



COLORADO EVENT ALLIANCE
ICON
Awards

2024

AWARDS PROGRAM ENTRY INSTRUCTIONS & OVERVIEW

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Overview

Re-launched in 2024, the **CEA ICON Awards Program** recognizes excellence in Colorado's live event industry by presenting organizational awards for special events, event services and event components as well as recognition for event industry professionals who go above and beyond. Submissions in all award classifications are judged by a team of industry professionals, and the award winners are celebrated annually at an Awards Gala. The 2024 gala will take place in late April (exact date and location TBA).

The CEA ICON Awards Program is comprised of two categories: Achievement and Recognition Awards.

- Achievement Awards identify *companies* or *organizations* that excel in special events and event industry services for a specific program or event.
- Recognition Awards recognize special event industry *individuals* for going above & beyond in their work.

2024 AWARD CATEGORIES

Achievement Awards

Identifies organizations that excel in special events creativity and execution as well as ancillary services to support overall events based on specific criteria.

Best Event Décor

Best Event Décor recognizes excellence and originality in decorative elements that contribute to the look and feel of an event—this could be individual design components or full event design scheme. Products and services include, but are not limited to, theme décor, props, scenery, display design, draping, furniture, linens, and rentals.

Best Event Floral Design

Best Event Floral Design celebrates ingenuity and excellence in the art of floral design. Entrants may showcase their expertise in floral artistry across a spectrum of products and services, including but not limited to exquisite bouquets, captivating centerpieces, innovative installations, themed floral designs, and event-specific floral decor that enchant the senses and leave lasting impressions.

Best Event Catering

Best Event Catering honors the pinnacle of culinary artistry and hospitality, spotlighting exceptional catering services that elevate the essence of any event. This category acknowledges innovation and excellence in a diverse range of catering offerings, be it an intimate gathering, a gala affair, corporate function, or social occasion that delights the senses and leave a lasting culinary imprint.

Best Event Photography/Videography

The Best Event Photography/Videography category encompasses a wide range of event-related visuals, from striking snapshots that freeze moments in time to cinematic storytelling that brings events to life on screen. Submissions may include compelling event photography, dynamic event videography, innovative drone footage and a myriad of innovative visual narratives that enrapture the senses and etch unforgettable memories in the hearts and minds of viewers and participants alike.

Best Entertainment Concept & Execution Production

The Best Entertainment Production category is dedicated to recognizing excellence in entertainment production and services that encompass an array of creative contributions. This category celebrates individuals or teams involved in procuring, producing, choreographing, and designing overall event entertainment, spanning a spectrum of event types and formats.

Best Event AV/Production (can include Virtual or Hybrid)

The Best Event AV/Production category celebrates innovation and excellence in event audio-visual and production services setting the stage for an extraordinary event. This includes a wide array of products and services, spanning live event production, state-of-the-art AV solutions, captivating virtual event experiences, interactive live streaming, and the integration of cutting-edge technology to engage audiences in dynamic and unprecedented ways.

Best Public Event, Fair or Festival

The Best Public Event, Fair or Festival category recognizes the creators of remarkable public events that foster joy, cultural enrichment, and community, inviting all to partake in the magic of shared experiences. From fairs that embrace local culture to festivals that ignite global passions, this category encapsulates a broad spectrum of public events, each leaving an indelible mark on the collective memory.

Best Multi-Day Event Program (non-social)

The Best Multi-Day Event Program category honors excellence in crafting comprehensive event programs that extend beyond the confines of a single day. Submissions may encompass diverse multi-day events such as conferences, multi-day meeting and DMC programs, showcasing exceptional planning, execution, and the profound impact of extended gatherings.

Best Event Produced for a Corporation, Non-Profit or Association

Best Event Produced for a Corporation, Non-Profit or Association category recognizes ingenious event producers, planners and organizers who bring to life exceptional experiences, aligning with the distinct visions and objectives of corporations, non-profits, and associations. These events run the gamut from elaborate non-profit galas to product launches, and corporate special events.

- Best Event – \$249,999 or less
- Best Event – over \$250,000

The event budget is required for the Best Event category only and will not be made public.

Best Social Event (wedding or other private event)

The Best Social Event category acknowledges the creators of extraordinary moments where love, tradition, joy and unity take center stage honoring life's most cherished moments. From weddings that symbolize love and commitment to bar and bat mitzvahs that signify coming of age, and private celebrations that resonate with cultural and personal significance, this category recognizes the creativity and dedication of event planners, designers and hosts who transform personal occasions into enchanting experiences.

