

NACE NE 2016 Catered Event of the Year – Off Premise

The "NACE NE 2015 Catered Event of the Year-Off Premise" recognizes outstanding planning and execution for Off-Premise events.

All materials must be submitted via email to lyndsay.picciano@fairmont.com by Wednesday, March 15, 2017.

Award Category Definitions & Eligibility Award Categories by Budget: There are no budget restrictions.

- **Off-Premise Catered Event** -- Any event, excluding wedding reception events, catered through the transport of food and beverage to an event site, even if food finishing and plating occurs at the venue.
- Any NACE NE member, in good standing, who catered the event, is eligible.
- NACE-sponsored or NACE-related events are not eligible.

Award description *These comments are for informational purposes only. This information is required. - 50 word max.*

- Should this person this award, please provide us with comments you would like to share with the audience about this person.
- Please provide us with what information should be listed on the award plate.

Section 1: Elements Statement (max. 15 points). 500 word max.

- Summary of the catered event including theme, goals, objectives and number of attendees. Entry will be judged on how well the event met the purpose, theme, goals and objectives of the client, and the different, unique or creative qualities which elevated the program to this level.

Section 2: Event Planning & Venue (max. 15 points). Up to 5 pages, text only, one topic per page on:

- Overall event plan timeline and day of event timeline (1,000 word max.)
- Budget and actual revenue and expense - what the client actually spent with your company, for the part of the event for which you were contracted, plus the dollar value of any donated in-kind goods or services (1,000 word max.)
- Venue/Event Site - include location, description of venue, unusual/unique challenges presented by the site (1,000 word max.)

Section 3: Food & Beverage Presentation & Staffing (max. 20 points):

- List Menu & explain how the menu coordinated with the event theme. Describe food and beverage in terms of color, texture, flavor, and presentation in support of theme (1,000 word max.)
- Provide Food and Beverage cost breakdown (1,000 word max.)
- Describe the service design, food station design, and any staff costumes, interactive participation, or other unique features of the service element (3 items,

including a layout drawing and photos must appear in Section 6)

Section 4: Event Theme (max. 20 points). Up to 3 pages total, text only

- Event theme goals (1,000 word max.)
- Décor Elements - describe how the theme was supported by floral décor, linens, props, balloons, printed materials, etc. (2,000 word max.)

Section 5: Entertainment & Technical Support (15 points)

- Technical Elements - description of unique technical support elements and how special effects, tenting, lighting, or staging was used to support program theme (2 pages)
- Entertainment Elements - description of unique aspects of entertainment, and whether it supported/relied on the special effects, lighting, staging and theme of the event (1 page)

Section 6: Supporting Material (max. 15 points)

- Up to 10 photos and PDF files of food displays and/or tables, print materials, invitations, marketing materials, client-authored thank you letters, etc
- A video presentation of the event lasting no larger than 100MB (mega bytes) via a single Zip file sent via You Send It. Up to 100MB for free at www.yousendit.com

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