

PACKAGING, POINT-OF-SALE,  
AND VISUAL MERCHANDISING

2009  
**American**  
*Package*  
**DESIGN AWARDS**

PRESENTED BY  
**GRAPHIC DESIGN USA**

SPONSORED BY  
**NEENAH PAPER**

ENTRY DEADLINE  
DECEMBER 10, 2009

# American Package DESIGN AWARDS

DEADLINE  
DECEMBER 10, 2009

## ENTRY GUIDELINES

### WHO IS ELIGIBLE?

Entries may be submitted by any company or individual involved in the creation or production of the work.

### WHAT IS ELIGIBLE?

Entries must have been created or placed in the store between January 1, 2008 and December 1, 2009.

### HOW TO ENTER

Please send the actual printed piece, unmounted but well-protected. We cannot return entry materials. Do not send original artwork, master slides, transparencies or any work in low supply.

All entries should be accompanied by a high-resolution digital file. Please provide one image for each entry submitted on a CD. Multiple entries from one company can all be submitted on the same CD. 300 dpi Adobe Photoshop .tiff or .jpeg files are acceptable. Files should be 5 inches wide and CMYK. Adobe Illustrator files are acceptable with outlines created around the type.

**WE DO NOT ACCEPT QUARK, INDESIGN OR ADOBE PDFS. PLEASE CONVERT THESE FILE TYPES TO PHOTOSHOP JPEGS OR TIFFS.**

Oversized entries larger than 11" x 14" should be submitted as a high-resolution digital file on a CD accompanied by a laser printout.

## CATEGORIES

### PACKAGE DESIGN

1. Health and Beauty
2. Food and Beverages
3. Electronics and Computers
4. Music and Entertainment
5. Household
6. Garden and Outdoor
7. Sports, Toys and Games
8. Baby and Children's
9. Industrial Products
10. Other

### SPECIAL PACKAGE FEATURES

11. Sustainable Packaging
12. Luxury Packaging
13. Holiday Packaging
14. Label Graphics
15. Private Label Programs

### VISUAL MERCHANDISING GRAPHICS

16. Point-of-Sale
17. Posters
18. Kiosks, Displays
19. Hangtags
20. Shopping Bags
21. Takeout Packaging
22. Gift Wrap
23. Store Logos/Identity/Branding
24. Outdoor Signs, Window Graphics

## FORM PREPARATION

Fill in two entry forms for each of your submissions. Attach one copy of the entry form to the back of the actual piece and include the other copy with your payment. If you are submitting the same piece in more than one category, please include a separate entry form for each category. Please fill out each entry form as clearly as possible.

## ENTRY FEES

1 Entry	\$55
2 Entries	\$85
3 Entries	\$115
4-6 Entries	\$145
7-14 Entries	\$180
15-20 Entries	\$210

Multiple entries considered to be part of a series or campaign may be submitted as one entry. Please indicate on the back of each member of the series that it is part of a larger group (e.g. 1 of 5, 2 of 5, etc.). You may include up to 5 pieces in a series.

## SPONSORED BY



NEENAH PAPER

Neenah Paper manufactures a variety of versatile papers ideal for many types of packaging and labeling applications including retail shopping bags; set-up boxes; folding cartons; bottle labels; gift wrap and hang tags. Our shopping bag papers are made for easy conversion, increased tear and burst strength to carry heavier loads and include 30%-100% post consumer fiber selections.

Neenah Paper is a proud consumer of Green Energy and is a U.S. EPA Green Power Partner. Neenah also manufactures many brands carrying the Green-e, Green Seal and Forest Stewardship Council (FSC) certifications (SW-COC-000885).

Neenah Paper is constantly evolving and enhancing its award-winning brands. Over the last year, we've revised our signature CLASSIC CREST®, CLASSIC® Linen, ENVIRONMENT® and SUNDANCE® Papers to keep them fresh for YOU the designers. Visit us at [www.neenahpaper.com/luxuryPackaging](http://www.neenahpaper.com/luxuryPackaging)

## RIGHTS AND PERMISSIONS

Winning entrants grant Kaye Publishing Corporation the right to reproduce the winning pieces in Graphic Design USA and on our website at [www.gdusa.com](http://www.gdusa.com).

## MAIL ENTRIES TO:

Graphic Design USA  
89 Fifth Avenue  
Suite 901  
New York, NY 10003  
Attention: Awards Department

## QUESTIONS

TEL: 212.696.4380  
FAX: 212.696.4564  
EMAIL: [awards@gdusa.com](mailto:awards@gdusa.com)

DOWNLOAD ADDITIONAL ENTRY  
FORMS AT [WWW.GDUSA.COM](http://WWW.GDUSA.COM)

# AMERICAN PACKAGE DESIGN AWARDS

## ENTRY FORM

### CONTACT INFORMATION

submitter's name

company/department name

address

city

state

zip

phone

fax

email

### BILLING INFORMATION

- I am enclosing a check for \$ \_\_\_\_\_ for a total of \_\_\_\_\_ entries payable to Graphic Design USA
- Please charge my  VISA  MasterCard  American Express \$ \_\_\_\_\_ for \_\_\_\_\_ entries.

credit card number

exp. date

\*card  
verification

signature

\*Visa and Mastercard customers please include the last 3 numbers on the back of your credit card

### CREDIT INFORMATION

category no.    company name

city and state

client

title of entry

art director

designer

illustrator

photographer

other (please specify title)