

## Submission Guidelines



The ADRP Impact Awards distinguish the very best creative work in the blood banking industry. Submissions are evaluated by a volunteer committee of ADRP members who share a commitment to recognizing creative excellence. Submissions that survive the first round are accepted for presentation at the annual ADRP conference, where the overall membership will evaluate the submissions for gold, silver, or bronze distinction in each category. Gold-level winners will be featured in ADRP publications and will be archived in the ADRP Recruiter Resource Library.

### ADR Impact Award Categories:

- Poster / Flyer
- Brochure
- Postcard / Mailer
- Newsletter
- Advertisement
- Educational Material
- Website
- Overall Campaign

### Eligibility Requirements:

- The deadline for submission is **February 24, 2012**.
- Entries selected for presentation at the ADRP conference will be notified by March 30, 2012.
- Submission must be made by a current member of ADRP.
- The presented project must have been used within the previous two-year period.
- Attendance at the conference by at least one presentation author is required.

### Submission Guidelines:

- Each entry will consist of a Project Statement and physical sample of the work.
- The Project Statement should not exceed two (2) typewritten pages.
- Submissions containing multiple pieces may be submitted together.
- All submissions must be made electronically in PDF format.
- Each file name should use the Project Title followed by a letter designation (i.e., MyProject-A.pdf, MyProject-B.pdf, etc.).
- ADRP reserves the right to use entries for publication, publicity purposes and display unless specifically requested otherwise at the time of entry submission.

**Judging Criteria:**

Each entry will be judged based on:

- The overall impact of the written project statement.
- Visual impact of sample material.
- Note: Although results should be summarized, it is critical that submission objectives and results include measurable results. It is inadequate to generalize.

**Project Statement Guidelines:**

The project statement should summarize your intended strategy and overall project results, and must not exceed two (2) typewritten pages. Authors are encouraged to use visual summaries of project results, including qualitative or quantitative data.

All submission should include the following information:

- Organization name, author(s) name, contact telephone, and email.
- Project title
- Time period of project
- Intended audience
- Project Objectives
- Project Results

**Abstract Presentations:**

- Selected ADRP Impact Abstracts will be displayed from May 16-18, 2012.
- Abstract presenters are required to setup the presentation at the conference on May 16, 2012 between 3:00 pm – 5:00 pm.
- A blank bulletin board (3.5' x 3.5') and easel will be available for your use. Please plan accordingly for your display.
- At least one of the authors must be present to answer questions on Thursday, May 17 between 5:00 pm - 6:30 pm.
- Presentations must be removed on Friday, May 18 by noon. Displays not removed by that time will be removed and discarded. ADRP cannot accept liability for lost or damaged displays.

**Responsibilities of the Entrant:**

- Accuracy of the submission and sample material is the responsibility of the entrant(s).
- Entrant(s) should prepare and proofread their submission and sample carefully prior to submission. Errors made are likely to appear in print.
- Submissions constitute a commitment by the entrant(s) to present at the ADRP conference if accepted.
- Expenses associated with the submission, conference fees, travel and accommodation arrangements, and presentation at the conference are the responsibility of the entrant/presenter.
- The content of the submission and sample are the responsibility of the author(s).
- A commercial supporter may help prepare the submission and sample, but they should not be biased to advance the proprietary interest of the center.