



December 2, 2011

Recommendations for the 2012

LIMA LICENSING INDUSTRY HALL OF FAME AWARD

Dear LIMA Member:

Since 1989, LIMA has bestowed its highest honor by awarding individuals who have made a unique and continuing contribution to the Licensing Industry with the LIMA Licensing Industry Hall of Fame Award. Every year, the Board of Directors reviews recommendations from LIMA members and selects a worthy individual to receive this prestigious honor. To ensure the award continues to represent excellence, we have structured the Hall of Fame Award Criteria as described on the following page to enable our membership to effectively participate in the nominating process.

A detailed and formal description of your candidate's contribution and his or her adherence to the criteria will allow the LIMA Board of Directors to give full consideration to your candidate in making the final selection.

Please join us in identifying individuals that you believe deserve to be considered for the 2012 Hall of Fame Award. To be considered, your online recommendation must be received by **January 6, 2012**.

Best regards,

HALL OF FAME COMMITTEE

Maura Regan
Chairperson

Enclosure



Instructions for Recommending

LIMA LICENSING INDUSTRY HALL OF FAME CANDIDATES

1. You must use the online form on the LIMA website, at www.licensing.org, in order for your nomination to be considered. ***Mail-in and faxed copies will not be accepted.***
2. Must include name of individual to be considered for the Hall of Fame.
3. Must specify justification for induction. Please see Hall of Fame Criteria below.
4. Must include name of person submitting recommendation, company, address, email, and telephone number.

HALL OF FAME CRITERIA

This award is the highest honor bestowed by the International Licensing Industry Merchandisers' Association. It is open to creators, marketers, manufacturers, and any others that have made a continual and outstanding contribution to the licensing industry. Individuals that are or have been active in the licensing industry and meet the following criteria are eligible for this award.

- ◆ **LONGEVITY:** Candidates must have been actively involved in the business of licensing for a minimum of fifteen (15) years.
- ◆ **BODY OF WORK:** The depth and breadth of candidate's contribution must be described.
- ◆ **UNIQUE CONTRIBUTION:** The creation, development or advancement of a specific aspect or segment of the business.
- ◆ **LEGACY:** Candidate's contribution must have ongoing relevance to the industry.
- ◆ **INTEGRITY:** Candidates must practice and uphold business ethics, principles, and integrity consistent with the professionalism and credibility of the Licensing Industry.
- ◆ **MEMBERSHIP:** Candidates must be or must have been a member of LIMA either through individual membership or through their company's membership for a minimum of three (3) years.

Deadline: January 6, 2012

- ◆ Please Note: This honor will be awarded only in years when qualified candidates are identified and will not necessarily be given out every year.