

NEOGRAPHICS THE MAGIC OF PRINT

Neographics®- The Power of Print® is one of the nation's largest regional graphic communications competitions in which graphic arts, packaging, converting, design and publishing excellence is selected and showcased. It's a competition dedicated to recognizing and rewarding the quality and service that is provided by the graphic arts communications, packaging and converting industries to their worldwide customers.

The Neographics® "Call for Entries" is sent to more than 5,000 firms including print buyers and creative professionals who work with the graphic arts communities in Pennsylvania, New Jersey and Delaware.



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jldcreative
Cherry Hill, New Jersey

Paravano
Doylestown, Pennsylvania

Pertech Printing Inks
Elizabeth, New Jersey

Riegel Printing
Ewing, New Jersey

Self Seal Container Corporation
Bridgeport, New Jersey

CONTRIBUTORS

DESIGN:
jldcreative
Cherry Hill, New Jersey

PRINTING:
Intelligencer Printing Co.
Lancaster, Pennsylvania

PAPER:
Roosevelt Paper
Mt. Laurel, New Jersey



NEOGRAPHICS

THE MAGIC OF PRINT 2012

EXHIBITION, AWARDS CEREMONY & DINNER * MAY 3, 2012



COMPETITION ENTRY FORM
ALL ENTRIES DUE BY MARCH 16, 2012

NEOGRAPHICS CALL FOR ENTRIES

Who is Eligible?

If you are a printer, service bureau, advertising agency, in-plant, finisher, packaging and/or converting company, binder, platemaker, specialty shop, desktop publisher, or graphic designer—you can enter Neographics®. You do not have to be a member of the Graphic Arts Association to enter.

How to Enter

Please send three samples of the actual printed piece, unmounted but well protected (if additional samples are not available, please note this on the entry form.) Attach a completed entry form (provided as part of this brochure) to the back of each entry. All submissions must have been produced between February 1, 2011 and January 31, 2012. Determine the appropriate fee based on the listing below.

Entry Fees:

GAA Members:	Non Members:
First entry - FREE	\$75 per entry
2+ - \$65 per entry	

Send all entries with entry forms and payment to:

Neographics® 2012
c/o Graphic Arts Association
1210 Northbrook Drive, Suite 200
Trevose, PA 19053

One completed entry form and payment must be submitted with all entries. Payments may be charged to American Express, Visa or MasterCard. Please make checks payable to Neographics 2012. Entry fees cover the processing and handling of all entries for judging, the displaying of award winners at Neographics®, award certificates and one trophy for each "Best of Category" winner.

Tickets to attend Neographics® 2012 Exhibition, Reception and Award Ceremony with Dinner are not included in entry fees. Any additional awards you may want to order for staff or clients can be purchased at an additional fee.

Deadline

All entries, together with fees and payment, must be delivered to Neographics by Friday, March 16, 2012.

How are the Entries Judged?

Judging occurs over several days by teams of judges. The judges examine the finished products as well as how the job was performed. The number of colors, press size and printing process are used in determining the winners. Overall design, successful completion, prepress preparation, printing and finishing are examined closely.

Within each category, the judges present Franklin Awards for Excellence. Each of these awards are then judged in the "Best of Category" competition. Then the winning "Best of Category" Awards are presented. Finally, all "Best of Category" Awards are judged once more to determine the "Best of the Best"—which is presented as "The Power of Print® Award."

The Power of Print® award is presented to the most outstanding entry. The judges may also present "Special Achievement Awards" for entries which demonstrate new techniques, processes and production workflows. The total number of awards presented is determined by the judges.

Additional Information

You may enter in as many categories as you like, provided you submit separate entry forms and fees for each category. The judges are permitted to move entries to other categories, as they see fit. All entries produced on similar equipment will be judged together; this ensures a fair evaluation of all entries.

Neographics® is not responsible for lost or stolen items. Unless arrangements are made at the time of entry, samples cannot be returned. At the exhibition, videotaping is forbidden unless prior permission has been granted by the Neographics® Committee.

All entries that receive a "Best of Category" award will automatically be entered in Printing Industries of America's 2012 Premier Print Award Competition by GAA at no charge. (members only)

ENTRY CATEGORIES (CHECK THE CATEGORY)

PRESS SIZES

Sheetfed Press: Small Press 20" and under
 Over 20"

Web Offset: Heatset Web Non Heatset Web

Other: Gravure Screenprinting/Flexography

Digital: Toner based/Ink Jet Wide Format

- 1 Advertising Specialties
- 2 Annual Reports (1, 2 or 3 colors)
- 3 Annual Reports (4 colors or more)
- 4 Art Books
- 5 Art Reproduction
- 6 Bags/Gift Bags
- 7 Banners
- 8 Binders – Ring (1, 2 or 3 colors)
- 9 Binders - Ring (4 colors or more)
- 10 Booklets (1, 2 or 3 colors)
- 11 Booklets (4 colors or more)
- 12 Books (case bound)
- 13 Books (paper cover)
- 14 Book Covers
- 15 Box Wraps (1, 2 or 3 colors)
- 16 Box Wraps (4 colors or more)
- 17 Broadsides (1, 2 or 3 colors)
- 18 Broadsides (4 colors or more)
- 19 Brochures (1, 2 or 3 colors)
- 20 Brochures (4 colors or more)
- 21 Business Cards (1, 2 or 3 colors)
- 22 Business Cards (4 colors or more)
- 23 Calendars (1, 2 or 3 colors)
- 24 Calendars (4 colors or more)
- 25 Cards – Holiday/Greeting (1, 2 or 3 colors)
- 26 Cards – Holiday/Greeting (4 colors or more)
- 27 Cartons (1, 2 or 3 colors)
- 28 Cartons (4 colors or more)
- 29 Catalogs- smaller than 8.5" x 11" (1, 2 or 3 colors)
- 30 Catalogs-smaller than 8.5" x 11" (4 colors or more)
- 31 Catalogs-8.5" x 11" or larger (1, 2 or 3 colors)

- 32 Catalogs-8.5" X 11" or larger (4 colors or more)
- 33 Certificates, Awards, Diploma
- 34 College Viewbooks
- 35 Compact Discs
- 36 Cookbooks
- 37 Corporate Identity Kit (1, 2 or 3 colors)
- 38 Corporate Identity Kit (4 colors or more)
- 39 Desk Calendars
- 40 Diaries
- 41 Design
- 42 Direct Mail (1, 2 or 3 colors)
- 43 Direct Mail (4 colors or more)
- 44 Envelopes (1, 2 or 3 colors)
- 45 Envelopes (4 color or more)
- 46 Finishing (die cuts, pop-ups, unique folds, and involvement devices)
- 47 Finishing (foil stamping and embossing/debossing)
- 48 Finishing (other special finishing techniques and combination processes)
- 49 Flyers/ Sell Sheets (1, 2 or 3 colors)
- 50 Flyers/ Sell sheets (4 colors or more)
- 51 Folders/ Pocket (1, 2 or 3 colors)
- 52 Folders/ Pocket (4 colors or more)
- 53 Games
- 54 Invitations (1, 2 or 3 colors)
- 55 Invitations (4 colors or more)
- 56 Jewel Cases
- 57 Labels (1, 2 or 3 colors)
- 58 Labels (4 colors or more)
- 59 Letterhead/Stationery
- 60 Magazine Inserts (1, 2 or 3 colors)
- 61 Magazine Inserts (4 colors or more)
- 62 Magazines (1, 2 or 3 colors)
- 63 Magazines (4 colors or more throughout)
- 64 Manuals, Training and Other (1, 2 or 3 colors)
- 65 Manuals, Training and Other (4 colors or more)
- 66 Menus

- 67 Miscellaneous – any product not specifically mentioned may be entered in this category
- 68 Newsletters (1, 2 or 3 colors)
- 69 Newsletters (4 colors or more)
- 70 Newspaper Inserts
- 71 Newspapers – Daily
- 72 Newspapers – Weekly
- 73 Packaging
- 74 Point-Of-Purchase and Displays
- 75 Posters (1, 2 or 3 colors)
- 76 Posters (4 colors or more)
- 77 Programs (1, 2 or 3 colors)
- 78 Programs (4 colors or more)
- 79 Promotional Campaigns (Must have more than one piece)
- 80 Screen Printing
- 81 Self Promotion (other than your own company)
- 82 Self Promotion (own company)
- 83 Signs
- 84 Stationery Packages (1, 2 or 3 colors)
- 85 Stationery Packages (4 colors or more)
- 86 Thermography
- 87 They Said It Couldn't Be Done- (unusual or unique production techniques). This category is open to anyone that exceeds expectations when tackling numerous challenges faced on the toughest jobs. Entries must include a paragraph outlining the challenges of the job and how they were overcome.
- 88 Variable Data
- 89 Environmental Stewardship Award – showcase your greenest project to date.
- 90 Student Category – Students may enter any Neographics category. This is open to high schools, vocational school and college students only. Students who enter this category must have participated in the creation or production of the pieces entered. The student entry fee is \$25.

Include one entry form with each entry – submit three samples per entry.

Please fill out the entry form as completely, clearly and accurately as possible. All information is required. All entry forms must be signed by a company official to approve participation in the competition. Each entry must be accompanied by an entry form. Please submit three samples per entry.

Your entry fees must accompany your entries. By entering Neographics® 2012 you agree to allow your winning entries to be displayed.

Submit your entry form, samples and fees to:

Neographics® 2012
c/o Graphic Arts Association
1210 Northbrook Drive, Suite 200
Trevose, PA 19053

Questions? Call (215) 396-2300 or email: Pat Rose at prose@gaaonline.org

Early Bird Special:

Deduct \$10 from each entry fee if entries are received by Friday, February 17, 2012. After February 17, the regular fees apply: \$65 per entry for Members, \$75 per entry for Non-members.

Company Information

Name of company submitting entry
(As you would like to be listed in the program)

Name of the submitter/Title

Company Official Signature/Title

Type of Business

Company Address

City State Zip

Telephone/Fax

Email

Title of Entry (e.g. neographics brochure)
(As you would like to be listed in the program)

Entry Details

Entry number (e.g. 1 of 5 entries)

Category (1-90; e.g. #2 annual report)

Client

Designer

Prepress

Production Credits

Printer City State

Finishing City State

Type of paper/paper merchant

Payment

Our enclosed check for \$_____ is made payable to Neographics® 2012.

Credit Card

Name Amount

Card Number Exp. Date

Signature

ALL ENTRIES DUE BY MARCH 16, 2012
(Early birds save \$10 on each entry received by Friday, February 17, 2012)