

Third Annual



sima award

Competition

Call for Entries



saskatchewan
interactive
media association inc.

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Introduction

Please note that entry submission closes at noon on August 3, 2010

Saskatchewan Interactive Media Association works to grow the interactive media industry in the province. This competition will contribute to that goal by raising the industry profile, celebrating industry accomplishments and preparing the stage for an increased number of players and increased uses of interactive media.

The specific objectives for the SIMA awards are:

1. To highlight the skills of Saskatchewan interactive media companies and individuals
2. To bring credibility and recognition of excellence to industry players in Saskatchewan
3. To increase profile and enhance marketability of winners' products and services.

For more information contact: awards@saskinteractive.com or 934.6667, or visit our website www.saskinteractive.com/sima_awards.

Award categories and criteria

Categories

1. Website - budget: < \$5,000
2. Website - budget: \$5,000 to \$9,999
3. Website - budget: \$10,000 to \$49,999
4. Website - budget: > \$50,000
5. Social media applications or social media websites
6. Cross platform product
7. eGaming/interactive entertainment
8. eCommerce
9. Interactive advertising/online ads
10. Government
11. Education/learning/training/visualization
12. Mobile entertainment
13. Mobile services – non-entertainment
14. Most promising new company of the year

Category

1. Website - Budget < \$5,000
2. Website - Budget \$5,000 to \$9,999
3. Website - Budget \$10,000 to \$49,999
4. Website - Budget \$50,000+

Definition

These awards recognize the most outstanding example of interactivity in a website, and the most compelling user interface in a web site.

Websites where part of the work is pro bono should be categorized by the full budget rather than the portion charged.

Criteria

1. How well the site meets the objectives it set out to answer
2. Innovation/creativity/originality
3. Aesthetics/design
4. Structure & navigation
5. Content
6. Feature functionality
7. Usability/user experience
8. Interactivity
9. Accessibility
10. Cross-browser compatibility
11. W3C validation

Category	Definition	Criteria
5. Social media applications or social media websites	Use of social media/software to a) create, connect or nurture community growth through online tools and functions, or b) leverage the social media networks of an existing community to spread a message	<ol style="list-style-type: none"> 1. How well the site meets the objectives it set out to answer 2. Innovation/creativity/originality 3. Aesthetics/Design 4. Quality of content 5. Appropriateness of interactivity 6. Quality of user experience 7. Usability 8. Usefulness 9. Social aspects 10. Amount of community activity or usage generated
6. Cross platform product	Delivery and integration of interactive content over multiple media platforms that generate an immersive user experience.	<ol style="list-style-type: none"> 1. How well the product meets the objectives it set out to answer 2. Innovation/creativity/originality 3. Aesthetics/design Interactivity 4. Effectiveness 5. Quality of the user experience 6. Seamless integration of technologies
7. eGaming / interactive entertainment	For this competition, eGaming includes: <ul style="list-style-type: none"> • Software games for consoles, PCs, online, mobile devices (cellphones, PDAs) • Hardware and software development tools • Serious games (simulation or games for business, health, education and training) and excludes: <ul style="list-style-type: none"> • Commercial flight simulators • Design simulation (e.g., automotive, architectural) • On-line gambling • Broader multi-media categories such as post-production tools used predominantly in movies and animation 	<ol style="list-style-type: none"> 1. How well the product meets the objectives it set out to answer 2. Story 3. Innovation/creativity/originality 4. Aesthetics/design 5. Game play 6. Presentation 7. Production values 8. Replay value
8. eCommerce	This category includes both B2B and B2C applications. There will be only one award presented.	<ol style="list-style-type: none"> 1. How well the product meets the objectives it set out to answer 2. Innovation/creativity/originality 3. Aesthetics/design 4. Ease of use 5. Business transformation 6. Technical merit 7. Content development & clarity 8. User-centric design 9. Effectiveness of the solution

