



GCBA's PRISM Awards 2020 Benefits, Eligibility, Guidelines, Deadlines, Fees and Requirements...

To enter visit: www.GCBAPRISMAWARDS.com

Contact GCBA with any questions: 561.228.6137

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What is GCBA's PRISM Awards?

PRISM stands for Professional Recognition in Sales and Marketing. GCBA's PRISM Awards are presented to marketing professionals, builders, developers, architects, interior designers, sales people and others who have demonstrated building industry excellence. The 2020 winners will be selected from among entrants by a panel of industry experts and honored at the awards event on Saturday, August 29, 2020.

Benefits of Entering:

Being an award winner gives you increased public relations and marketing opportunities, and can be the basis of an effective marketing campaign built on important third-party testimony about the quality of your award-winning product. Your credibility, especially in the eyes of your buyers and other key market segments, is enhanced when your peers recognize you with an award. Most categories are broken down by price range rather than square footage, thus enhancing the opportunity to compete more effectively against entries within the same scope. A PRISM Award allows you to take pride in your product and showcase your talents.

Eligibility

Projects must be located within the state of Florida. An entry cannot be more than three years old. Previous Gold winning entries cannot be re-submitted into the same category. If a completed project previously won an award in a Pre-Construction category, it may be entered into a New Construction category. Individual Achievement and Personal Sales Achievement will be judged for the time period of 01/01/18 to 12/31/19. Million Dollar Sales Achievement entrants must provide data based on CLOSED new homes sales during the time period of 01/01/18 to 12/31/19. If necessary, each category will be subdivided by information provided on the application for judging purposes as determined by the final entries submitted.

Judging

Each entry is judged on its own merit by a panel of highly qualified impartial judges and monitored by the staff of GCBA and selected industry professionals hand picked to moderate. Judges are selected from among the most creative and successful individuals in the building industry, including development, architecture, land planning, interior design, marketing, and building trade professionals. Each group of categories is judged by peers in like fields. Judging is based on a point system that rates each entry on a specific set of criteria and on its own merit. This point system will help determine if the entry is eligible for Gold, Silver or no award to be granted. The judges' decisions are final and they

have the discretion to disqualify an entry that does not supply required materials and/or does not meet specified criteria. They may choose not to award a winning entry if no entry earns the minimum points required. The Best of Show Award is selected from the Design entries through a consensus of the judges and based on a point system.

Publishing Rights & Return of Materials

GCBA may publish and/or reproduce entries in any NAHB, FHBA, or GCBA publication and/or product and grant permission for entries to be published, reproduced and included in any PR, related event or trade, consumer publication and/or product.

PRISM 2020 Deadlines & Key Dates

- **Final Entry Applications Due:**
Wednesday, April 22, 2020 by 5:00 PM
- **PRISM 2020 Awards Program:**
Saturday, August 29, 2020

Entry Fees

20 Maximum Entries Per Company Per Major Category Segment

GCBA MEMBERS - \$145 per entry

NON-GCBA MEMBERS - \$225 per entry

Community of the Year Award - GCBA builder members only - \$495 per Community Entered

Entry Fee Refunds:

No refunds or exchanges on special pricing promotional entries. Regular priced entries submit your entry cancellations in writing to GCBA by 5:00 PM, Friday, April 10, 2020. Entry fees will not be transferred to other parts of GCBA's PRISM Awards or other GCBA events.

Entry Guidelines

- It is recommended that you work closely with your builder, developer, architect, land planner, landscape architect, interior designer, and other members of the development team in putting your entry together.
- Your entry is judged based on the materials you submit. It is in your best interest to fully describe your entry and provide the best visuals available to demonstrate the unique qualities of your product.
- GCBA is not responsible for duplicate entries submitted by two different companies.
- It is the entrant's responsibility to communicate with any project team members about submitting a particular project.
- Reproducing another's work and presenting it as your own is considered a breach of GCBA's ethics and will be disqualified.
- All information submitted must be accurate. Any discrepancies among team member information, floor plans, etc. are the sole responsibility of the entrant.

Entry Requirements:

VERY IMPORTANT: Do not showcase the name of the project or the name of the builder, developer, architect, designer, land planner, or any other team member in the entry application or materials uploaded – it will be disqualified.

- **Entry Application.** One Entry per application and entry category. Facts must be fully completed with specific details and information pertaining to the entry in order to be judged. Not fully completing the fact section will result in disqualification.
- **Marketing Statement.** Not to exceed 500-750 words, amplify the entry's unique features, unusual constraints, market served, and market acceptance. DO NOT include the name of the project or name of any member on the project team or the entry will be disqualified, except for those listed under Marketing and Advertising.
- **Photos, Images, Plans.** Images are required in a digital format (pdf or jpg's) that are at least 600 wide at 72 DPI for monitor viewing. Pixelated and blurry photos and images will be disqualified. Pictures and Images must be named according to what the photo/ image represents (i.e., kitchen, master bath, elevation drawing foyer, floor plan 1ft floor... and so on)
- **TIP -** All entries other than Individual Achievement and Marketing may require a floor plan. Judges need to visualize the space even for interior design entries.

- **Additional Material.** Based on entry requirements, more materials may be required to best judge certain categories. Information would be provided on a per case basis. Read requirements carefully.

NOTE: Entries that fail to meet specified requirements, including detailed requested information, and entries that fail to include the appropriate materials and minimum quantities will be DISQUALIFIED prior to the official judging with NO REFUND.

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www.GCBAPRISMAWARDS.com

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