



KIP FAQs: Read Before Entering!*

2008 Entry Form • Deadline for receipt of entries at ICCFA office: **December 5, 2008**

2008 CALL FOR ENTRIES There is a separate entry form for each category. Please read these FAQs and then select the correct form for your entry/entries. You may enter as many times as you like, but each entry **MUST** be on a separate form! Need more forms? You may photocopy them, download another at www.iccfa.com or call the ICCFA at 1.800.645.7700 and we'll fax or mail you one.

What exactly are the KIP Awards? The ICCFA's **Keeping It Personal Awards** recognize innovation and excellence in personalization in the cemetery, cremation and funeral profession. The KIP Awards contest was created in 2001 by the association's Personalization Subcommittee, chaired by Julie Burn (708.865.1600; jburn@wilbertinc.com). Committee members are Stephen Bittner, David Brownworth, Slivy Edmonds Cotton, Linda Darby-Sempsrott, Lynn Illig and Andrea Vittum. Staff liaisons are Robert Treadway, 1.800.645.7700 ext. 1224, robt@iccfa.com, and Susan Loving, sloving@iccfa.com.



The KIP Awards display at the ICCFA 2007 Convention & Exposition.

Who does the judging? ICCFA staff recruits a panel of independent marketing and communications professionals. One or two may have made arrangements for a family member at some point, while the others are simply intrigued by the idea of judging a contest involving cemetery and funeral products!

Who may enter? Any ICCFA member in good standing may enter. (The Innovative Personalized Product Award is for suppliers only). We receive a number of joint entries. Example: A cemetery and monument supplier worked together to craft an exceptionally personalized memorial; a marketing/public relations firm and funeral home put together a seminar or event. In such cases, at least one of the entrants must be an ICCFA member in good standing.

What does it cost? The fee is \$25 per entry.

What are the categories? Most Personalized Service, Best Practice/Personal Touch, Innovative Personalized Product (supplier category) and Special Event. Please check the individual entry forms for help figuring out in which category your entry fits. It's also a good idea to go to www.iccfa.com/kip.htm and check out past winners.

How do I enter? There are separate entry forms for each category. Download a form at www.iccfa.com/kip.htm or call 1.800.645.7700 and ask to have a KIP entry form faxed or mailed to you. Read the FAQs and the entire entry form carefully. Make sure you're entering the correct category and that you fill out the form completely. **Entries MUST be submitted on standard 8 1/2 x 11" sheets, secured in a report holder or loose-leaf 3-ring binder.** If you have any questions, please call or e-mail staff liaison Robert Treadway at 1.800.645.7700 ext. 1224 or robt@iccfa.com.

How many times may I enter? You may enter as many times as you like (for separate products/services, of course). You **MUST** fill out a separate form for each entry.

We offer 326 different personalized urns; should we submit 326 entries?

NO! The staff liaison (who must check all entries and set everything up for the judges to look over) may submit his resignation if you do that! If you have any questions, please contact the staff liaison (Robert Treadway) *before* sending in your entry.

What do the winners get? Winners will be recognized at the ICCFA 2009 Convention & Exposition in Las Vegas, NV, in *ICCFA Magazine* and on the ICCFA Web site. The ICCFA will send out press releases about the winners to the trade press and will provide all winners with press releases they can send to their local media. The company whose entry is selected as grand prize winner will receive one free registration to the ICCFA 2009 Convention & Exposition.

*Questions? Call 1.800.645.7700 or e-mail Robert Treadway, robt@iccfa.com, or Susan Loving, sloving@iccfa.com.

• **Winners will be notified in February 2009 and will be asked to quickly supply high quality photos of themselves and other photos and information as requested for publication in ICCFA Magazine and for inclusion in the KIP display for the ICCFA 2009 Convention at Mandalay Bay in Las Vegas, NV, April 20-23, 2009.**

ICCFA
INTERNATIONAL CEMETERY, CREMATION
AND FUNERAL ASSOCIATION
1.800.645.7700 www.iccfa.com



(Supplier category)

Category: Innovative Personalized Product

2008 Entry Form • Deadline for receipt of entries at ICCFA office: **December 5, 2008**

- **WHO: Suppliers only.**
- **WHAT:** Product that memorializes in a personal and meaningful way. The product may be physical or virtual and may include, but is not limited to, memorials, monuments, urns, art, printed material and Web-based tributes.
- **Please type or write legibly.** • **Please read all instructions, including the KIP FAQ sheet, BEFORE preparing your entry.** • **Entrants must be ICCFA members in good standing (i.e., current on dues).**
- **FORMS MUST BE SIGNED (item #4) and entry fee of \$25 must be enclosed.**

1. CONTACT INFORMATION: FILL IN THE BLANKS

Name: _____

Job title: _____

Company name: _____

Address: _____

City: _____ State: _____

Zip: _____ E-mail: _____

Telephone: _____ Fax: _____

Company's Web site address: _____

2. COVER LETTER: Tell the judges about your product in 500 words or less. Remember, the judges are not funeral directors, cremationists or cemetarians (or ICCFA staff); they are marketing and communications professionals who may or may not have made funeral arrangements in the past.

3. BACK-UP MATERIAL: For example, photos or examples of the product, a brochure or testimonials from customers. In other words, things that will help our judges understand what your product looks like, what it does for families, how families/funeral directors/cemetarians have reacted to it (or what your market research shows the reaction will be) and the quality of the product. Judges have limited time to review each entry, so material that is well organized and not unduly lengthy will be favored. Some entrants send a product sample. In the case of small products this is fine; please don't send us any full-sized caskets! *If you or a fulfillment center ships a product sample separately, please include in the package the name of the company on the entry!* **All entries must be submitted on standard 8 1/2 x 11" sheets** (product samples are exempt from this requirement), with sheets placed in a 3-ring loose-leaf binder or report holder. Photos should be in photo-holder pages or taped (on the back) to pages without damaging them.

• **Entrants acknowledge the ICCFA has the right to publish and make promotional use of and to produce educational materials using their entries.** • Past winning entries (including honorable mentions) may not be resubmitted.

4. SIGNATURE: _____

5. \$25 ENTRY FEE CHECK (Please make payable to ICCFA) VISA MC AmEx DISCOVER

ICCFA Use Only
Date Rec'd _____
Ind ID# _____
Co ID# _____ Type Pmt _____
Total\$ _____

Card number _____ Exp. Date _____

Name as it appears on card _____

Security ID code (3-digit # on back of card or 4-digit # on front of AmEx) _____

Address of cardholder (if different from above) _____

_____ **Signature** _____

6. SUBMIT ENTRY WITH PAYMENT TO: ICCFA KIP Awards, ATTN: Robert Treadway; 107 Carpenter Drive, Suite 100, Sterling, VA 20164

WINNING TIPS: Please take care in putting your entry together. Judges do not have time to read/sift through reams of material for every entry; a succinct, well-crafted entry is best. Simply explain how your product personalizes, how it gives families a different or better way to personalize. If you include a large catalogue to show that you have many options available, that is fine; simply mention that in your cover letter. Submit similar/related items together as one entry offering personalization options. If you have any questions about putting your entry together or whether you should be submitting one or several entries, please call staff liaison Robert Treadway before sending in your entry.

Questions? Contact Robert Treadway, robt@iccfa.com, 1.800.645.7700 ext. 1224, or Susan Loving; sloving@iccfa.com



The KIP Awards are sponsored by the ICCFA's Personalization Committee. Founded in 1887, the ICCFA, is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization industry.