Category	Definition	Criteria
9. Interactive advertising/online ads	Use of interactive technologies to promote products and services demonstrating the most imaginative, innovative and successful use of the particular medium, using the unique qualities of the medium to maximum effect	<ol style="list-style-type: none"> 1. How well the product meets its objectives 2. Innovation and creativity 3. Impact 4. Design 5. Copywriting 6. Use of the medium
10. Government	This category is intended for either government agencies or persons working on behalf of government agencies. Projects can be a wide variety of solutions including but not limited to: external websites, internal websites, online tools or applications, promotions, or public relations initiatives.	<ol style="list-style-type: none"> 1. How well the submission meets the objectives it set out to answer 2. Innovation/creativity/originality 3. Aesthetics/Design 4. Effectiveness to inform or convince the target audience, or to provide a service electronically through interactive media 5. Mechanisms that facilitate the relevancy and timeliness of information and methods used to encourage further communication and feedback 6. Delivery of more efficient and geography-independent services in a non-traditional manner.
11. Education / learning / training / visualization	Projects designed to enhance the learning, training or personal development process.	<ol style="list-style-type: none"> 1. How well the product meets the objectives it set out to answer 2. Innovation/creativity/originality 3. Aesthetics/design 4. Interactive experience benefits the learning process in ways not possible with other media 5. Ease of use 6. Content development
12. Mobile Services – non-entertainment	<p>Mobile applications and services that</p> <ul style="list-style-type: none"> • have helped corporate or enterprise mobile users to work smarter and "do business better" • enable users to access the web and related services using mobile devices, such as Mobile Search, Social Networking, E-Mail, Instant Messaging, Multimedia Messaging, news, information, commerce and content sharing portals, etc. • use mobile phones to pay for goods and services at point of sale, along with 'cashless' mobile services such as ticketing, parking, bill payments • expand health, humanitarian or education services 	<ol style="list-style-type: none"> 1. How well has the service met the stated objectives 2. Benefits/value to users 3. User experience and ease of use 4. Innovation/uniqueness (technical, marketing, features design, usability) 5. Use of Web 2.0 technologies and applications 6. Ease of implementation

Category	Definition	Criteria
13. Mobile entertainment	From single player and connected games to location based, casual, educational, 3D and games using the camera, motion sensors, innovative music and video download, streaming services, or other features.	<ol style="list-style-type: none"> 1. Innovation, uniqueness, creativity 2. Compelling entertainment & multimedia experience (“Cool factor”) 3. Makes good use of mobility 4. Ease of use/simplicity 5. Responsible approaches to protecting users 6. evidence of sales figures, advertising income, or number of downloads
14. Most promising new company of the year	Entrants must be based in Saskatchewan and have been in business less than two years on January 1, 2010. Interactive media is the primary business activity.	<ol style="list-style-type: none"> 1. Business plan 2. Significant and documented growth in one or more of the following areas: <ul style="list-style-type: none"> • finances, • product or service development, • marketing, • number of clients

Eligibility/regulations

All submissions must meet the following guidelines and criteria:

Entrant Eligibility	<p>Entrants must be:</p> <ol style="list-style-type: none"> a) a corporation/organization based in Saskatchewan since July 1, 2009 OR b) individual(s) residing in Saskatchewan since July 1, 2009 OR c) a current Saskatchewan resident who was in full-time education in Saskatchewan for a part of the calendar year 2009.
Eligible Products	<ol style="list-style-type: none"> 1. At least 60% of the interactive media project budget must have been consumed in Saskatchewan. 2. Only interactive media products or products that contain significant multimedia elements. 3. All entries must be complete products. No drafts, demonstrations or unfinished prototypes are accepted. 4. The product must be stored on or served over a cartridge, CD-ROM, DVD-ROM, intranet, extranet, the World Wide Web, PC or console, kiosk, or mobile networks. 5. Material submitted must be completed/published after December 31, 2008. The product must contain ALL new content. 6. If an entry requires proprietary hardware, the entrant must make arrangements for the required hardware to be available for judging to take place.

Award Categories	SaskInteractive reserves the right to re-categorize or reject entries that have no association with the category under which the entry was submitted.
Multiple Submissions	A product may be submitted to one category only. Individuals/organizations may submit multiple products; each product requires a separate submission.
Timeline	<p>Apr 29 Call for submissions</p> <p>Aug 3 Closing date for submissions and receipt of payment.</p> <p>Sep 24 Announcement of winners will take place during SaskInteractive Summit 2010</p>
Entry fees	<p>Saskatchewan Interactive members: \$73.50 per submission (includes GST)</p> <p>Other individuals and organizations: \$105 per submission (includes GST) (Membership information is available at www.saskinteractive.com)</p>
Entry Fee Payment	<p>Payment will be made by cheque, made payable to Saskatchewan Interactive, and sent to</p> <p style="padding-left: 40px;">SaskInteractive c/o 716 Queen Street Saskatoon S7K 0M9</p> <p>To successfully complete a submission, payment must be received before the closing date.</p> <p>Entry fees are non-refundable.</p>
Materials	If the product is not available via a URL, we require two copies of the materials. Materials should include images that can be used for promotional purposes. All materials submitted become the property of SaskInteractive and will not be returned. No commercial use of these materials will be made. One copy of the material will be retained by SaskInteractive; jury copies will be destroyed upon announcement of the winners.
Promotional use of works	Unless otherwise indicated on the entry form, entrants consent to the use of their material for publicity purposes of the Saskatchewan Interactive Media Association.
Shipping/courier	Entrants are responsible for prepaid shipping/courier costs to SaskInteractive.
Incomplete Submissions	Incomplete submissions and those not conforming to the SIMA rules will be disqualified without any further notice.
Winners and finalists	Winners and finalists agree to have their website name, URL, screenshot and other winning site information listed on the SaskInteractive website.
Copyright	Producers must have the copyright permission for any pictures, sound, content etc. used for the production of the product. Usage of all software must be legal; entrants must make this declaration on their submission form.
Permission from owner	If the product was produced exclusively for a second party, you must have written permission from the client to submit the product to this competition.

