



2008 OFFICIAL RULES

Objective

To pay tribute to individuals, groups, businesses and organizations that significantly contributes to the region's economy through tourism promotion and development.

Format

The Pinnacle Awards Program is organized by the Northeast Tennessee Tourism Association (NETTA) and is open to individuals, businesses, organizations or other entities located in the Tri-Cities Tennessee/Virginia region. The region is defined as the counties of Carter, Greene, Hancock, Hawkins, Johnson, Sullivan, Unicoi and Washington in Tennessee and Lee, Scott, Washington and Wise counties in Virginia. The program is open to NETTA members and non-members.

Eligibility

All entries must have been produced between **January 1, 2007** and **December 31, 2007**. Entries should pertain to programs that promote travel to and within Tri-Cities Tennessee/Virginia as opposed to promoting outbound travel.

Entry Categories

Special Events

Events, festivals, tournaments, concerts, shows, reenactments, etc.

Special Projects

Exhibits, resource publications, photography, educational programs, trade shows, FAM tours and other initiatives.

Advertising/Promotions

- Print – Brochures, magazines, newspaper supplements and print ads.
- Multi-Media – Videos, websites, CD/Rom, music CD.

Public Relations

Community awareness campaigns, training programs, and community pride initiatives and activities.

Volunteer

An individual who, through non-paid service, significantly impacts the industry through time, expertise, experience, and financial support or community involvement. The nominee must reside in the Tri-Cities Tennessee/Virginia region.

Entry Procedures (4 Easy Steps)

- 1) Choose the appropriate category for submitting each entry.
- 2) Complete the entry form, a typed duplication of the entry form, or print off the online version at NETTA.com
- 3) Include a concise summary of the entry with no more than **one** double-sided, single-spaced, typewritten page.
- 4) Present entry with supporting material.

Print materials should be mounted on foam board, art board or project display boards (20"x30" or 36"x48" maximum - side folding boards), and/or organized in a notebook or binder with up to 10 additional sheets or sheet protector sleeves (front & back).

Multi-Media entries must be in the form of half-inch videocassettes (VHS), audiocassettes, DVDs, CD-ROM, music CDs or computer disks.

- Websites must have home pages printed and mounted, or static pages displayed on applicant's laptop computer.
- Entries with CD/ROMS or computer disks must be accompanied with a laptop computer or other proper equipment to allow judges to view or listen to promotional materials. Judges reserve the right to scan material.
- DVDs must be accompanied with a portable DVD player, monitor/TV, or proper laptop computer. Judges reserve the right to scan.
- Music CDs must be accompanied with a CD Player and cued. Judges reserve the right to scan.
- All multi-media entries must be cued. Judges reserve the right to scan material.
- Laptop or computer equipment should be provided by the applicant at least a day in advance of judging, and arrangements must be made with NETTA prior to set-up.

Volunteer Category entries must include a single or double-sided one-page summary (500 to 800 words) of the individual's contribution to tourism promotion and development. The essay, as well as a photograph of the nominee, should be attached to the entry form.

All entries and forms must be completed and returned to the NETTA Headquarters by **March 25, 2008**. Nominations will receive an automatic five-point deduction for each day after the due date. No exceptions will be made.

Judging Criteria

All entries are evaluated by impartial judges. Each entry will be graded on a **100-point scale**, based on the following criteria:

Entry Presentation - 10 Points

Design, innovation, and thoroughness of entry presentation and application. Nominations must also adhere to entry procedures and respond to specific criteria outlined in the judging criteria.

Quality - 35 Points

Quality of design, concept, execution and materials/medium. Creativity in project design, development, implementation, message delivery and originality.

Efficiency - 25 Points

Effective use of materials, manpower, resources and budget. Describe the purpose and various elements of the program, activity or campaign.

Continued - Judging Criteria

Community or Economic Impact - 30 Points

Entries are only required to meet either **community or economic impact**, so nominations will not be penalized for lacking both community and economic impact.

Entries must specify which criteria they are addressing (**Community or Economic Impact**).

Entries emphasizing **both** community and economic impact may address criteria in the application.

Community - Impact of the program on the community regarding community pride, involvement and enhancement. Identify the message that was relayed to governmental officials, other industries, entire communities, educators or other audiences that might have been impacted by the program or campaign. Describe the program/campaign and how it shaped public opinion regarding economic, cultural or social importance of travel and tourism.

Economic - Impact of the program on the community in terms of new business, revenue, exposure, etc. Clearly state the results achieved, such as increased visitor counts, market share, economic impact and ROI; improved reader, viewer and listener impressions; and related data.

Awards

Judges may recognize one Pinnacle Award winner as defined in each category per classification. Awards will be presented to entries exhibiting exemplary quality. Or, if no entry is deemed exemplary, judges reserve the right to select no Pinnacle Award winner in a particular category. Judges also have the option to give Merit Awards to entries that were not recognized as Pinnacle Award winners but were worthy of recognition.

Cost

First Three Entries

NETTA member \$25 Each

Non-members \$40 Each

Fourth Entry (plus)

NETTA member \$15 Each

Non-members \$30 Each

All entries must be accompanied by appropriate entry fees and submitted as follows:

Northeast Tennessee Tourism Association

P.O. Box 415

109 Fox Avenue

Jonesborough, TN 37659

Please make checks payable to:

NETTA or Northeast Tennessee Tourism Association. Questions pertaining to the awards program should be directed to: Northeast Tennessee Tourism Association, 423-913-5550 or tourism@netta.com.

Awards Ceremony

Awards will be presented in May during National Tourism Week at an awards luncheon. Pinnacle Award entries may be picked up following the awards ceremony or the following week at the offices of the Northeast Tennessee Tourism Association. Entries that are not picked up within 30 days will become the property of the Northeast Tennessee Tourism Association unless other arrangements are made.