Best Overall Event

The Best Overall Event Award celebrates the remarkable ability to infuse the WOW factor into an event, regardless of the audience, size, and scope. This award recognizes those who craft holistic event experiences that transcend expectations and captivate audiences. From expertly coordinated logistics to immersive experiences, captivating entertainment, and top-tier catering, it acknowledges the maestros of event execution who bring a harmonious synergy to every facet of their event, ultimately delivering an experience that leaves a lasting and resounding impact on attendees.

Recognition Awards

Honors peers and industry leaders with special acknowledgment for their efforts and leadership.

Frontline Hero of the Year

The Colorado Event Alliance Frontline Hero of the Year Award is a distinguished accolade presented to an exceptional individual whose unwavering dedication to serving Colorado's special event community goes above and beyond the call of duty. This honor is open to a wide range of professionals, including motorcoach drivers, event staff, banquet captains, bartenders and all those who operate on the frontline, contributing their expertise to the seamless setup and execution of the events that bring honor and pride to our industry. This award pays tribute to the selfless and tireless commitment of these heroes, whose contributions are the backbone of our vibrant event landscape in Colorado.

Rising Star

The Colorado Event Alliance Rising Star Award celebrates the exceptional achievements of an individual who has made a significant impact in the Colorado special event community in a short period of time. This accolade acknowledges their contributions, innovative ideas, and outstanding service, all of which have significantly contributed to the vibrancy of the special event landscape in Colorado. This award is designed to honor an industry professional who has devoted their talent and enthusiasm to our industry for a minimum of one (1) year and a maximum of five (5) years.

Industry Innovator

The Colorado Event Alliance Industry Innovator Award recognizes the trailblazers and visionaries who continue to redefine the landscape of Colorado's special event industry. This award pays tribute to an individual or company that is the driving force behind the evolution of special events in Colorado, introducing groundbreaking ideas and creativity, technologies, services, or strategies that continue to set new standards and inspire others. The Industry Innovator Award celebrates their commitment to pushing boundaries, shaping the future, and inspiring others to think outside of the box across all event industry disciplines.

Volunteer of the Year

The Colorado Event Alliance Volunteer of the Year Award is a distinguished recognition that honors the exceptional dedication and unwavering commitment of an individual who has selflessly given their time and expertise to further the mission and initiatives of CEA. This award acknowledges the vital role played by volunteers in the success and sustainability of our organization and, by extension, the special event industry in Colorado. The Volunteer of the Year serves as a shining example of the difference that can be made through voluntary service and the profound impact it has on our industry.

ICON Hall of Fame Award

The Colorado Event Alliance ICON Event Industry Hall of Fame Award is the most prestigious recognition presented by our organization. It is bestowed upon an individual who has exhibited an unparalleled commitment, unwavering dedication, and extraordinary contributions to the special event industry in Colorado throughout their illustrious career. This award celebrates a lifetime of achievements, leadership and unparalleled service, recognizing the profound and lasting impact that the recipient has had on Colorado's special event community. The recipient of this award is a true legend, and their legacy will continue to illuminate the path for others in our field for years to come.

Additional criteria:

- Must have been an active member of the Colorado special events industry for ten (10) or more consecutive years prior to consideration
- Must be close to the end of their career, with approximately 20 years within the industry
- Must have a distinguished record of achievement at the highest levels within their company, community, and the industry, with consideration given to integrity, character, and service.

Rules & Requirements

Awards Entry

All submissions **must** be made online via the CEA Awards Site. The site is scheduled to open on December 15, 2023. Visit <https://www.coeventalliance.org/iconawards> on or after this date to access a link to the Awards Site. All submissions must be received by 5pm MT on February 2, 2024.

Qualifying Entries

All events submitted for the 2024 CEA ICON Awards Program must have occurred between January 1 and December 31, 2023, and must have taken place within the state of Colorado.

Eligibility

Any Colorado organization in good standing is eligible to submit for CEA ICON Awards. The organization must have played an integral role in the development of the event, program or service being submitted. Discounts are given to CEA Member organizations or individuals.

You may nominate a special event industry professional or nominate yourself for a Recognition Award.

