

SHOW US YOUR BEST!

ICMA Élan Awards for Card Manufacturing Excellence

Élan

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International Card Manufacturers Association

icma

Every year, the prestigious ICMA Élan Awards cast a spotlight on the best of the best in the global card industry, honoring world-class achievements in both card design and technological innovation. Widely acknowledged as the most renowned showcase for card excellence, the coveted Élan Awards distinguish ICMA member manufacturers and suppliers before peers and customers as industry leaders. The Élan Awards celebrate ICMA members' commitment to the design quality and technical advances that drive the future of the global card industry, which is ultimately the true winner in this acclaimed program

A Renowned Showcase for the World's Best Cards

Now in its 15th year, the ICMA Élan Awards gather entries from around the world to recognize innovative card designs, technologies, and other criteria that establish the global vanguard for card manufacturing. The distinction of an Élan Award offers significant promotional opportunities for high-profile industry recognition and visibility.

Open to ICMA members only, the Élan Awards will be presented at the ICMA EXPO Awards Dinner in Aventura (Miami), Florida, USA on April 17, 2012. With the exception of the People's Choice award, an independent panel of card industry experts recognizes one winner and two finalists for each award category. Awards are bestowed upon and issued to both winning manufacturers and their card customers.

MANUFACTURER CATEGORIES:

Secure Financial Card – Includes branded cards from Visa, MasterCard, American Express, Discover, JCB, Diners Club or other recognized secure issuer. The card can be magnetic stripe, chip card or dual interface card; and credit, debit, prepaid or stored value, as long as it bears the logo of one of the above secure issuing organizations.

Mobile Phone Card – Cards used to enable mobile phones and are all chip cards. They are issued by various mobile phone carriers.

Gift Card – Any type of gift card is eligible. Gift cards have a prepaid value usually initiated at checkout that are for use at a retail establishment and are given as gifts. Cards must be printed on card stock of 24 to 30 mil. thickness.

Retail/Gas Card – Includes branded cards from retailers and gas and oil companies. The card can be magnetic stripe, chip card or dual interface card; and credit, debit prepaid or stored value.

Government Identification Card – Cards used for government identification services including security standards and other government needs. Examples: drivers license, passport card, national identification and government benefits or healthcare cards. Cards may or may not have photo identification.

Loyalty & Promotional Card – Includes such cards as airline, hotel, car rental and grocery store loyalty programs. The purpose of these cards is to reward customer loyalty. Promotional cards include discount cards or event themed cards that are intended for promotion, discounts, prizes or awards.

Transportation Card – Cards used for transit fares on buses, rail, subways, ferry boats, etc. They can be closed loop issued by the transit company or open loop issued by a financial institution. The card must be printed on card stock of 24 to 30 mil. thickness.

Access Control & ID Card – Cards used for access control such as hotel door keys, facility access badges, etc. The purpose of these cards are used for access/entry. Cards may or may not have photo identification.

Unique Innovation – Most innovative technical achievement in card functionality (multi-application, dual interface card, biometric, optical card, alternative material card, environmentally friendly materials, innovative cardholder features, etc.) that demonstrates novel, unique or expanded functionality in response to customer application requirements.

CARD MANUFACTURER JUDGING CRITERIA

Graphical Design: Creative, attractive design elements and layout to convey information or create an effect.

Printing: Utilization of litho and silk screening and other specialized printing techniques and processes to obtain maximum impact relevant to the card's graphic design.

Complexity: Utilization of the multiple manufacturing steps, processes, materials and components available including printing, lamination, die cutting/card reduction, hot stamping, embedding and other processes.

Technology: The application of science, knowledge, tools and methods in the development and creation of the card.

Quality: Overall card manufacturing quality including printing, lamination, die cutting, magnetic stripe positioning, foiling, signature panels, holograms, photos, chips or any other enhancement.

Innovation: The utilization of a new technique, method, process or material to develop cards that have been produced and accepted in the marketplace.

Uniqueness: Attributes that enable the card to be the only type of its kind. It should be without an equal and unparalleled and special.

Practicality: Useful, workable and sensible attributes which facilitate market use and acceptance.

Security (if applicable): Application of visible and covert techniques for human verification or instrument or lab verification of a card's authenticity.

SUPPLIER CATEGORY AND CRITERIA

Best Vendor New Product, Equipment or Material – Suppliers, nominate your own new revolutionary product, equipment or material entered into the card manufacturing market this year.

SUPPLIER JUDGING CRITERIA

The application of science, knowledge, tools and methods in the development and creation of the new product, equipment or material. Must have useful, workable and sensible attributes which facilitate market use and acceptance.

ONSITE CATEGORIES

Judges' Choice – The Élan Judges will select their favorite card from all of the entries received in any of the categories.

People's Choice (selected by ICMA EXPO delegates) – Attendees at the EXPO (exclusive of spouses or guests) will select their favorite card from all of the entries received in any of the above categories. These entries will be displayed face-up without identification of the entrant.

ENTRY RULES:

- ICMA reserves the right to re-categorize entries and review submissions to ensure they meet eligibility requirements.
- **Eligible cards must have been manufactured and issued after April 4, 2011. Issued cards are branded and being utilized in the marketplace. Only cards that are manufactured for an issuer customer and issued into the marketplace are eligible (i.e. cards used as product samples or prototypes are not eligible).**
- Entrants must be current 2012 ICMA members.
- Cards may be entered by the manufacturer or issuer of the card.
- There is an entry fee of \$125 (USD) per entry.
- All cards become the property of ICMA unless security rules require them to be returned to the entrant. If so, please write on the back of the entry "return to entrant" and include a self addressed envelope for return. Note that card manufacturers are responsible for return shipping costs.
- Customer authorization for submitting the cards is the responsibility of the card manufacturer entrant. Please use the sample letter on the ICMA website and type it onto your own letterhead with the card-specific information to obtain any necessary customer approval. ICMA is not responsible for any action relating to any unauthorized duplication, copyright infringement, etc. that may arise from the award contest.

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**Entry form and cards must be received
at the ICMA office by March 16, 2012.**

ENTRY INSTRUCTIONS:

The Entry Form is located online at www.icma.com. All entries must be filled out and payments submitted via this online form.

Step one: Fill out the necessary information on the Entry Form for each individual entry and make payment. Entries for multiple cards can be done in one step.

Step two: Prepare your cards to ship and arrive at ICMA by the March 16 deadline.

Once you have filled out the online form, each entry will be assigned an Entry ID Number which will be e-mailed to you and also maintained in your online company account. This number should be clearly labeled on the back of each card being sent in. Please do not use clear labels. Cards that are not labeled must be disqualified.

For each entry, submit three identical cards, with the three cards per entry in their own individual plastic sleeve. Send to ICMA Élan Awards, 191 Clarksville Road, Princeton Junction, NJ 08550 USA.

Include with the cards, on company letterhead, a list of the cards being entered using the following format:

- Name of Card / Customer of Card / Entry number assigned by ICMA
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Contact person: NAME, PHONE NUMBER, E-MAIL ADDRESS

Credit card payments via the online Entry Form are preferred. If you must submit payment by wire transfer, please contact Elizabeth Roe at ERoe@icma.com. A \$50 processing fee will be added for paying by bank wire. If payments are not received by March 27, your entry must be disqualified.





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Princeton Junction, NJ 08550
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