Terms of entry	By submitting your entry in the SIMA Awards competition, you certify that you are the creator, owner, or are authorized to promote on behalf of the owner or creator of the intellectual property contained in your entry. Any misrepresentation of the work, creators, or owner's identity is the sole responsibility of the entrant. You agree to hold SIMA Awards, harmless for any errors, inaccuracies, falsities or mistaken identities contained in any entry.
Acceptance	By signing the entry form for the SIMA Awards, participants accept the rules, guidelines and criteria governing the SIMA awards.

Submissions

To make a submission:

1. Beginning July 1, 2010, complete the on-line submission form shown on the following page **for each category** you wish to enter. The submission number, which must be supplied with your entry fee, will be emailed to the address provided.
2. Mail a cheque for your entry fees. Note: a fee is required for each submission. Please record your submission number on your cheque.
3. If applicable, submit two copies of entry materials to:
SIMA Awards
SaskInteractive
c/o 716 Queen Street
Saskatoon S7K 0M9
4. If submitting via URL, the URL must be available from August 3, 2010 to December 31, 2010.
5. If username/password are required to view, please provide these via phone.

Materials as applicable must be received at the above address by noon August 3, 2010.

Please note that entry materials will not be returned.



Competition
Submission Form

Please note that:

1. This form must be completed in a single session.
2. Fields have a maximum number of words.
3. Your entry fee must arrive by the closing date/time.
4. **Submission deadline is noon August 3, 2010.**

Category

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- Education/learning/training/visualization
- Mobile entertainment
- Mobile services – non-entertainment
- Most promising new company of the year

Entry title

Completion/release date

Product media

- CD
- DVD
- Cartridge
- PC
- Mobile
- Console
- Kiosk
- URL: _____

Product/project:

Client name

(if applicable) must have written permission

Description

Need/opportunity

Target audience (plus relevant characteristics)

Purpose/goals/objectives

Challenges/innovation

Achievements/results

Name as it should appear on an award

Key project members

(optional)

Submission type

- SaskInteractive member (\$73.50) (includes GST)
- Other (\$105) (includes GST)

- The client noted above has provided written permission for submission of this entry
- I consent to the use of materials for publicity purposes
- I consent to SaskInteractive listing my entry on its website once judging is complete
- I declare that my entry does not infringe on any copyright laws
- I have read and accept the eligibility criteria and terms of entry

Name

Organization name

Address

Email address

Date:



Judging system

1. All entries are judged by independent judges from out of Saskatchewan.
2. Judges are selected based on their familiarity with the subject area.
3. Each criterion is rated from 1 to 5, based on how closely it matches the criteria for the selected category. Criteria are independent of size and budget so that small products can compete fairly with larger products.
4. If a tie exists, the SIMA Committee will select the winner.
5. Judges may declare no winner in a category if all submissions are deemed unsuitable for recognition.
6. Judges are expected to declare a conflict of interest where such conflict exists. If a conflict exists, the judge will alert the SIMA Committee and will not score the submission.
7. Judges will destroy their copies of submission materials upon completion of the process.
8. All decisions by our judges are final; they cannot be appealed.

Winning

1. The top 4 finalists in each category will be announced, contacted, and notice will be posted on the SaskInteractive website on September 9, 2010.
2. Winners will be announced at an event during SaskInteractive Summit 2010. A ticket to the September 24 award event will be included in a full registration fee for the Summit. Persons who are not attending the Summit may purchase any number of tickets separately. The award event details will be available September 7, 2010.
3. Awards will be a trophy with no cash value.
4. Judges, at their own discretion, may provide their reasoning and offer ideas for improvement (but SIMA does not guarantee this).
5. The manner and details of announcing award winners is strictly within the discretion of SaskInteractive. Persons entering the competition understand that all awards may not be given or publicized in the same manner.