



Motion Picture Theatre Association of Alberta



2011 SHOWMAN OF THE YEAR

WIN A TRIP TO SHOWCANADA 2012

PLUS WALLACE & CAREY CREATIVITY AWARD \$1000.

PURPOSE

To honour the Alberta theatre managers who best display promotions, on-going audience development programs and showmanship during the 2010 - 2011 season.

ELIGIBILITY

This promotional contest is open to all theatre level management, whose theatre is a member of the Motion Picture Theatre Association of Alberta.

CRITERIA

Promotional entries must be legible and submitted in an organized manner. You may include additional material such as newspaper articles, photographs, audio or visual material (limited to 5 minutes) and, where applicable, statistical information corroborating sales results. This award is not limited to first-run product promotions. Entries may include:

- Community involvement promotions - such as charity fund raisers
- Audience development promotions
- Customer service
- Concession sales enhancement
- Entries may include a single promotion or a collection of promotions and events. Each submission with entry form constitutes one entry.

AWARDS

The winner of the "Showman of the Year" award will be presented with the M.P.T.A.A.- Pepsi, "Showman of the Year" certificate and a trip to ShowCanada 2012 at the 2011 M.P.T.A.A. annual general meeting. The trip to ShowCanada 2012 includes airfare, ShowCanada registration fees and accommodation during the ShowCanada convention for one person. The 1st Runner Up award consists of a "Showman of the Year" Runner Up certificate and a cash award of \$500. The 2nd Runner Up award consists of a "Showman of the Year" 2nd Runner Up certificate and a cash award of \$250.

The winner of the "Wallace & Carey Creativity Award" will be presented a cheque for \$1000. and a certificate. This award is presented to the entrant who best demonstrates a campaign achieved with limited or no financial resources. A cost breakdown of the promotion must be included with entries to qualify for this award.

QUALIFYING DATES

Qualifying dates are between July 16/2010 - July 15/2011. Submissions based on the promotion of film(s) must have had their national release date within this time frame. To be eligible for this award entries must be received no later than August 16, 2011. Please send entries to:

Donald Langkaas
Chairman, Showman of the Year Committee
C/O Landmark Cinemas of Canada
Suite 100, 14505 Bannister Road S.E.
Calgary, Ab. T2X 3J3

"2011 Showman of the Year" & "Creativity Award"

Title of Promotional Campaign: _____

Brief Description of Entry: _____

Entrant's Name(s): _____

Title: _____

Theatre Name: _____

Address: _____

City: _____ Province: _____

Postal Code: _____

Phone: _____

Additional information:
(use separate sheet of paper, if required):

Entries will be judged based on the Following Criteria

- Lobby & Theatre Displays **20 points**
- Off Site Tie Ins and Displays **20 points**
- Local Media Tie Ins and Coverage and/or Creativity and Ingenuity with limited or no budget **30 points**
- Staff Involvement **20 points**
- Campaign Book **10 points**
- Total Points 100**

Fill Out An Individual Entry Form
for Each Submission
This form must be submitted With Entry to Qualify
Please Print Legibly