



## **2010 AEP Awards Detailed Entry Instructions and Quick Facts**

### **Submission**

- Complete **one online registration** form for each product you'd like to enter. NOTE: Whatever product title and company info you submit with your entry will be considered correct and this will be the information that appears on any finalist/winner certificates and on the AEP Web site. Please be sure to make sure your entry lists exactly what you want to appear.
- Print **three copies** of the registration confirmation page. This is the page that appears at the end of the online registration process.
- Except for online products--e.g., websites--prepare **three samples** of the product you are entering by attaching one copy of the confirmation page and one copy of the product statement. The product statement should list the intended audience, product goals and objectives, or any other information you think that a judge can use to best evaluate your product.
- Except for online products--e.g., Web sites--ship three samples of your product to:

The Association of Educational Publishers  
510 Heron Drive, Suite 201  
Logan Township, NJ 08085

If using Fedex, ship to:

The Association of Educational Publishers  
510 Heron Drive, Suite 201  
**Swedesboro, NJ 08085**

- **Deadline:** All entries must be submitted electronically by midnight EST on January 31, 2010, and all products must be postmarked on or before January 31, 2010, or they will not be judged.

Questions? Write to [awards@AEPweb.org](mailto:awards@AEPweb.org) or call the awards hotline at 856-241-2784.

## Guidelines and Eligibility

- Your entry must have a published date of January 1–December 31, 2009, excluding Web sites, which must be active during the judging period from January until April 2010.
- For all categories where entries appear as a Web site: the entry must be available online at the Web site at the time of the judging. Entries that are available as electronic files (e.g. PDF's) must be available online for downloading at a URL specified at the time of entry. Passwords to websites or software must be included and allow access until May 31, 2010. Demos will not be accepted.
- For categories delivered via email, the product must be emailed to [awards@AEPweb.org](mailto:awards@AEPweb.org)
- Instructional Materials will be judged in a classroom setting, so it is important that all products submitted include a teacher guide for use in the classroom.
- Staple multiple–page entries (periodicals) in a clear page sequence (do not use clips) and clearly indicate which sections are NOT part of the entry.

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## Judging Process and Criteria

- The rigorous judging process is a big part of what makes winning an AEP award especially prestigious. Entries are reviewed by a group of first tier judges who narrow the field, followed by a second tier who review and certify finalists and winners in all categories. Judges are selected from a pool of elementary, middle school, and high school teachers, as well as educational publishing professionals (writers, editors, designers, educators, product developers, and marketing directors), who have themselves received accolades for their work.
- Print and electronic categories will be judged on the “technical merits” that the committee feels identify a high quality product. For example, entries in all Periodical/Editorial categories will be judged on:
  - Quality of writing, e.g. appropriate for audience, clear, tight, lively, and consistent
  - Educational Value
  - Originality/Creativity
  - Audience interest
- Categories that include whole products will be considered for creativity, originality of product, educational value, content vs. medium, and ease of use.
- NOTE: An example of the judging form will be displayed on the following webpage <http://www.aepweb.org/awards/judging.htm>
- Golden Lamp: In addition to encompassing content and design that transcends the best in its category, Golden Lamp pieces are critiqued on their fulfillment of their educational mission. **To ensure that your product is judged as a Golden Lamp, you must enter this program separately from the Distinguished Achievement Awards.**
- Beacon Awards: Qualifying entries are reviewed by our national panel of judges. Experts in graphic design, marketing, and education sales critique the entries based on creative artwork, engaging content, and overall marketing objectives. Selected entries are sent to the final judging certifying committee, where the finalists and winners are reviewed and certified, and the Gold Beacon is chosen.
- Prior to reviewing the entries, judges are required to read and adopt a pledge signifying their commitment to the integrity of the process.

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## Notification

- All finalists will be posted on the AEP website in April. If you are not a finalist, your name will not appear on this site.
- Distinguished Achievement and Golden Lamp winners are announced at a formal banquet and gala, and Beacon winners are announced during a luncheon ceremony, both of which take place at the Annual AEP Summit. A press release along with recognition on our website and in our newsletter, *AEP Online*, follows.
- Finalists receive a certificate, winners receive a framed certificate, and Golden Lamp winners receive an engraved plaque to recognize their achievement. Additional certificates, plaques, and other ancillary products are available for purchase. Winners and finalists are encouraged to display the AEP Award Seal on their publications, Web sites, and other materials. AEP will publicize all finalists and winners on its Web site and send press releases to national newspapers and the education press.
- Judges feedback will also be provided for each of your entries. To receive the feedback simply login to your account at [www.secureaep.com](http://www.secureaep.com).

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