Entry Fees & Deadlines

CEA accepts Visa, MasterCard or American Express.

| SUBMISSION DEADLINE | ACHIEVEMENT AWARDS | RECOGNITION AWARDS |
|---------------------|-------------------------------------|---------------------------|
| February 2, 2024 | \$200 member rate/\$250 non-members | \$0 – no fees to nominate |

Submit entry on or before January 15, 2024 and save \$50 on Achievement Award Entries!

Enter Promo Code: Early24

Client Approval

Client Approval is required for each Achievement Award. Client must confirm its satisfaction with the event and submitting organization and indicate whether it may be identified or should remain anonymous in the submission materials. For convenience, a Client Approval Form is provided. [Download Client Approval Form.](#) Client email is also acceptable. Save email as pdf and upload.

Disqualifications

Judging is anonymous. Entries that disclose the organization will be disqualified. Entries CANNOT include company name, acronym, logo, or photographs of owners or staff members. This includes any of the supporting documents submitted. Company information may not be included in file names, contents, headers or footers. Video hosting sites cannot have any reference to submitting company. Photos with faces and logos blurred/blocked are permitted.

Entries will be disqualified for failing to comply with the stated rules (item counts, file sizes, entry deadlines, company name displayed, video length, etc.).

Entries will be disqualified for not adhering to the client's wishes as stated in the Client Approval Form. If the client asks to remain anonymous in the Client Approval Form, submission materials may not reference the client's name, logo, or identifying hashtags, tag lines, etc.

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DQ Review

Entrants will have the opportunity to purchase a Disqualification Review for each entry. The fee for this review is \$50. Entrants will be notified by email if any DQ items are identified and will have 48 hours to correct and resubmit the entry.

Judging

Judges from around the country and familiar with the events industry (non-profit and corporate planners, hoteliers, venues, photographers, production companies, DMCs, etc.) are then divided into teams and assigned a category to judge.

- Judging is anonymous – judges do not see any company-specific information
- Judges are instructed to eliminate a company from consideration if they find any indication of the company name in the supporting documents, including photos.
- Judges remain anonymous throughout the process, and their decisions are final.
- Judging scorecards are confidential and remain the property of CEA.

Finalists' Notification

Finalists will be notified on or about March 1, 2024

Awards Presentations

The 2024 CEA ICON Awards are presented during the annual Awards Gala planned for Tuesday, April 23, 2024 (exact location TBA).

Additional Questions?

Submit additional questions via email to: info@coeventalliance.org.

Entry Instructions

Submit entries via the CEA Awards Site. Please visit www.coeventalliance.org/iconawards for up-to-date information and a link to the online submission site.

Achievement Awards

All Achievement Award submissions require the following:

- 100-word Judges' Description: This 100-word description **cannot** include your company's name or logo and will be viewed by the judges as a summary of your entry.
- 100-word Publicity Description: This 100-word description **should** include your company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and CEA media/press releases.
- Overview & Overall Impact (not to exceed 1000 words): Describe the overall event and/or event service including its uniqueness, complexity, and creativity. Below is the judge's rubric and how each response is weighted:
 - Client's goals and objectives and how they were met. (30 points)
 - Challenges and parameters during the preplanning phase. (25 points)
 - Degree of difficulty executing the plan. (25 points)
 - Unique and distinctive elements. (30 points)
 - Strategic and creative efforts that could include sustainability initiatives, DEI and/or cultural integration, and risk management and mitigation. (10 points)
 - Inclusion and strength of Support Materials. (30 points)
 - Overall impression of the event/activity/program and services provided. (50 points)
- Award Support Materials – Up to (12) items (PDFs and 1 event video). PDF documents may include supporting materials such as photos, samples, drawings, graphics, maps, and printed collateral. The event video may be submitted as an .mp4, .mov or a URL to an externally hosted video. **Videos are limited to three (3) minutes**. Video files and hosted video pages **cannot** contain any information that discloses the submitting organization or Client (if client requests anonymity).
- Company Logo: If the submission becomes a finalist, the company's logo may be used during the event.

Recognition Awards

All Recognition Award submissions require the following:

- Photograph of nominee.
- Logo: If the submission becomes a finalist, the company's logo or Member's logo may be used during the annual conference.
- 100-word Publicity Description: This 100-word description **should** include the individual or company name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and CEA media/press releases.
- Overview & Overall Impact (Not to Exceed 750 Words): Provide details on the nominee that highlight efforts and contributions by the individual to the company, CEA and/or the special events industry.

Hall of Fame submissions also require:

- Two (2) letters of recommendation/support from employer, vendor, client, or peer.