

American Package Design Awards

PACKAGING, P-O-P AND THE ENTIRE INSTORE EXPERIENCE

PRESENTED BY GRAPHIC DESIGN USA
SPONSORED BY NEENAH PAPER

The editors of Graphic Design USA invite you to join the thousands of creative professionals who have been recognized by its national design competitions over four decades. The goal of these competitions is to focus attention on areas of growth and opportunity for graphic design professionals, to recognize the best work being done in those arenas, and to emphasize the value that graphic design brings to business and society.

The American Package Design Awards is firmly in this tradition.

Marketers and retailers are challenged as never before to convey their message and promote their brand. Think fragmented audiences, diluted mass media, eroding loyalty, global competition. Package design — along with instore graphics and point-of-sale — is increasingly the difference maker in the consumer's purchasing decision. This annual competition celebrates well-designed graphics, of course, but more importantly the power of design to advance the brand promise and to forge an emotional link with the buyer at the moment of truth.

Winners receive an embossed Certificate of Excellence for each piece selected and become eligible for reproduction in our American Package Design Awards Annual that will appear in March 2009 in print and online.

SPONSORED BY



Neenah Paper manufactures a variety of papers that are ideal for many types of packaging and labeling applications including retail shopping bags, set-up boxes, folding cartons, bottle labels, gift wrap and hang tags. The company also manufactures and distributes a wide range of well-known premium branded papers such as CLASSIC®, ENVIRONMENT®, STARWHITE®, NEENAH®, and ESSE® Papers, among others. Neenah Paper is a proud consumer of Green Energy and is a U.S. EPA Green Power Partner. Neenah also manufactures many brands carrying the Green-e, Green Seal and Forest Stewardship Council (FSC) certifications (SW-COC-000885).

ENTRY DEADLINE
DECEMBER 12, 2008



ENTRY GUIDELINES

DEADLINE: DECEMBER 12, 2008

WHO IS ELIGIBLE?

Entries may be submitted by any company or individual involved in the creation or production of the work.

WHAT IS ELIGIBLE?

Entries must have been created or placed in the store between January 1, 2007 and December 1, 2008.

CATEGORIES

Package Design

1. Electronics and Personal Entertainment
2. Food and Beverages
3. Health and Beauty
4. Household and Outdoor
5. Industrial and Regulated
6. Sports, Toys and Games
7. Other Retail
8. Environmentally Friendly ("Green") Packaging
9. Promotional Packaging
10. Structural/Technological Innovation

Instore Graphics

11. Shopping Bags and Takeout Packaging
12. Store Logos/Identity/Branding
13. Point-of-Purchase and Signs
14. Displays and Kiosks

HOW TO ENTER

Please send the actual printed piece, unmounted but well-protected. We cannot return entry materials. Do not send original artwork, master slides, transparencies or any work in low supply.

All entries should be accompanied by a high-resolution digital file. Please provide one image for each entry submitted on a CD. Multiple entries from one company can all be submitted on the same CD. 300 dpi Adobe Photoshop .tiff or .jpeg files are acceptable. Files should be 5 inches wide and CMYK. Adobe Illustrator files are acceptable with outlines created around the type.

WE DO NOT ACCEPT QUARK, INDESIGN OR ADOBE PDFS. PLEASE CONVERT THESE FILE TYPES TO PHOTOSHOP JPEGS OR TIFFS.

Oversized entries larger than 11" x 14" should be submitted as a high-resolution digital file on a CD accompanied by a high-quality laser printout.

FORM PREPARATION

Fill in two entry forms for each of your submissions. Attach one copy of the entry form to the back of the actual piece and include the other copy with your payment. If you are submitting the same piece in more than one category, please include a separate entry form for each category. Please fill out each entry form as clearly as possible.

RIGHTS AND PERMISSIONS

Winning entrants grant Kaye Publishing Corporation the right to reproduce the winning pieces in Graphic Design USA and its Package Design Annual, and on our website at www.gdusa.com, and in related industry publications such as Package Design Magazine.

ENTRY FEES

1 Entry	\$55
2 Entries	\$85
3 Entries	\$115
4-6 Entries	\$145
7-14 Entries	\$180
15-20 Entries	\$210

Multiple entries considered to be part of a series or campaign may be submitted as one entry. Please indicate on the back of each member of the series that it is part of a larger group (e.g. 1 of 5, 2 of 5, etc.). You may include up to 5 pieces in a series.

MAIL ENTRIES TO:

Graphic Design USA
89 Fifth Avenue
Suite 901
New York, NY 10003
Attention: Awards Department

QUESTIONS

TEL: 212.696.4380
FAX: 212.696.4564
EMAIL: awards@gdusa.com

Download additional entry forms at
WWW.GDUSA.COM

AMERICAN PACKAGE DESIGN AWARDS

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ENTRY FORM

CONTACT INFORMATION

submitter's name

company/department name

address

city

state

zip

phone

fax

email

BILLING INFORMATION

I am enclosing a check for \$ _____ for a total of _____ entries payable to Graphic Design USA .

Please charge my credit card \$ _____ for _____ entries.

VISA MasterCard American Express

credit card number

expiration date

card verification*

signature

*Visa and Mastercard customers only – please include the last 3 numbers on the back of your credit card for card verification

CREDIT INFORMATION

category number

company name

city and state

client

title of entry

art director

designer

illustrator

photographer

other (please specify title)