

ÉLAN

SILVER  
TWENTY  
FIVE

## ÉLAN 2007 SILVER TWENTY FIVE

### INVITATION TO ENTER THE 25<sup>th</sup> ANNUAL ÉLAN AWARDS

Presented by the Los Angeles/Ventura County Sales & Marketing Council of the Building Industry Association of Southern California, Inc. Honoring Superior Achievement in Sales, Marketing and Merchandising Excellence. Élan 2007 celebrating a quarter century of epic talent. Please join us in recognizing excellence within our industry.

The Los Angeles/Ventura County SMC Board of Directors cordially invites you and your guests to celebrate the success of the past year of homebuilding sales, marketing and merchandising, Saturday, October 6, 2007, in the Crystal Ballroom of the Beverly Hills Hotel in Beverly Hills. Cocktails begin at 5:00 p.m., followed by a sumptuous four-course dinner at 6:30 p.m.. The Élan Awards will begin promptly at 7:45 p.m.

### IMPORTANT DATES:

Entry Eligibility Time Period August 1, 2006 to August 1, 2007

Entry Fee Deadline August 1, 2007

Late Entries accepted from August 2<sup>nd</sup> to August 8<sup>th</sup> \$50 per entry late fee

Élan 2007 celebration October 6, 2007

### ELIGIBILITY

To be eligible for an Élan award, a residential community (including residential communities offering lot sales only) must have had an active sales program at some time between August 1, 2006 to August 1, 2007 Either the Community, Builder or Associate must be located within Los Angeles, Ventura or Kern counties to be eligible, and the new home community must be located within Southern California.

All firms submitting entries to Élan MUST be current members of the Building Industry Association of Southern California.

For membership information, please contact Linda Conti at 909.396.9993.

NOTE: Failure to comply with this requirement will result in the disqualification of entries and the forfeiture of entry fees.

Previous winners of an Élan Award (this does not include finalists) are NOT eligible for additional recognition of the same materials in the same categories, but are greatly encouraged to submit new entries for this year's competition.

NOTE: Previous winners re-entering the same category with the same materials will automatically be disqualified and entry fees will be forfeited.

### JUDGING

Each Élan entry is judged on its own merit by a panel of distinguished experts. These experts are selected from a field of highly respected professionals throughout the United States. No member of the Los Angeles/Ventura Sales & Marketing Council is on any judging panel for the marketing categories of the Élan Awards. No entrant will be allowed to observe the judging of the entries. Only the judges, production personnel and a representative from the Los Angeles/Ventura SMC will be allowed to observe the judging.

Entries are rated on an individual point system by each judge. Ratings are then submitted immediately to independent auditors for tabulation and determination of the finalists and winner in each category. The independent auditors are present during judging and are responsible for monitoring the entire judging process.

Winners remain unknown to all but the auditors and the Judging Chairs, Peter Mayer and Lisa Parrish, until the evening the Élan Awards are presented.

### DEADLINE

All entries must be complete, including CD's, exhibits, fees, entry forms and marketing statements.

ALL ÉLAN ENTRIES MUST BE CLEARLY MARKED AND DELIVERED ON OR BEFORE 5:00 p.m., August 1, 2007

TO:

Élan 2007

c/o Peter M. Mayer Productions, Inc

10416 Hamilton St.

Alta Loma, CA 91701



909-987-2758

**Late Entries accepted from August 2<sup>nd</sup> to August 8<sup>th</sup> \$50 per entry late fee**

All entries become the property of the Los Angeles/Ventura Sales & Marketing Council. The Élan Committee will make every reasonable attempt to return entry materials; however, there is no guarantee that any specific entry can or will be returned.

**ENTRY FEES**

All members of the BIA/SC are encouraged to enter the Élan 2007 competition.

Entry fees are as follows:

\$175 per entry, per category for members of the Los Angeles/Ventura Sales & Marketing Council.

\$200 per entry, per category for NON-Members of the Los Angeles/Ventura Sales & Marketing Council.

For membership information, please contact Lisa Parrish at 909-987-2758.

Checks must be made payable to: SMC/Élan (cash will not be accepted). Itemize the community name(s) and entry category(ies) on the multiple entry form provided. Entry fees may also be charged to your Visa, MasterCard or American Express account.

**SUBMISSION GUIDELINES**

PLEASE NOTE: NAMES WILL APPEAR IN THE PROGRAM AND ON AWARDS EXACTLY AS THEY APPEAR ON YOUR SUBMITTED ENTRY FORMS.

- 1) **Entry Forms:** A separate entry form, fully completed and typed, must be submitted with each entry. Remember to keep a photocopy of each entry form submitted for your records.
- 2) **Marketing Statements:** This statement must be presented on the official marketing statement form. It is recommended that marketing statements be written for each specific category. This statement is not to exceed 100 words and must be typed. If a marketing statement exceeds 100 words, only the first 100 words will be read to the judging panel. No references to the builder or community name are to be made. Remember to keep a photocopy of each marketing statement submitted for your records.
- 3) **Mounting:** All exhibits requiring mounting must be done on individual 20" x 30" black poster board.
- 4) **Exhibit Requirements:** All exhibits submitted must be clearly identified with community name and category entered on the back.
- 5) **Ads:** Submit one mounted ad and one unmounted actual tearsheet. The tearsheet is the actual proof of publication. Your entry form must include the publication name and date on which the ad appeared.
- 6) **CD Disk Requirements:** Submit one CD per entry that contains digital scans of the required images. Images should be saved to output image resolution of 1800 pixels wide x 1200 pixels high. Save all images as a JPEG file 300 dpi at highest quality. Please name files with community name, category number and image sequence # (e.g. Treetops – Logo - #1)
- 7) **Packaging Requirements:** Each entry must be packaged in a sealed envelope with the category number and community name on the front. Please place all required materials within the envelope, properly labeled. All entry envelopes from a single entrant company must be bundled together in a convenient practical manner with the multiple entry form and check in a sealed envelope on the top.

**AVERAGE SALES PRICE**

The average sales price is determined by taking the lowest and the highest sales price in the development between August 1, 2006 and August 1, 2007, adding them together and dividing by two. When entering a specific plan or model in any category, the highest and lowest sales price for that particular plan are to be used to determine the average sales price.

**COMMITTEE DISCLAIMER**

The Élan Committee reserves the right to combine or eliminate any category or categories due to insufficient entries. Additionally, the Committee reserves the right to create new categories should the Élan Judges determine a situation warrants such action. Judges may also re-categorize any entry, if in their opinion, it has been entered in the wrong category or is better suited to another category.

**ANY QUESTIONS?**

Please call Lisa Parrish with Peter M. Mayer Productions, Inc., at 909-987-2758 or e-mail [lparrish@thentaionals.com](mailto:lparrish@thentaionals.com) with any specific questions concerning entries, eligibility, categories or requirements.

**SPECIAL OFFER - ENTER THE NATIONALS and MAME with your ELAN Entries!**

ÉLAN



Your ELAN entries may be “rolled-over” for the National Sales & Marketing Awards and Southern California MAME Awards.

If you would like your materials to be held for THE Nationals and MAME Entry – please indicate at time of submittal by including a letter with a complete listing of entries to be submitted. You will be contacted to collect necessary entry fees. Please contact Lisa Parrish at 909-987-2758 with any questions!