

THE 6TH ANNUAL

Trendys

www.stationerytrendys.com

The Trendys recognize the latest trends and the best in the industry in greeting cards, gifts and all things stationery. Manufacturers and designers can submit as many entries as they'd like in any or all of the seven categories.

VOTING INTEGRITY POLICY

To maintain the level of integrity of the Trendy Awards process, the following policy has been established.

1. Retailers will vote for the finalists in Round One.
2. A panel of at least 15 distinguished stationery industry judges, which will not include manufacturers or designers, will choose Round Two winners.
3. Entrants are encouraged to promote their entries to gain added exposure through social media marketing strategies. But keep in mind that the Trendy Awards are intended to be an industry program and should be marketed to retailers and others within the industry to vote. If it is brought to the attention of Stationery Trends magazine staff that an entrant is conducting giveaways, offers of discounts, etc., in exchange for votes, entrant and all entered products will be disqualified with no refund of entry fees.

CATEGORIES

Baby, Bridal, Gift, Green, Greeting Cards, Holiday, Office

EARLY BIRD DEADLINE: Jan. 30

FINAL DEADLINE: Feb. 13

Entries in the Baby, Gift, Green, Greeting Cards and Holiday categories may only include one item. For example, if a new baby line is launched, image of only one product from that line will be accepted, but other items in the line can be mentioned in the description.

Entries in the Bridal and Office categories may include an image with multiple items in the coordinating suite. For example, if a wedding suite is entered, the image may include the save the date, invitation, response card and other coordinating elements. Must own or have licensing rights to all submitted designs.

Top 10 finalists in each category will be asked to submit product to be displayed at the National Stationery Show. Finalists and overall winners will be recognized in an article in Stationery Trends, on www.stationerytrendsmag.com, through email blasts to retailers and on social media outlets. All finalists will receive reader service sales leads.

SUBMISSION INFORMATION

Company: _____

Contact Person: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

Email: _____

Website: _____

CATEGORY

A separate entry form must accompany each entry, even if it is the same product entered in multiple categories.

Baby Bridal Gift Green Greeting Cards Holiday Office

Product name: _____

Product description (20 words or less will be listed on voting website):

SUBMISSION CHECKLIST

- Completed entry form — email, fax or mail
- Entry fee
 - Early Bird Entry Fee (On or before Jan. 30) — \$55 per entry
 - Late Entry Fee (Feb. 1 – Feb. 13) — \$70 per entry
- High-resolution image of product* (300 dpi minimum). Image must be RGB and JPG, PNG or GIF. (2MB maximum) For multiple submissions and emails larger than 5 MB, please send via wetransfer.com, hightail.com or another file sharing service.

*Note: Online gallery image will be displayed as a square thumbnail. Do not send actual product with entry.

PAYMENT

- Mastercard Visa Discover AMEX
- Check — Make payable to Great American Publishing and include "Trendys" in memo line

Total Amount \$ _____

Account # _____ Exp. Date _____ CCV Code Number _____

Full Name of Authorized Cardholder _____

Name as it Appears on Card (if different) _____

Check here if billing address is the same as mailing address listed above.

Billing Address: _____

City: _____ State: _____ ZIP: _____

SUBMIT ENTRIES AND PAYMENT TO:

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