

2014 Inspire Awards™ Corporate Publishing Competition

Entry Deadline:

30 January 2015

With Extension Fee: 13 February 2015



"All of us here think that this is the best-organized competition we've ever experienced. Thanks for your hard work!"



CALL FOR ENTRIES

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Fortune 500 Firms
Have Joined LACP
Competitions**

Those in the Top 100 Include:

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Chevron (3) · GE (4)
Bank of America (5)
AT&T (7) · Ford Motor (8)
JP Morgan Chase (9) · H-P (10)
Citigroup (12) · Verizon (13)
McKesson (14) · AIG (16)
Cardinal Health (17)
CVS (18) · Wells Fargo (19)
IBM (20) · UnitedHealth (21)
P&G (22) · Costco (25)
ADM (27) · Boeing (28)
The Home Depot (29)
WellPoint (31) · Walgreen (32)
J&J (33) · State Farm (34)
United Tech. (37) · Dell (38)
Pfizer (40) · Lowe's (42)
Lockheed (44) · Pepsico (50)
MetLife (51) · Safeway (52)
Kraft (53) · Sysco (55)
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Comcast (59) · Northrop (61)
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Hartford (97) · Publix (99)

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Winter 2015

Nothing distinguishes your work and brings recognition to you and your team more than honors from the 2014 Inspire Awards, the world's most popular competition for employee publications, customer magazines and related media.

From **Abbott** to **Zurich Financial**, companies large and small **compete against peers of similar size and means** to earn esteem for their achievements. In fact, entries from nearly a half dozen countries competed in the Inspire Awards last year alone.

Here's your chance to earn recognition for your hard work in communications.

The 2014 Inspire Awards provides a platform for communications professionals to demonstrate the value they're delivering to their organizations and clients.

So whether you support a **corporation, non-profit, educational institution, or governmental entity**, LACP's 2014 Inspire Awards Competition is a chance to have the high quality of your work validated in one of the most respected competition forums in the world.

The Call for Entries ends 30 January 2015. (13 February 2015 with extension fee.)
So don't delay; be sure to submit your entry today!

Best of luck,

A handwritten signature in black ink that reads "Christine Kennedy".

Christine Kennedy
LACP Competition Director





2014 Inspire Awards

Corporate Publishing Competition

QUESTIONS AND ANSWERS

Do I Have to be Based in the United States in Order to Enter? Organizations based outside of the U.S. are welcome to apply. We regularly receive entries from **Australia, Austria, the Benelux, Bermuda, Canada, China, Czech Republic, Germany, Hong Kong, India, Indonesia, Israel, Japan, Korea, Mexico, New Zealand, Norway, Saudi Arabia, South Africa, Sri Lanka, Switzerland, Turkey, and the U.K.**

When Must I Have Created My Publication?
It must have been disseminated within the last 12 months.

How Should I Submit My Entry? Entries can be submitted in both hard- and soft-copy formats. The preferred soft-copy format is PDF. Contact us if you need to use another entry medium. Cover letters are welcome but not required. Only one copy of each edition needs to be provided for judging.

Can I Upload My Entire Entry? Yes! We can allot up to 2 gigabytes of online storage for receiving your reports, cover letters & other materials. Just send in your entry form, and we'll e-mail you a link. Or tell us via online chat at www.lacp.com/support

How Does Judging Occur? Award results are based on the judging of submissions within peer-level competition classes. They are determined according to company size, annual revenue, and other pertinent factors. Scoring is derived according to LACP's proprietary judging system, which grades various criteria of an entry. A composite score is then determined. Your Results Kit will provide full details on the judging methodology as well as feedback on your report.

Should I Include a Cover Letter? While not mandatory, it does help judges better understand an entry's goals, target audience, messaging, development, and success metrics.

How Do Competition Classes Work? All entrants are required to enter the General Competition—this is where the heart of judging takes place, primarily among organizations of similar size and means. If you believe your entry stands out in any of the other achievement categories (e.g. Most Creative, Most Improved), you can enter those separate competitions and contend against all other entrants solely on that category's single criterion. "Special Achievement" categories include regional awards, as well.

Are Late Entries Accepted? Yes, through 13 February 2015. We may be able to make special arrangements for exceptional circumstances—contact us at www.lacp.com/contactus

Do I Have to be an LACP Member to Enter? No.

How to Enter in Three Easy Steps

- 1) Package Your Entry.** Select one or more editions of your digital, print or video publication for judging. Only one copy of each edition is needed. Please avoid stapling or paper-clipping any material to the front cover of your publication since all entries will be scanned. Completed publications awaiting printing can be submitted on a CD in PDF format.
- 2) Complete the Entry Form.** Complete all fields for you and/or your client as accurately as possible. A one- to two-page cover letter is optional.
- 3) Mail Your Entry.** You're done! Entries must be shipped by deadline.

