



BE AMONG THE STARS!

2009 XMPie Users Group Best of the Best Awards Competition Rules and Entry Form

In preparation for the **2009 XMPie Users Group Annual Conference**, taking place on **May 12-15, 2009** in Las Vegas, we are seeking entries for the XMPie Best Practices contest and would love to hear from you. Participation in the contest will provide your company with great visibility, and the stories you share will help your peers improve their business as well.

Entrants in this year's competition have an opportunity to shine bright with interactive judging by industry peers and fellow conference attendees.

Winners Will Receive

- A special plaque and PR generated by the Users Group and XMPie
- The opportunity to participate in a general session panel by sharing stories and experiences with attendees
- Featured on the Users Group Web site and in a Users Group press release

Entry Deadline

All entry forms must be submitted by April 15, 2009. Applicants must be member companies of the XMPie Users Group. Winners will be selected and awarded the day of the event.

Award Criteria

Three awards—First, Second and Third place—will be granted.

Industry peers and fellow conference attendees will judge entries based on the following criteria:

- The degree of Best Practices used
- Business effectiveness and measurement of response metrics
- The degree of use of XMPie technology across all of the different phases of the campaign
- Data integration
- Overall aesthetics

Entry Format & Submission

In addition to submission of the entry form to **Contest@XMPieUsers.org**, entrants must bring two copies of their entry to the conference, submitting these entries no later than **9AM on May 13, 2009**. Entrants may choose how best to display their work. A sample storyboard format can be downloaded from the XMPie Users Group library, if desired.

Required for entry:

- Completed entry form: Email to **Contest@XMPieUsers.org**
- Completed storyboard: Present in person at the XMPie Users Group conference by May 13, 2009, or email **Contest@XMPieUsers.org** for alternate arrangements
- Two copies of any hard entries/elements—hard copy
- Poster art 18"x24"—hard copy
- Digital elements for inclusion in a Power Point Presentation

Questions about your entries can be directed to **Contest@XMPieUsers.org**.



Entry Form

Company Name

Contact

Telephone Number

Street Address 1

Street Address 2

City

State / Province / County

Postal Code

Country

Email Address

Web Site



XMPie Modules used in this solution:

Please describe your use of XMPie solutions. This should include a description of how various data sources were integrated, how various communications channels are integrated, and/or how this solution interacts with business operations for you or your customer.

Please describe why you believe your application should be presented "Among the Stars" in Las Vegas 2009.



Project Objectives:

Results against objectives. This should include both qualitative and quantitative business results.

Other supporting comments: