

CALL FOR ENTRIES

DEADLINE: MARCH 9, 2012

THE 2012 ANNUAL

LIMA

**INTERNATIONAL LICENSING
EXCELLENCE AWARDS**

**RECOGNIZING OUTSTANDING ACHIEVEMENTS IN LICENSING
FOR THE YEAR 2011**





The 2012 Annual LIMA International Licensing Excellence Awards

THE ANNUAL LIMA AWARDS are the licensing industry's most prestigious recognition of the highest levels of achievement. To be considered for nomination in the various categories, you must use the official LIMA Online Entry Form, and each company must strictly adhere to the entry guidelines and criteria detailed below. Companies from around the world are invited to enter into all of the awards categories. All entries must be submitted in English.

preparing your entry

The following are eligible for entry:

- **LICENSORS**
- **LICENSING AGENTS**
- **LICENSEES**
- **RETAILERS WHO SELL LICENSED PRODUCT**
- **PROMOTIONS THAT UTILIZED LICENSED PROPERTIES AND/OR LICENSED PRODUCT**

Program or product must have had bona fide retail distribution during the calendar year of 2011. Entry into multiple categories is permitted. The deadline for receipt of submissions is **Friday, March 9, 2012**. Entries received after this date will not be eligible for consideration.

In order to be considered:

1. You must use the official LIMA Online Entry Form which may be found on our website at www.licensing.org. Hard copies, faxes, and e-mail versions will not be accepted.
2. You must answer all of the applicable questions in the online entry form, providing specifics to support your entry.
3. Write a paragraph of 100 words or less describing the highlights and successes of your entry, and why you feel it deserves consideration for an award. If your entry is selected, this statement will be included with the ballot to help the voters make their choices. (LIMA reserves the right to edit.)
4. Provide one high-resolution (300 dpi) digital image of your property or product in one of the following formats: JPEG, TIFF, or EPS. If your entry appears on the ballot, this image will be included in the Awards Journal and will appear on screen during the Awards Ceremony. **Your submission will not be considered without an image.**
5. To support your entry, you may submit samples of your product line. Be sure to attach a control tag to each item. You will be able to print your control tags after you complete your online entry form. Samples provide the Committee with a visual which is helpful during the evaluation process. Boards, binders, videos, and DVD's are not acceptable. **Samples will not be returned. No Exceptions.**

awards criteria

- Program, product, or promotion must involve one specific licensed property.
- Product must have been available at retail during calendar year 2011.
- Demonstrate overall excellence of licensing program, product, or promotion.
- Product/promotion must have demonstrated outstanding and/or unusual creative execution of artwork and/or product design.
- Show creative or unique merchandising of program/product/promotion.

how the process works

All online entries must be received by **Friday, March 9, 2012**. The LIMA Awards Committee will review and score each entry. No more than five entrants per category will be placed on the ballot.

You may enter in any of the following categories (a separate online entry must be submitted for each category you enter):

- Best Art Program of the Year
- Best Art Licensee of the Year
- Best Character/Toy Brand Program of the Year
- Best Character/Toy Brand Licensee of the Year – Hard Goods
- Best Character/Toy Brand Licensee of the Year – Soft Goods
- Best Corporate Brand Program of the Year
- Best Corporate Brand Licensee of the Year – Hard Goods
- Best Corporate Brand Licensee of the Year – Soft Goods
- Best Film, Television, Celebrity, or Entertainment Program of the Year
- Best Film, Television, Celebrity, or Entertainment Licensee of the Year – Hard Goods
- Best Film, Television, Celebrity, or Entertainment Licensee of the Year – Soft Goods
- Best Sports/Sports-Themed Entertainment Program of the Year
- Best Sports/Sports-Themed Entertainment Licensee of the Year – Hard Goods
- Best Sports/Sports-Themed Entertainment Licensee of the Year – Soft Goods
- Best Licensed Promotion of the Year (**Limited to one submission per property**)
- Best Retailer of the Year

Best Overall License of the Year—A presentation will be made for the best overall "License of the Year." The Awards Committee will select up to six candidates, to be placed on the ballot, from the nominees for *Best Art Program of the Year, Best Character/Toy Brand Program of the Year, Best Corporate Brand Program of the Year, Best Film, Television, Celebrity, or Entertainment Program of the Year, and Best Sports/Sports-Themed Entertainment Program of the Year.*

Winners will be announced at the LIMA Opening Night Awards Ceremony held during the Licensing International Expo on Tuesday, June 12, 2012, in Las Vegas, Nevada.



Awards Categories:

license of the year

This award recognizes the property that has had a significant and profound impact on the licensing community at retail and in the general marketplace during calendar year 2011. There is no direct entry into this category. The Awards Committee will select up to six candidates from the nominees for Best Art Program of the Year, Best Character/Toy Brand Program of the Year, Best Corporate Brand Program of the Year, Best Film, Television, Celebrity, or Entertainment Program of the Year, and Best Sports/Sports-Themed Entertainment Program of the Year.

best art program of the year

This award recognizes licensing excellence, creativity, and innovation for properties in the art category.

best character/toy brand program of the year

This award recognizes licensing excellence, creativity, and innovation for brands from or based upon properties supported only by publishing, direct-to-video, video/electronic games, and toys during the nominated year – with no repeated TV exposure.

best corporate brand program of the year

This award recognizes licensing excellence, creativity, and innovation in the corporate brand category. *(This category does not include individual film, toy, character, sports, celebrity, video or art properties.)*

best film, television, celebrity, or entertainment program of the year

This award recognizes licensing excellence, creativity, and innovation for entertainment properties supported by a feature film or television show during the nominated year.

best sports/sports-themed entertainment program of the year

This award recognizes licensing excellence, creativity, and innovation in the sports and sports-themed entertainment category.

best licensed promotion of the year

This award recognizes the most outstanding limited-run, **direct-to-consumer licensed promotion** that makes use of the unique nature and personality of a licensed property. It must demonstrate effectiveness in building traffic and generating positive consumer, trade, and media awareness. **This does not include direct-to-retailer exclusives.** *Limited to one submission per property.*

best retailer of the year

This award is presented to the retailer that has demonstrated the highest degree of a creative merchandising campaign **based on one licensed property** with outstanding sell-through of licensed product.

THE LIMA OPENING NIGHT AWARDS CEREMONY

WHERE THE SPOTLIGHT SHINES ON LICENSING'S STARS!

JUNE 12, 2012

Celebrate the success and innovation of the past year at the LIMA Opening Night Awards Ceremony! We will salute the industry with the LIMA International Licensing Excellence Awards, recognizing the accomplishments of companies across the spectrum of licensing. In addition, the evening will honor the 2012 LIMA Licensing Industry Hall of Fame inductee. Join us in a toast to our industry!

THE INTERNATIONAL LICENSING INDUSTRY MERCHANDISERS' ASSOCIATION

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