Important Dates

- 30 January 2015: Deadline to mail entries.
- 13 February 2015: Deadline to mail entries with fee.
- 30 March 2015: Winners announced online; kits shipped.

LEGAL INFORMATION: Fortune 500 is a registered trademark of Fortune Magazine. All entries become property of LACP LLC unless otherwise arranged. All entrants agree to waive LACP LLC of all liability pertaining to the conduction of its competitions and related programs. International entrants are responsible for all customs duties and taxes.

INDUSTRY KEY—IF REQUESTED FOR CLASSIFICATION

Code	Industry Name	Sample Organizations — Previous Winners	Code	Industry Name	Sample Organizations — Previous Winners
01000	Aerospace & Defense	Boeing, Lockheed Martin, Raytheon	23000	Health Care — Equipment & Supplies	Baxter Int'l, Dade Behring
02000	Agribusiness	Bayer CropScience, Bunge, Agrium	24000	Health Care — Providers & Services	WellPoint, Vanderbilt Univ.
03000	Automobiles & Components	Fleetwood Enterprises, Volvo, Michelin	25000	Insurance	MetLife, RGA, Selective, Allstate, Mutual of Omaha
04000	Banks — Commercial	Bank of America, Wells Fargo, SunTrust	26000	Materials	Georgia-Pacific, Rock-Tenn, Vulcan, Gibraltar Steel
05000	Banks — Thrifts & Mortgage Fin.	Countrywide, Washington Mutual	27000	Media	Cox, E.W. Scripps, Scholastic, ESPN
06000	Biotechnology	Biogen Idec, Myogen	28000	Non-Profits	RAND, Nemours, Goodwill, KPMG Foundation
07000	Business/Construction/Engineering Services	Monster, Pitney Bowes, Accenture	29000	Pharmaceuticals	Johnson & Johnson, Merck, Pfizer, Abbott
08000	Chemicals	BASF, DuPont, Eastman Chemical	30000	Real Estate/REIT	BRE, Regency Centers, Gables, Home Prop.
09000	Conglomerates, Holding Co., Div. Invest.	GE, Textron, Walter Ind.	31000	Retailing — Food & Specialty	Office Depot, Lowe's, Tiffany, Publix
10000	Consumer Consum. — Food/Bever./Tobacco	Hormel, Coca-Cola, Altria	32000	Retailing — Internet/Catalog	800-FLOWERS, Sharper Image
11000	Consumer Consum. — Household/Personal	Mattel, Colgate-Palm., P&G	33000	Retailing — Multi-line Retail	Big Lots!, Federated Dept. Stores
12000	Consumer Durables — Household	Maytag, Stanley Works	34000	Technology — Computers & Peripherals	Dell, H-P, IBM, Maxtor
13000	Consumer Durables — Textile/Apparel/Luxury	Steve Madden	35000	Technology — Electronic Equip. & Instruments	XEROX, CDW, Agilent
14000	Consumer Services — Hotels/Restaurants/Leisure	Hilton Hotels	36000	Technology — Hardware & Equip.	Cisco, Motorola, QUALCOMM
15000	Consumer Services — Other	H&R Block, Mighty Ducks (NHL)	37000	Technology — I.T. Services	EDS, Iron Mountain, Perot Systems, Fiserv
16000	Educational	Kent State, National University, WestEd	38000	Technology — Semiconductors & Equipment	Intel, AMD, Broadcom
17000	Energy — Equipment & Services	FMC, Halliburton, Schlumberger	39000	Technology — Software	EarthLink, Yahoo!, Adobe, Symantec
18000	Energy — Oil, Gas & Consumable Fuels	BP, Anadarko, Peabody	40000	Telecommunications	Sprint Nextel, Verizon, U.S. Cellular
19000	Equipment, Machinery & Instruments	Caterpillar, Fluor, Hyundai H.I.	41000	Transportation & Logistics	American Airlines, Ryder, Yellow
20000	Financials — Capital Markets	Bear Stearns, Charles Schwab	42000	Utilities — Electric	Progress Energy, Exelon, Entergy
21000	Financials — Diversified Services	Citigroup, Principal Financial	43000	Utilities — Gas	AGL Resources, Peoples Energy
22000	Government — City/State/Nat'l	U.S. State Dept., FAA, U.S. Army	44000	Utilities — Multi/Water/Traders	Ameren, TXU, Constellation



2014 Inspire Awards

Corporate Publishing Competition

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See inside for details.

Enter the Industry's Largest Corporate Publishing Competition!

20+ entry categories:
Employee Publications
Customer Magazines
Online/Digital Reports
iPad Apps
Annual Reports
...and many more!

ENTRY DEADLINE:
30 January 2015

2014
Inspire Awards
Corporate Publishing
Competition



CALL FOR ENTRIES

999 Vanderbilt Beach Road, Suite 200
Naples, FL 34108



With Extension Fee: 13 February 2015