
- ✎ Receive an elegant certificate of achievement at TEA's Twenty-first Annual Awards Banquet
- ✎ Receive publicity in "*The ESOP Report*" and on the web site.
- ✎ Praise from your colleagues upon the publicity of the prepared press release provided by TEA announcing your company as the winner of the EOM Poster Contest

DEADLINE

Entries must be **received** at the national offices of The ESOP Association **no later than Thursday, March 1, 2012.**

WHERE SHOULD THE ENTRIES BE SENT?

Submit all EOM Poster Contest entries to:

The ESOP Association
1726 M Street, N.W.
Suite 501

Washington, D.C. 20036-4507

Contact: Gwenn Rosenthal, (202) 293-2971.

POSTER ENTRY RULES AND GUIDELINES

1. Read the instructions for preparing your entry carefully and submit all of the necessary information. Neither The ESOP Association (“TEA”) nor the judges will contact you for required materials that are not included with your entry.
2. Any Corporate Member listed in the current or next ESOP Association membership directory by name is eligible to enter the contest.
3. Submit only **one** entry per company to the EOM Poster Contest.
4. Complete an entry form for the poster design entry; photocopies are acceptable. **Be sure to label the back** of all of the components of your entry with your name, company and delivery address. All entries should be mounted on foamcore (available at stationery stores) for display purposes.
5. **If requested**, designs and accompanying materials will be returned to the entrants.
6. TEA will acknowledge receipt of your entry shortly after its delivery to TEA.
7. TEA has the right to display the winning entry at any TEA event or reprint the design in any TEA publication.
8. Applicants are responsible for all design/graphic expenses, shipping costs and postage incurred in sending entries to TEA.
9. TEA will pay the printing costs of reproducing the poster selected and all mailing and handling costs to distribute the poster to TEA’s corporate and affiliate membership.
10. The poster design entry must be received at the national offices of TEA **no later than March 1, 2012**.
11. The winner of the TEA EOM Poster Contest will be selected in March 2012 by the Annual Awards for Communications Excellence (“AAACE”) judges. Official announcement of the winner will be made at the Twenty-first Annual Awards Banquet to be held Wednesday, May 9th, 2012 in Washington, DC, as part of TEA’s National Conference.
12. The poster must be a minimum of three (3) colors and 18 inches by 24 inches in size, and be mounted on foamcore for display purposes.
13. The company submitting the poster design is encouraged to incorporate their company name and/or logo on the poster as having designed the poster. Company name must also be written on the back.
14. The poster design must not only include the design concept of the poster, but also the words communicating the concept of EOM on the poster (in other words, both a slogan and the graphics).
15. The poster may include (but it is not mandatory to include) the names of all ESOP Corporate Members in the background of the design as of June 30, 2012, which will be added to the poster design after the winning entry is selected.
16. **It should be taken into account that the design of the poster may also be screened on the front of an EOM promotional product sold by TEA celebrating employee-ownership month.** The winning entry design placed on the front of the EOM promotional product will only display the winning entrant’s corporate name.

17. TEA reserves the right to select the printer of the selected winning poster design based on TEA's normal vendor selection policies and procedures. The design winner may submit a bid for the printing of the poster. If the chosen design is not printed by the design winner, the poster will not mention the name of the vendor who did its printing. If the design winner does do the printing of the poster, then the poster will also mention the company's name as the designer and printer of the EOM poster.
18. TEA intends to display all entries submitted to the EOM contest at any TEA event, such as TEA's Annual Conference unless the submitter of the entry specifically requests that their design entry not be displayed.
19. Due to printing requirements, the winning poster must be submitted to The ESOP Association in electronic form, with a digital file available with a resolution of no less than 300 DPI. There is no need to submit the digital file to The ESOP Association until the poster is declared the winner.
20. Any clip art used must be fairly purchased, not violating any copyright and/or trademark laws and incorporated into the digital file at a minimum of 300 DPI.



POSTER CONTEST ENTRY FORM

[Deadline: *Received* by Thursday, March 1, 2012]

All entries must be received by Thursday, March 1, 2012. This form may be photocopied.

Please print clearly or type:

This entry is being submitted by

Company Contact _____

Title _____

ESOP Company Name _____

NOTE: *Also be sure to write company name on back of poster.*

Address (include street address) _____

Telephone (_____) _____ FAX No.(_____) _____

E-mail _____

NOTE: *Please acknowledge that the electronic file described in rule #19 will be available by signing here _____ date _____.*

Please acknowledge that you are complying with rule #20 by signing here _____ date _____.

Signature of the ESOP Corporate Member representative:

_____ Date: _____

NOTE: *Entries will not be returned unless requested. Please check here if you wish your entry to be returned. _____ Although your design entry will be handled carefully, The ESOP Association nor its contractors are not responsible for loss or damage. Please do not submit a design entry that cannot be replaced. The winning entry will be displayed at the 2012 ESOP Association Annual Conference.*

MAIL ENTRY FORM & EOM POSTER DESIGN TO ARRIVE BY THURSDAY, MARCH 1, 2012:

The ESOP Association
1726 M Street, N.W. - Suite 501
Washington, D.C. 20036
Telephone: 202/293-2971

Questions: Call Gwenn E. Rosenthal, Vice President, Administration
The ESOP Association

(202) 293-2971